

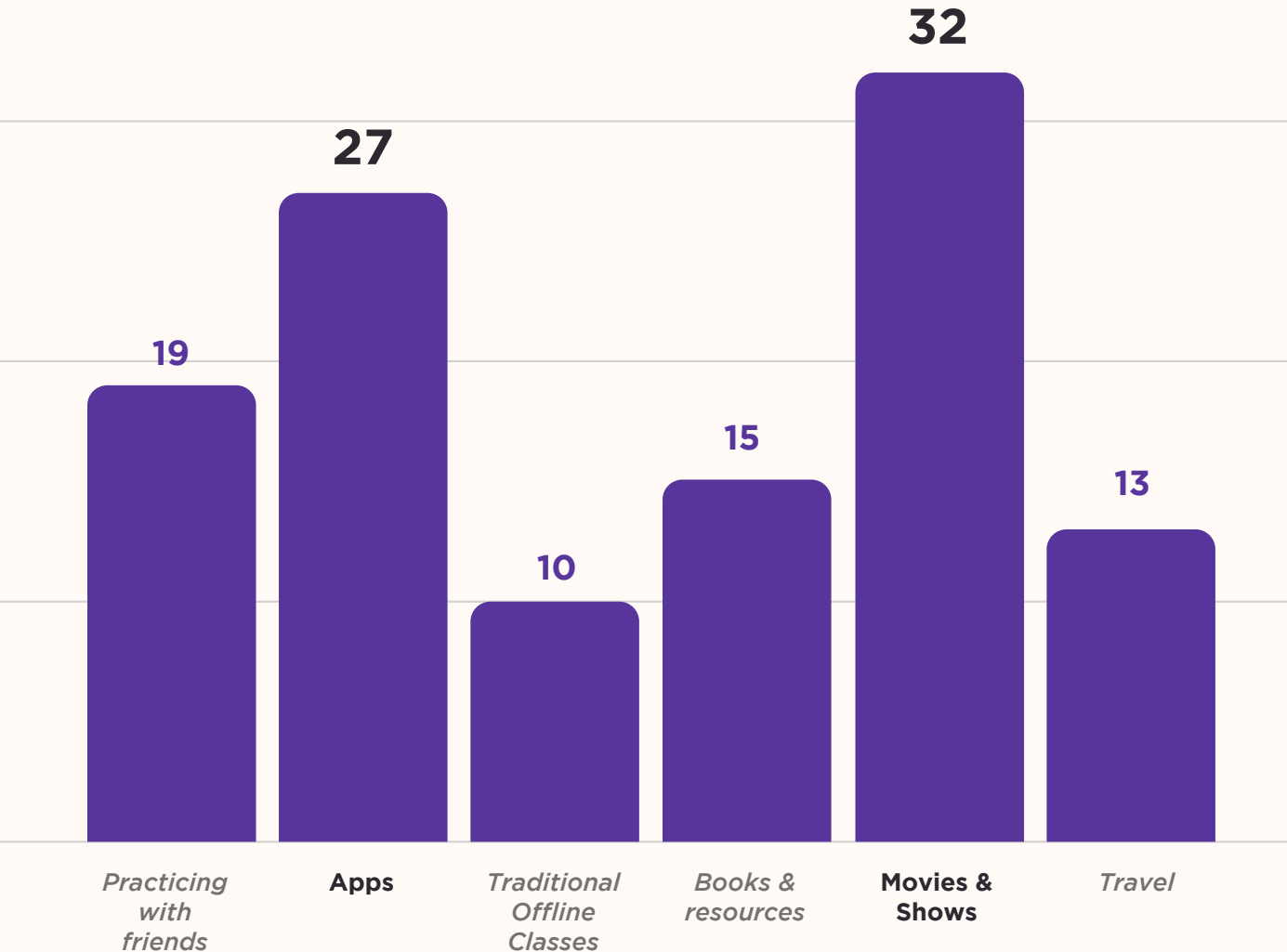
Singapore is the
PERFECT HUB
to pick up a new language

who wants to
LEARN A NEW LANGUAGE?

