

elight

HELP 100 MILLION PEOPLE LEARN ENGLISH IN 10 YEARS

elight

OUR STORY



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PROBLEM



Online learners give up easily

English online learning is a new trend, which is growing rapidly in the last few years. However, many of the millions of learners who have enrolled in one of these courses soon quit and never returned to the platform.

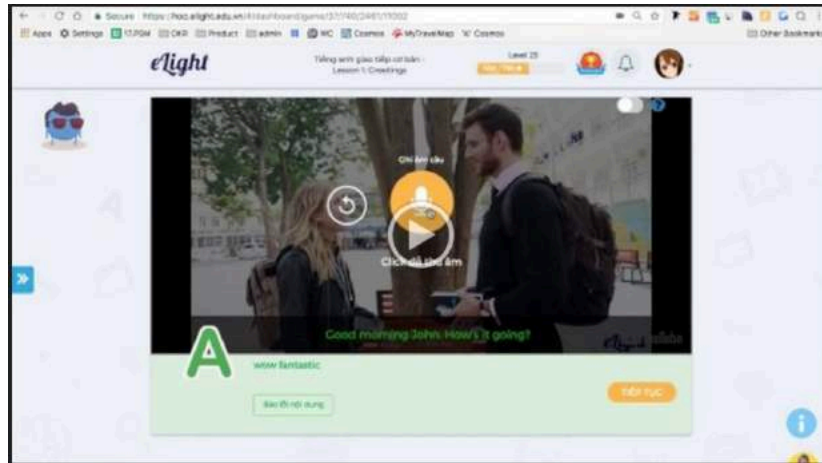
SOLUTIONS



Integrate video lessons with gamification practice

Keep students engaged and studying for an average session of 24 mins, which 4 times higher than the typical video learning session.

PRODUCT VIDEO DEMO



Click the image to open video demo

PRODUCT ADVANTAGES

Engaging video lecture courses



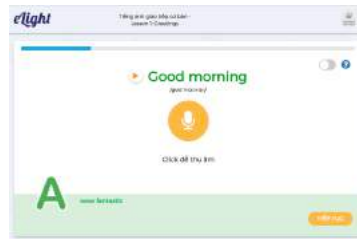
Interactive videos



Gamified practice system



Pronunciation Checker

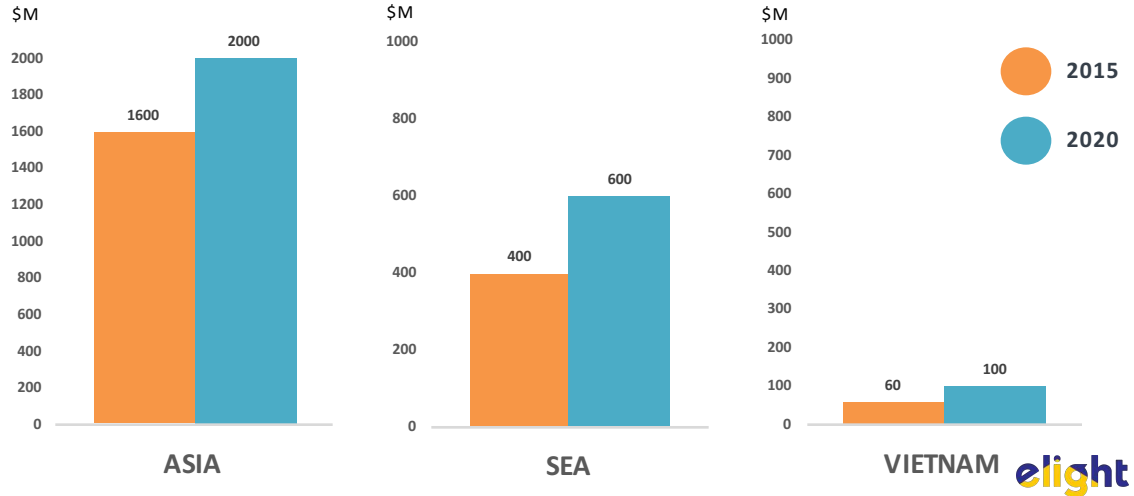


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MARKET OPPORTUNITIES

data provided by: Ambient Insight

The 2015-2020 Worldwide Digital English Language Learning Market (USD)