78.6%

61 out of 77 responses
are interested or are currently
learning a new language

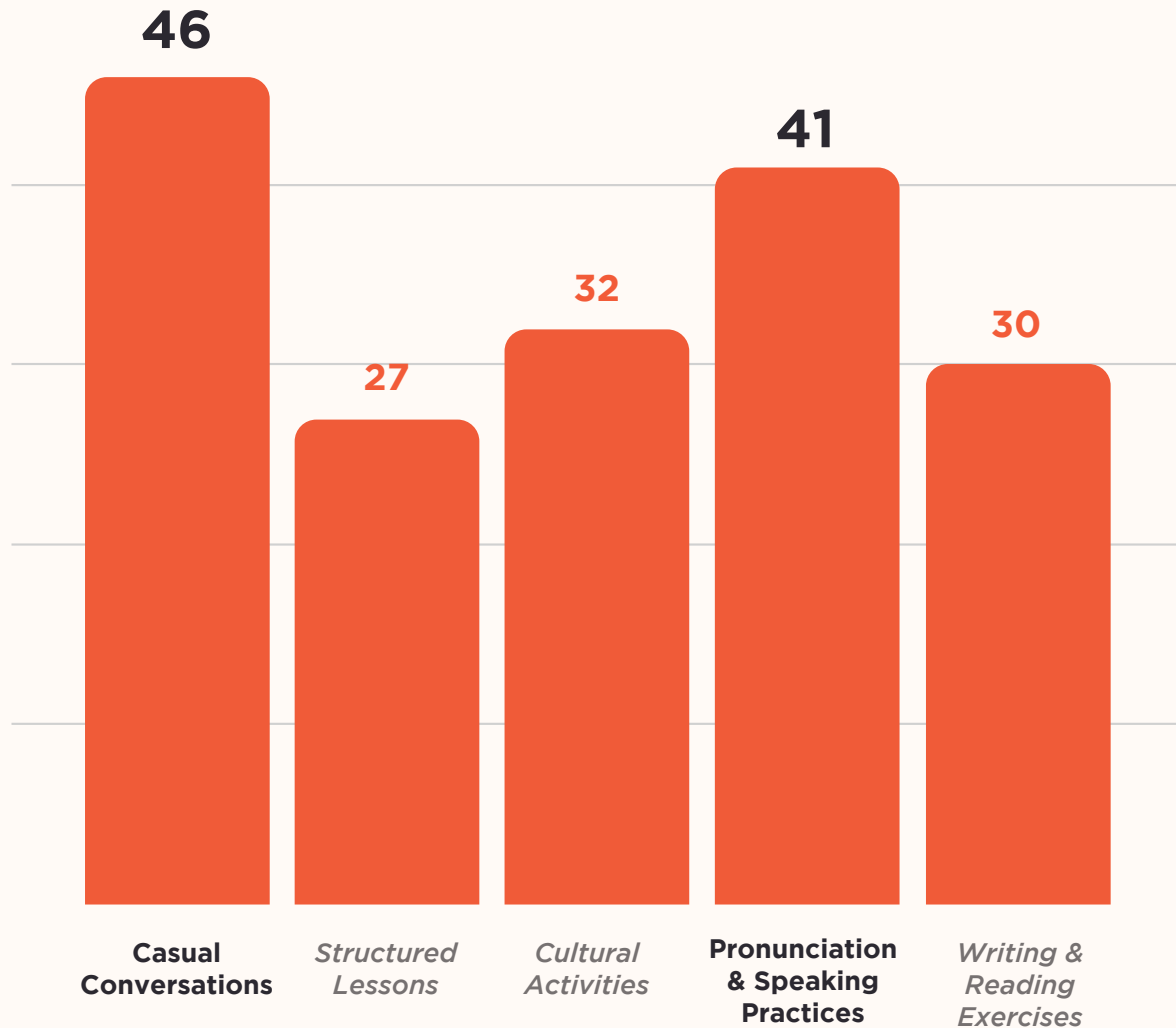
They are looking to **pick up languages** through mediums such as:



Media Forms
(Movies & TV Shows)

Applications

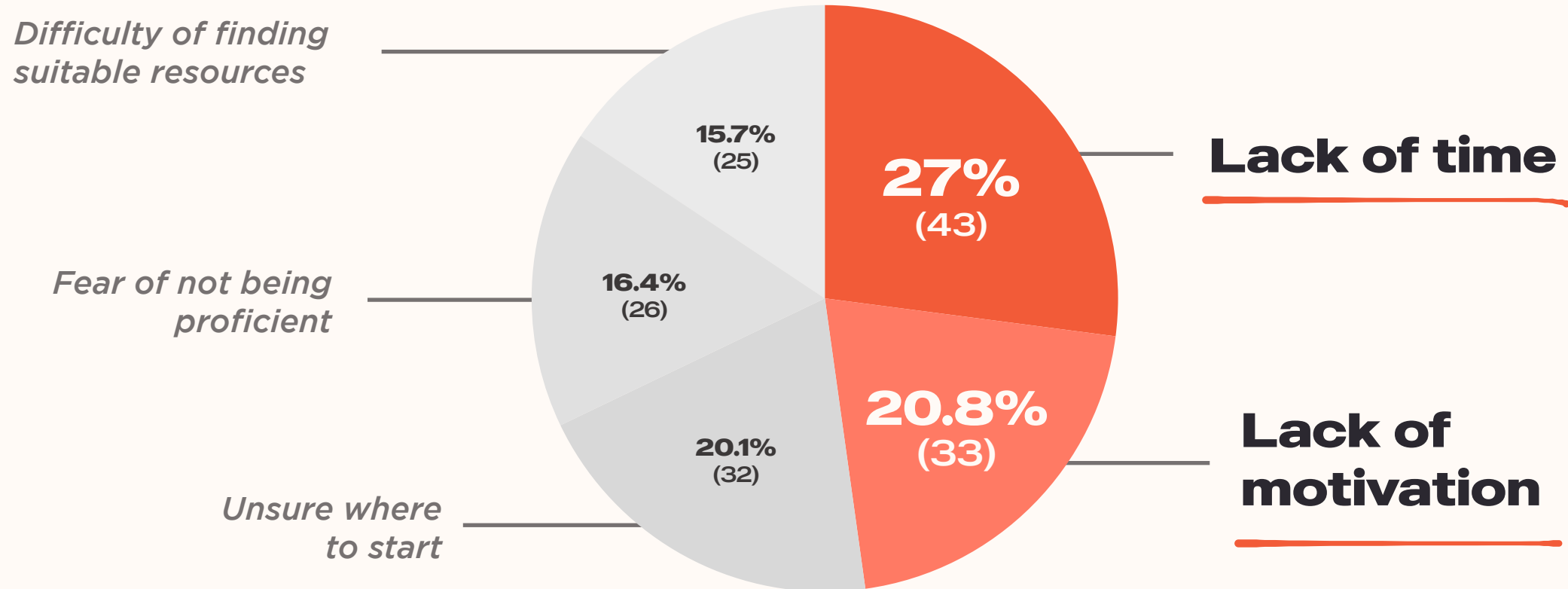
but prefer the learning to be done through



Casual Conversations

Pronunciation & Speaking Practice

Biggest challenge when committing to a new language





Ryan Oh

Student & Freelance Graphic Designer

- 👤 24, Singaporean
- 🗣️ English, Chinese, very minimal Korean
- 🎓 Undergraduate
- ❤️ Enjoys watching K-dramas & anime

Pain Points

- Lack of **time and motivation** to start learning seriously
- **Fear** and **intimidation** when trying to speak a new language

Motivation

- **Personal satisfaction** from learning a new language
- **Converse fluently** when visiting to Korea and Japan

Core Needs

1. Less time-consuming way of learning
2. Judgement free conversational practice
3. More engaging learning experience

LANGUAGE SCHOOLS

Too **expensive** & **time consuming** |

Inflexible lesson times |

Can't dictate lesson curriculum |

Stressful **academic** and **group** setting |

Lacks **conversational practice** |

popular language app: **DUOLINGO**

| Content is **unrelatable** in everyday context

| **Can't dictate** lesson curriculum

| Lessons are **rigid and repetitive** which gets **boring**

| **No human** to guide users with their learning

| Lacks **conversational practice**

Ryan is looking for a **quick & easy** yet **engaging** way to pick up languages and wants a **judgement-free zone** to focus on improving his speaking capabilities.

Is there even such a service that can fulfill **Ryan's needs**?

Introducing

SAY IT PAL!

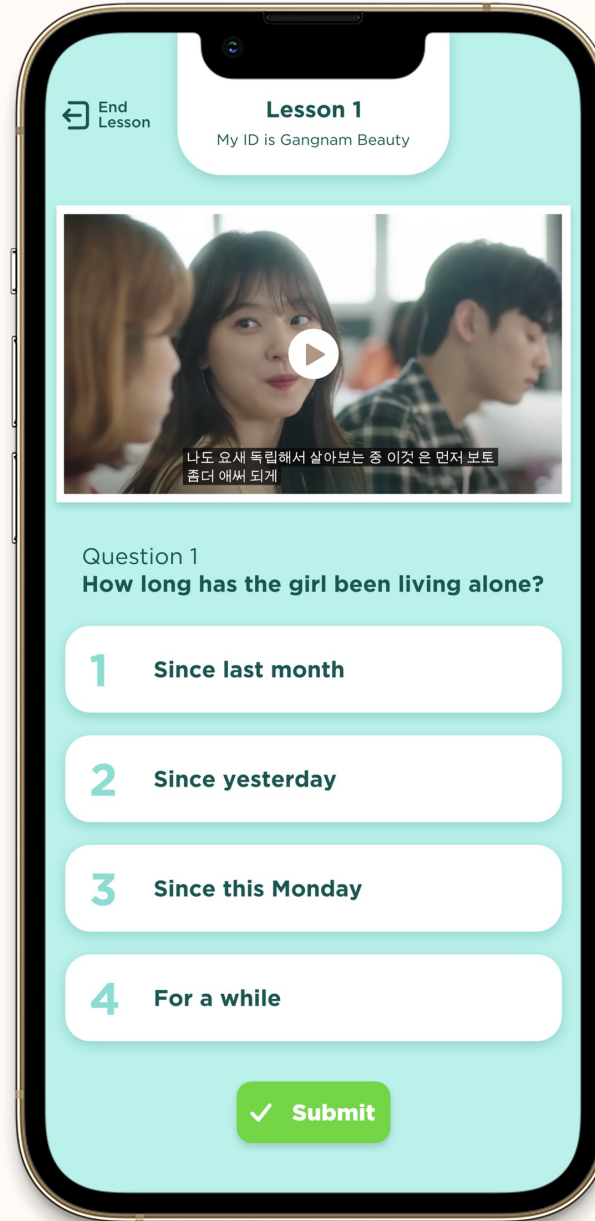




SAY IT PAL!