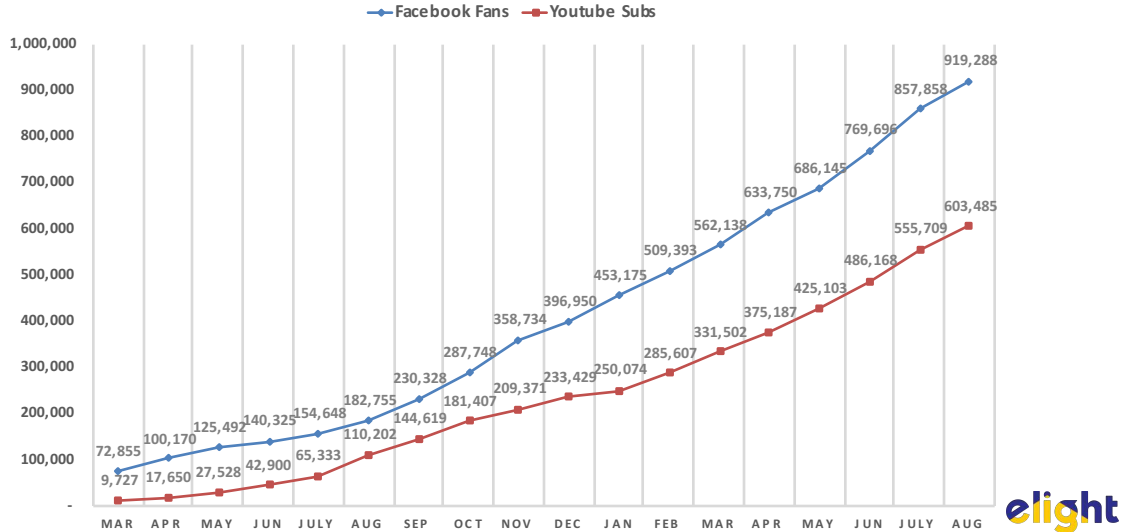


ELIGHT COMMUNITIES GROWTH

<https://www.facebook.com/ElightLearningEnglish>

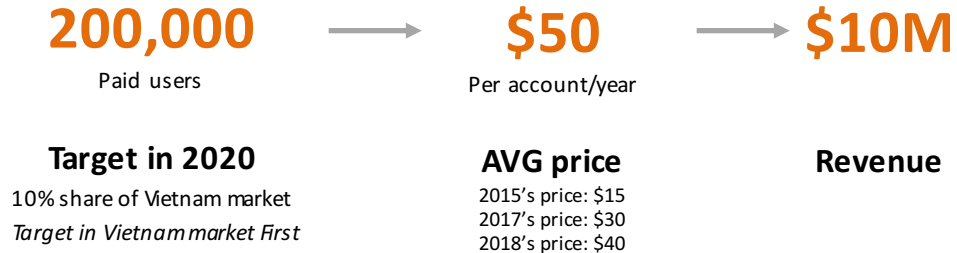
<https://www.youtube.com/elightlearningenglish>

FACEBOOK & YOUTUBE GROWTH IN THE LAST 18 MONTHS (IN USERS)