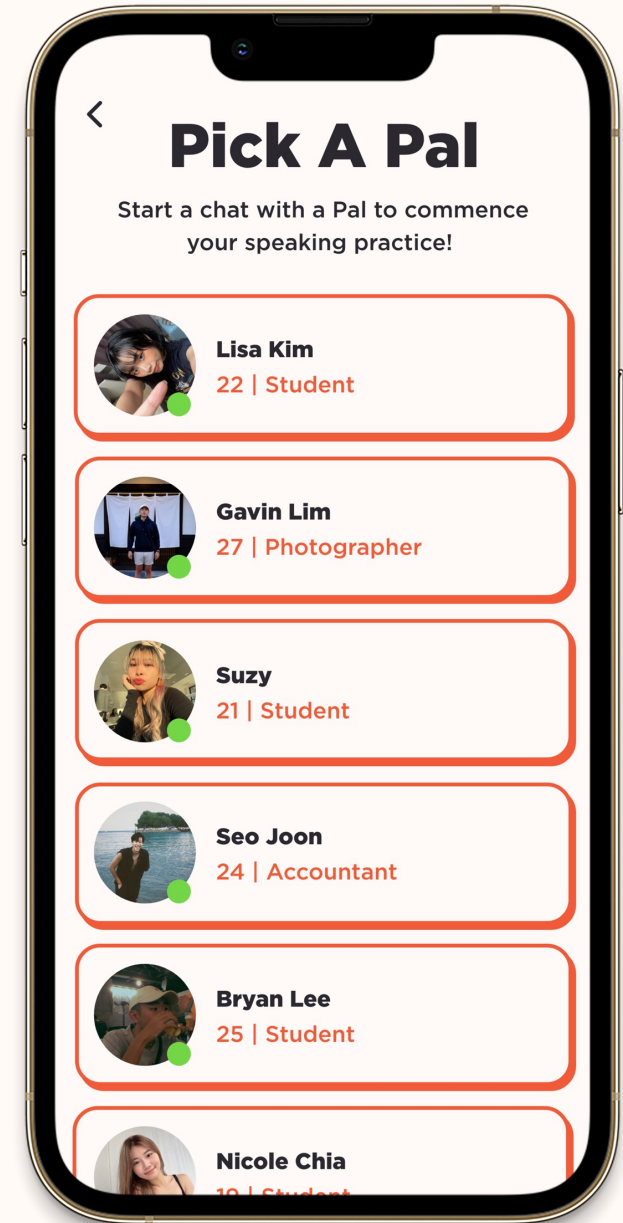
A unique language learning service

Learn through various
media forms like...

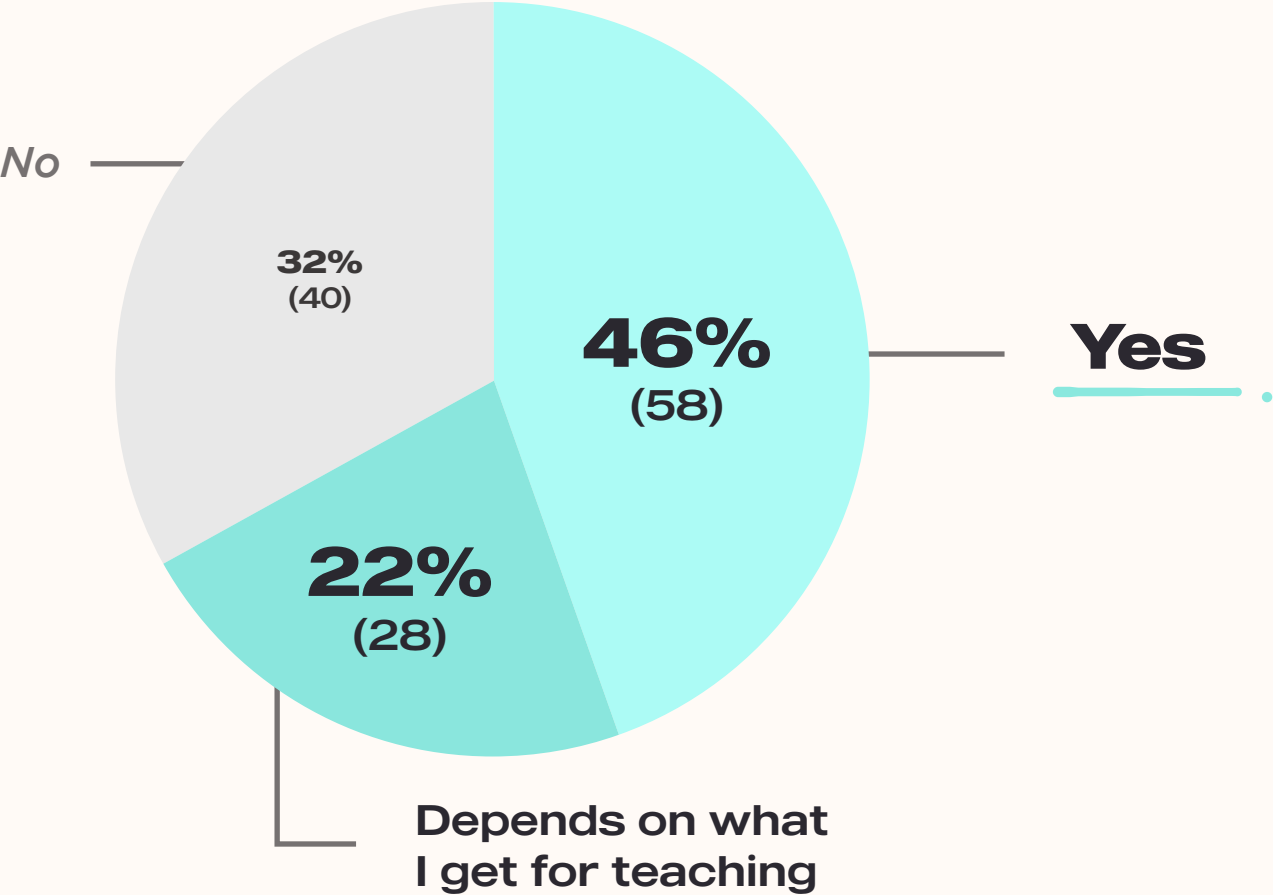


TV Show Clips
& Music Lyrics

Practice with fluent speakers on the app

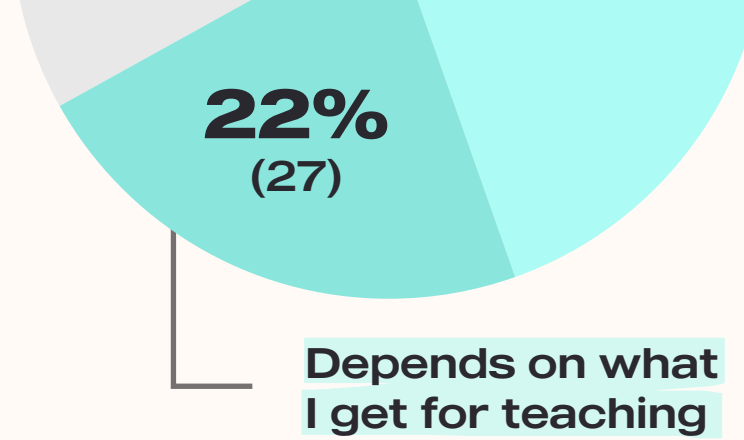


People are interested to share their language with others



126 responses

- It can be really funny and wholesome!
And it could interest them to want to know more!
and u can also find out some languages could be so similar LOL
- Because my 2nd language A1 :) and I have pride in my culture and language.
- if i enjoy the language and the student is very proactive to learn, i would teach
- for fun ah actually..
- why not



Depends on what
I get for teaching

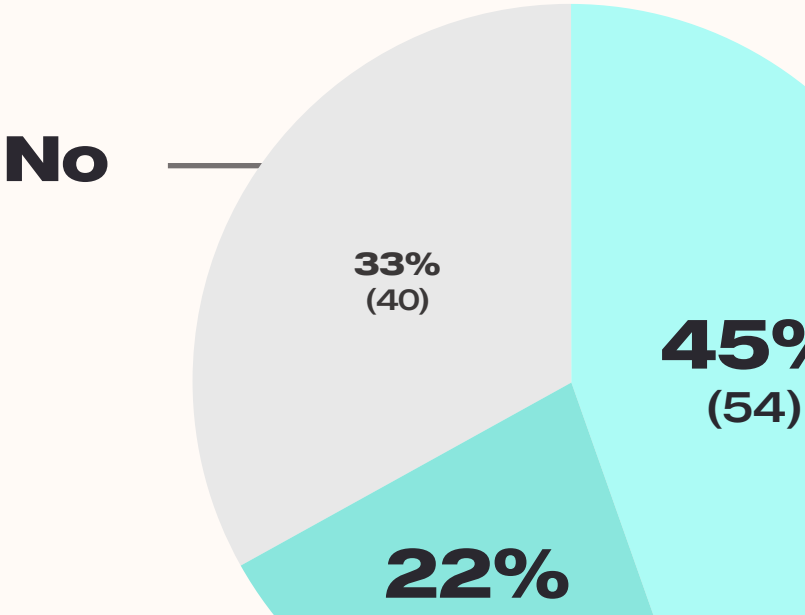
While those who were on the fence,
might consider **depending on what
they get in return.**

incentive bah.. not ez to just teach
language ehy. time n effort

money! or just food

And some who voted 'no' expressed concerns with their capabilities

- later teach wrong they also gone
- feel like i not qualified enough to teach sia LOL
- i got no patience
- No bcuz i dont trust myself to teach accurately lololololol



A portrait of a young woman with dark hair tied back, wearing a light blue ribbed sweater, smiling slightly. The background is a blurred outdoor scene with trees and people.

Suzy Lee

Student

- 👤 21, South Korean living in Singapore
- 🎓 Undergraduate
- 🗨️ English and Korean
- ❤️ Dancing and Singing

Pain Points

- **Lack of confidence** in her teaching abilities
- Fears she's **losing touch** with her roots
- Views teaching as **high commitment**

Motivation

- Finds **joy** in teaching others
- Curious about the teaching **experience**
- **Proud of her culture** and wants to **connect** with people who are also interested in it

Core Needs

1. A beginner friendly platform to start teaching
2. Convenient way to conduct lessons
3. Get back in touch with her roots

Proficiency Test

to verify the teacher's
language capabilities

< Speaking Proficiency Test


Q: 가장 최근에 본 영화는 무엇입니까?
gajang choegeun-e bon yonghwaneun muos-imnikka

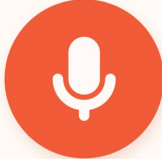
**(영화를 10점 만점으로 평가하고 영화를
yonghwareul sipijom manjomeuro pyongkkahago yonghwareul
추천하거나 추천하지 않는 이유를 설명합니다)**
chuchonhagona chuchonhaji anneun iyureul solmyonghamnida