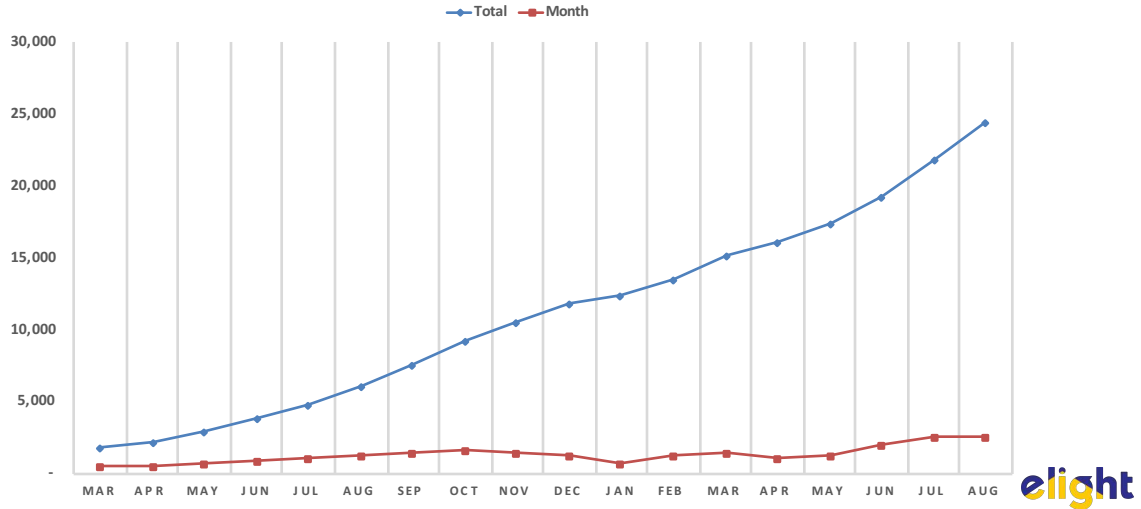
BUSINESS MODEL

ELIGHT creates & shares free English video lessons for everyone
and provides a premium online web app



ELIGHT GROWTH

PAID USERS'S GROWTH IN LAST 18 MONTHS (IN USER)



COMPETITION

Video
Lessons

Rosetta
Stone 

 Edumall

Tiếng Anh **i23**
không còn khoảng cách


duolingo

elight

Gamification Practice section **elight**

COMPETITIVE ADVANTAGES

1.7 mil

Fans & Subs



Huge and active
social communities

24 mins

Per learning session



First to integrate video and
gamification successfully

15%

Total advertising cost



Business has been based on
cultural understanding

elight

CORE TEAM



Trang Phan Kieu, Founder & CEO

Participated in the Endeavor student exchange program of Australian Department of Education, in 2011.

Created 200+ English video lectures for Vietnamese students.

[Linkedin](#)



Patrick Nguyen, Investor & Chairman

Former Google team leader, Walmart SWE. Initial investor of Beeketing, Wefit, Jupvic.

[Linkedin](#)



Duong Pham, CTO

Former CTO & Project manager at Savycm Inc. Served international client based from the US and Germany for more than 5 years.

[Linkedin](#)



Anh Quach Duc, Co-founder & COO

Founder of Akira Education. Experienced manager of multiple educational projects in Vietnam.

[Linkedin](#)

CORE TEAM



Linh Tran, Academic Manager

MA of Teaching English to Speakers of Other Languages - Victoria University, Australia

Master of International Business - Keele University, UK

Bachelor of Arts - Hanoi University of Technology



Van Le Ha, Content Leader

MA of Teaching English to Speakers of Other Languages – Victoria University, Australia

Bachelor of Arts in English Studies - Hanoi University



Hong Phuc Dang, Content Leader

MA of Teaching English to Speakers of Other Languages - Victoria University, Australia

Bachelor of Arts in English Language Teaching - Hanoi University



Ben Engelbach, Consultant

Bachelor of Arts in Cinemas & Media Arts – Biola University, US

Certified TEFL Instructor

5 years experience teaching English in Asia

WE ARE LOOKING FOR PARTNERS

WE HAVE

- 01 An engaging learning platform created by our tech team
- 02 Creative team which produces simple and enjoyable video lesson
- 03 Digital marketing knowledge & Growth hack technique prove to grow online communities rapidly
- 04 Prove business model & continuous growth in the Vietnamese market



WE ARE LOOKING FOR

Strategic Partners who could invest in opening one of these markets: Indonesia, India or Brazil.



THANK YOU

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