**Q: What is the most recent
movie you've watched?**

**(Rate the movie out of ten, and explain
why you would or would not
recommend the movie.)**


Tap to speak


Redo





Submit

< Listening Comprehension



**Q: 직업을 구하려고 할 때 지효는 어떤
jigobeul guharyogo hal ttae jihyoneun otton
문제에 직면했나요?**
munjee jingmyonhaennayo

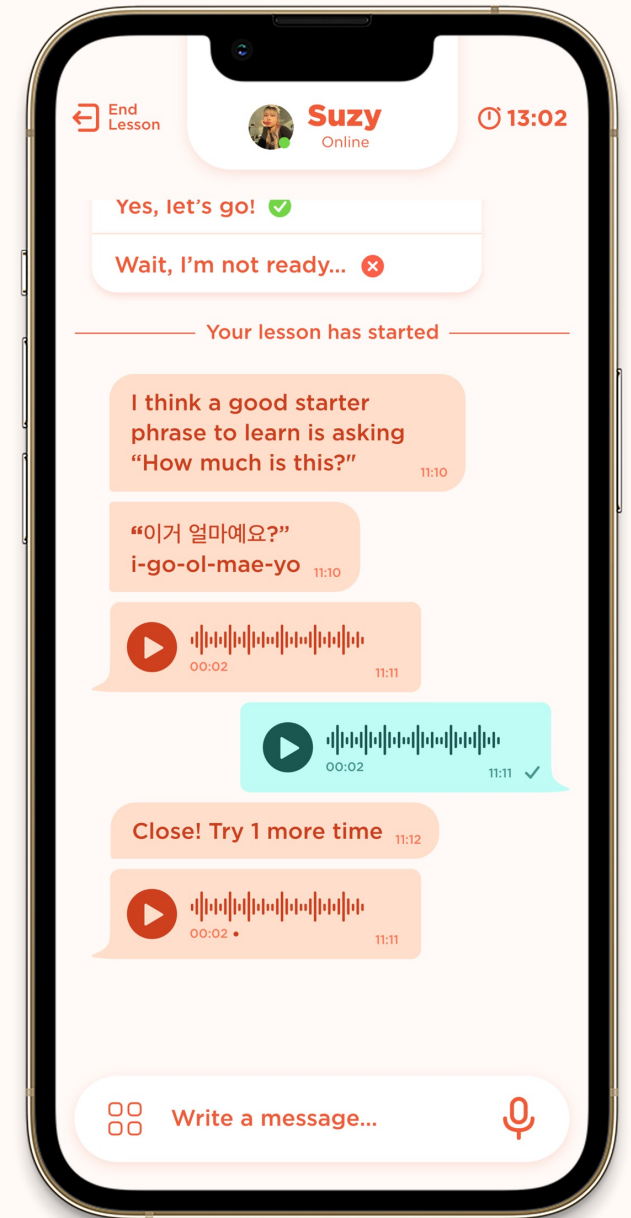
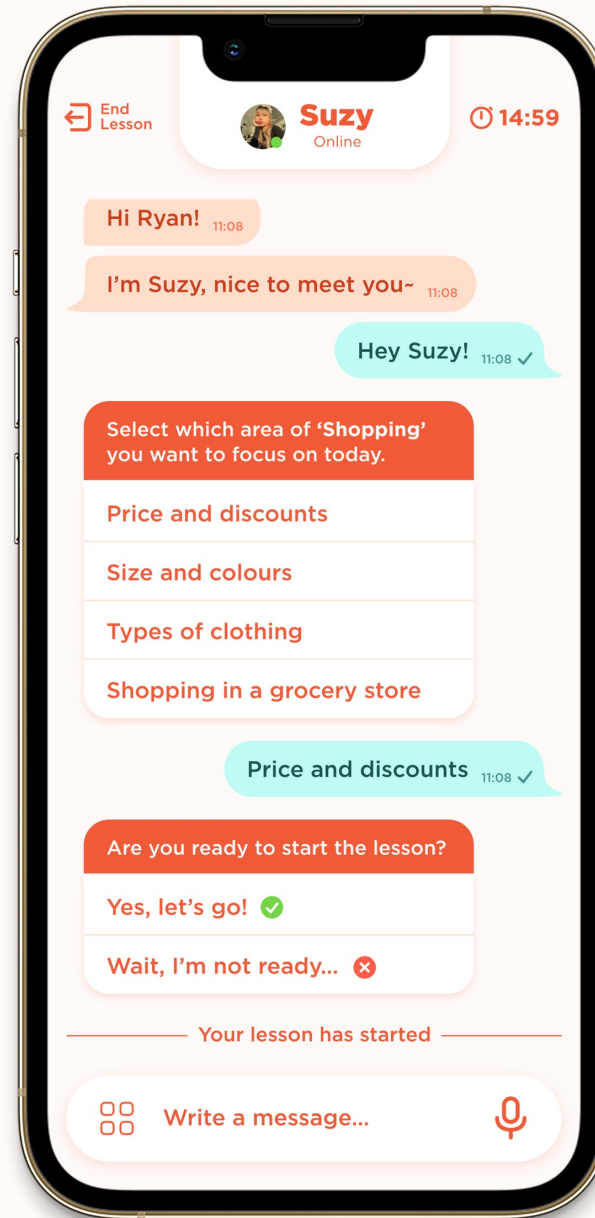
여기에 답을 입력하세요

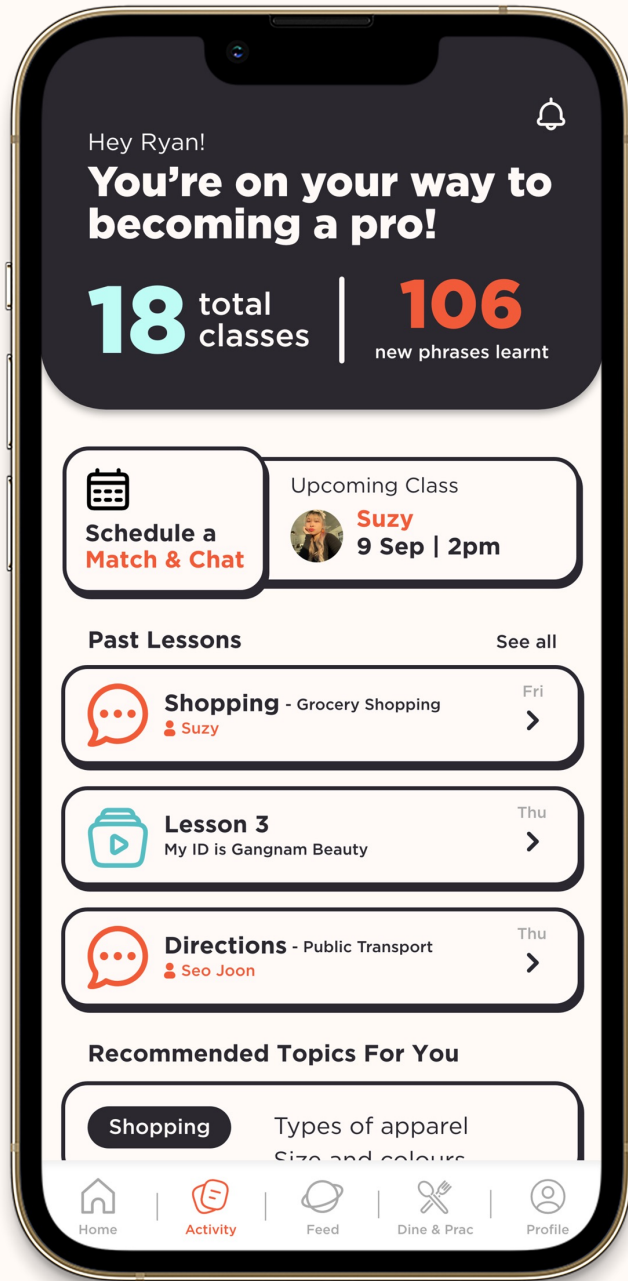

Submit

Private Chatroom

with your Pals!

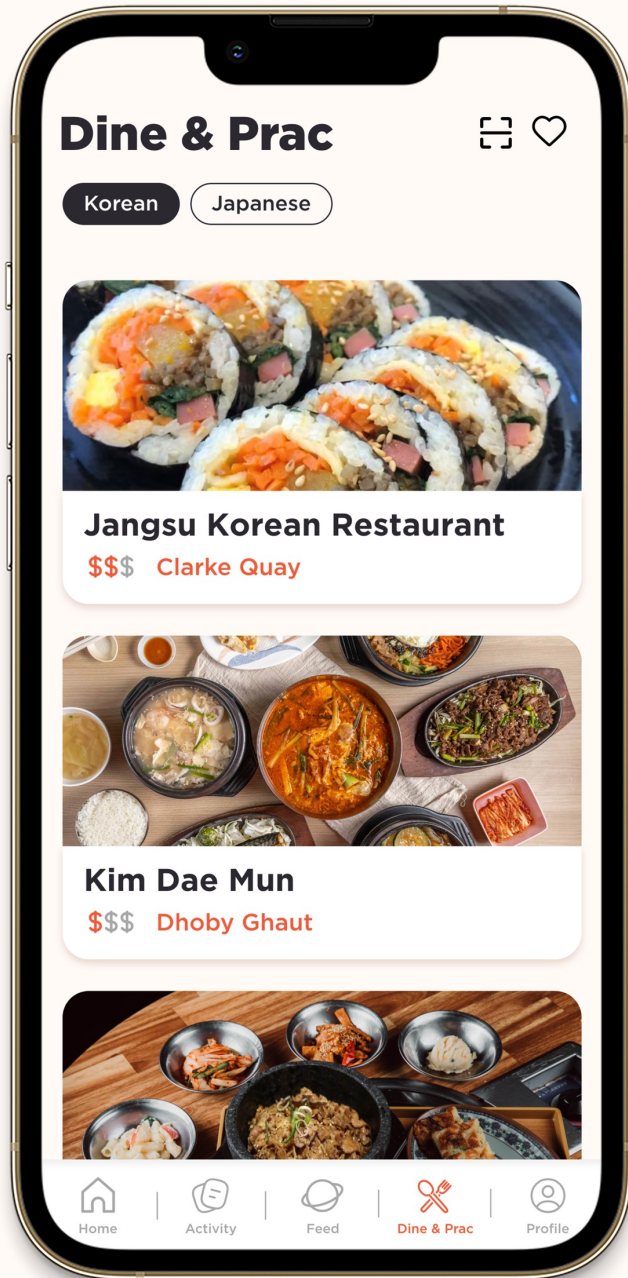
Use **voice memos** to practice speaking



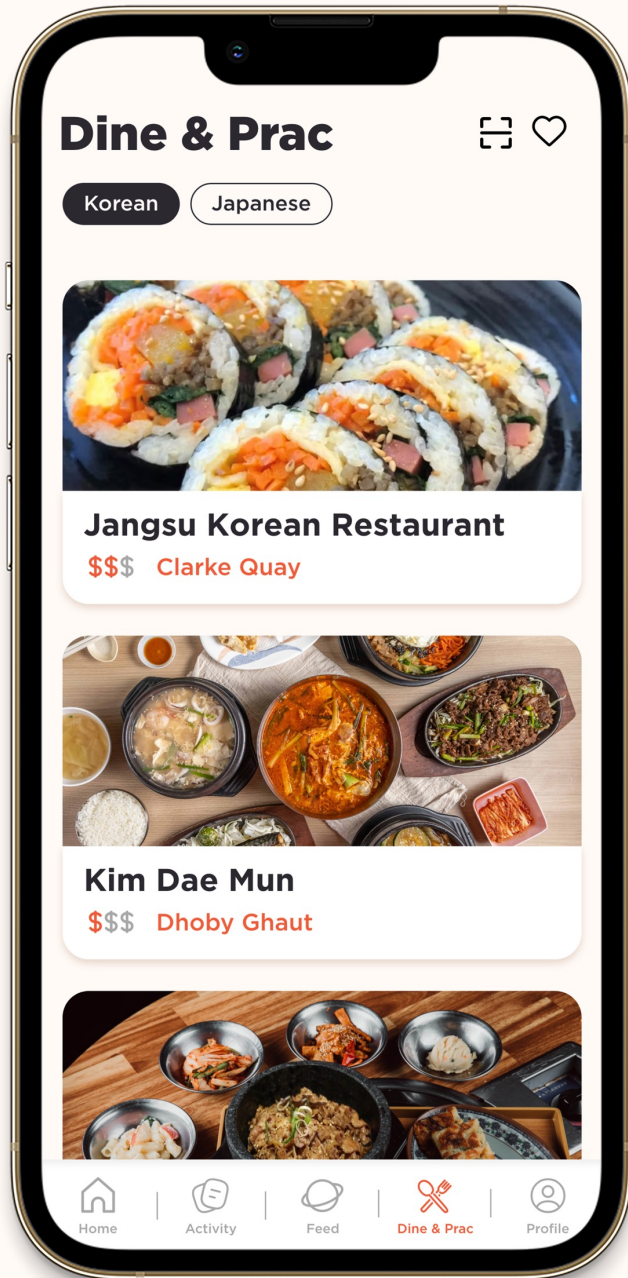


Learning Tracker

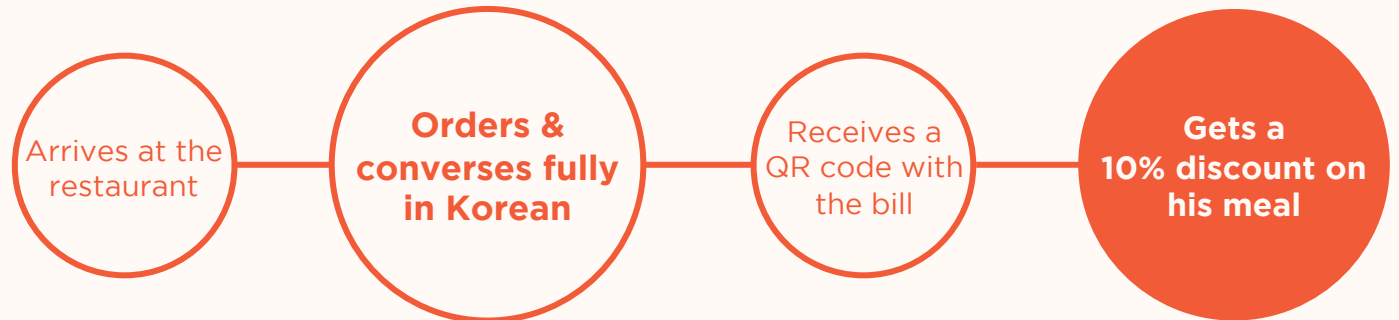
to log your progress, review past lessons and keep you on track with recommended topics

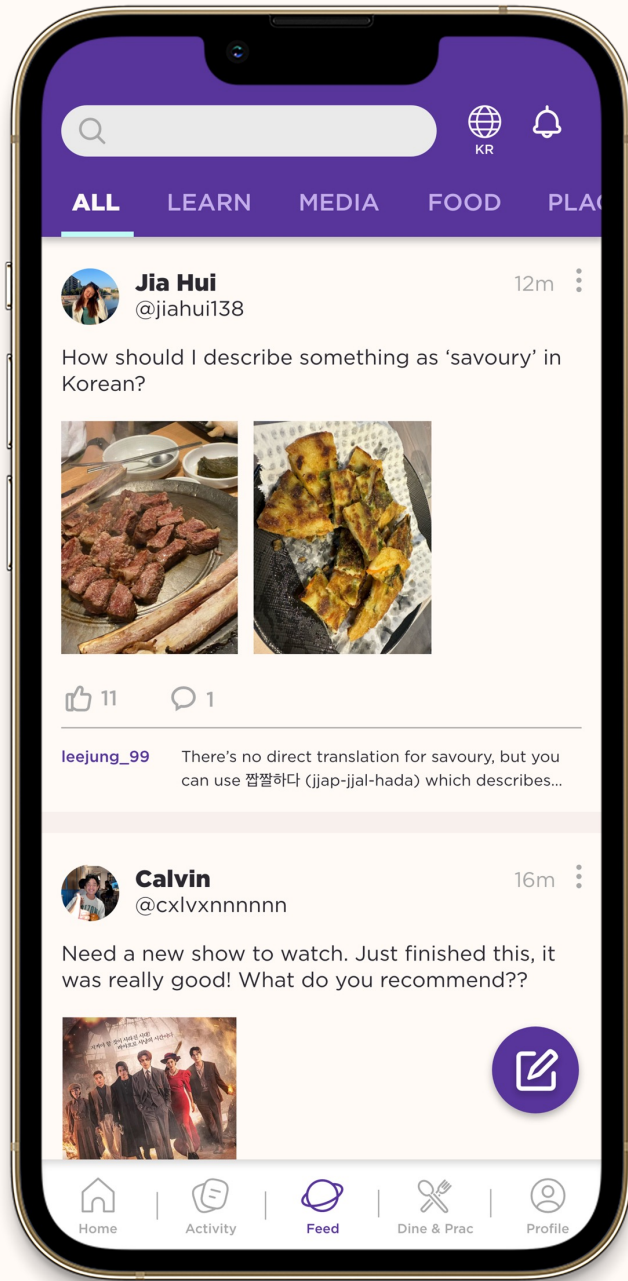


Dine & Prac:
Visit our partner restaurants
to practice speaking like a native



Dine & Prac: Customer Journey





Social interaction feeds
to share any language related content
with the community

Free Plan

Premium Plan

**Match & Chat
sessions**

15
Min

30
Min

**Unlimited
lessons**



3 Match & Chat | 1 Watch & Learn | 1 Listen & Repeat

**Scheduled
Practices**



Only chat with Pals who are online at that moment

**Dining
Practices**



RYAN

language learner



Learns a new
language



Improve
his fluency



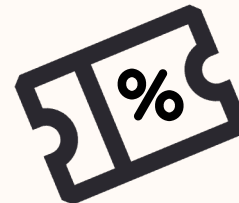
Makes
new friends

SUZY

language teacher



Gets teaching
experience



Discounts at restaurants
as a reward for teaching



Makes
new friends

