



EDS&LS FELLOWSHIP CAPSTONE PROJECT • AUGUST 7, 2021

The Guia Team



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**LEARNING PORTUGUESE,
TAGALOG**



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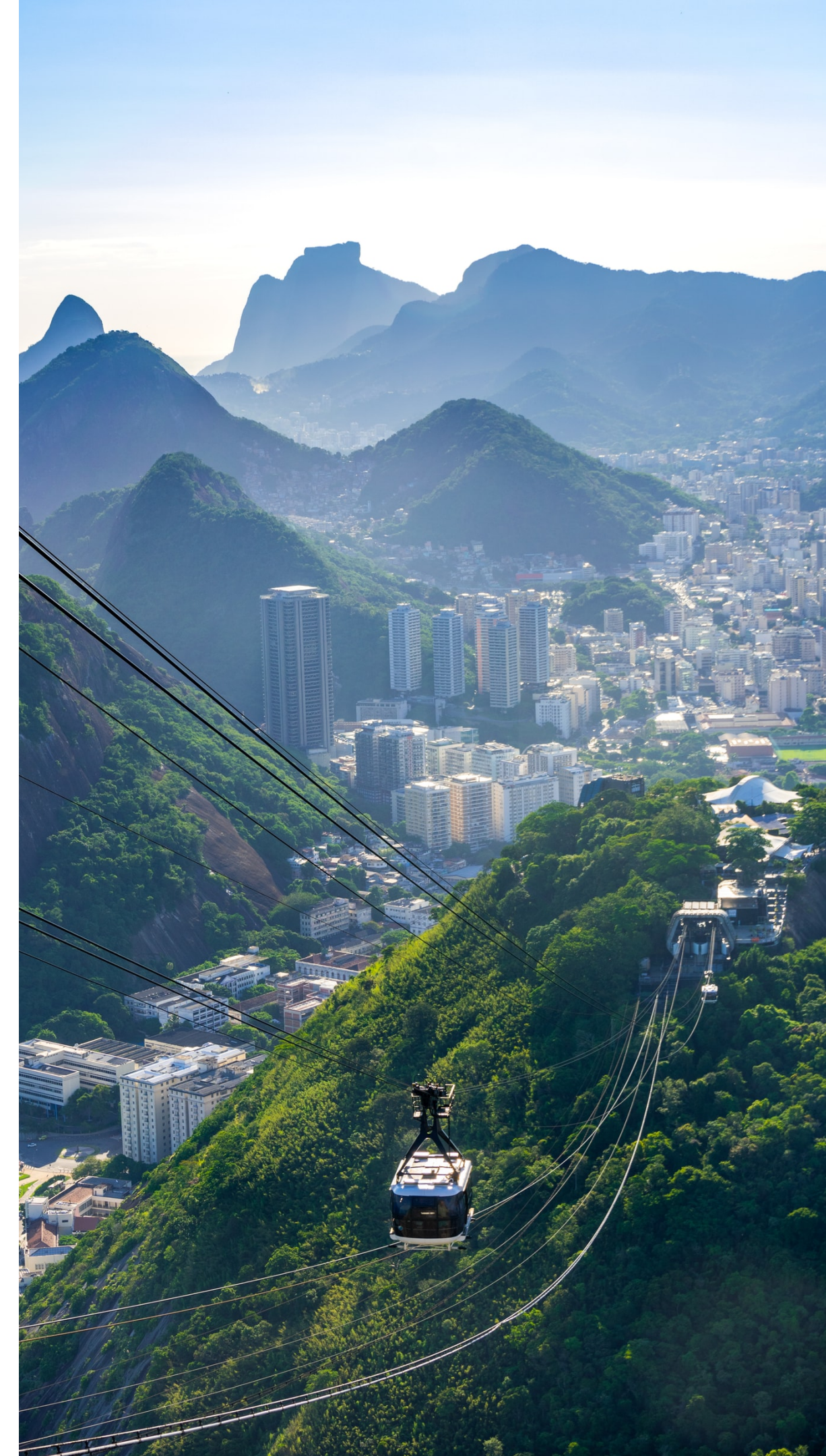


Hayden Johnson

LEARNING FRENCH

AGENDA

- 1** Meet Mona
- 2** The Problem
- 3** Our Solution
- 4** Business Plan + Next Steps



Meet Mona

A 26 year old who's interested in Brazilian culture and wants to learn Portuguese so that she can hold more in-depth conversations



ATTEMPT 1

ATTEMPT 2

ATTEMPT 3

Portuguese in the classroom

Expensive textbooks and course fees



ATTEMPT 1

ATTEMPT 2

ATTEMPT 3

Duolingo and other language-learning apps

Prescriptive materials and lack of real-world context



ATTEMPT 1

ATTEMPT 2

ATTEMPT 3

Toucan and other page translators

Focus on memorizing vocabulary words



Putting language into practice



Putting language into practice

Onde fica o banheiro?
Where is the bathroom?

Qual é sua cor preferida?
What's your favorite color?



... Loss of confidence and motivation



02

The Problem

**Language-learning tools
are incomplete.**

Lack of real-world content

Learning Portuguese from synthetic materials doesn't translate into active fluency and everyday conversations.

Lack of grammatical context

Memorizing vocabulary words in isolation doesn't provide the sense of grammatical structure and context to build sentences on your own.

Loss of intrinsic motivation

"It isn't that people don't think language education important. It's that they don't think it's possible." (Richard Brecht, University of Maryland)

THE PROBLEM

<1%

of people are actually proficient in a language they studied in a U.S. classroom, even though...

93%

of U.S. high schools were offering foreign language courses as of 2008

estimated 0.12%

of Duolingo Portuguese users actually finished the entire module



03

Our Solution

OUR SOLUTION

Introducing Guia

A Google Chrome extension designed to guide learners through real-world texts

The image shows a screenshot of a web browser displaying a news article on the BBC News Brasil website. The article title is "Olimpíada de Tóquio 2021: como o skate foi da proibição às medalhas no Brasil". The author is Thais Carrança, and the date is 26 julho 2021. The article is categorized under "Notícias" and "Brasil".

Overlaid on the right side of the browser window is the "Guia" extension interface. It features a logo with a magnifying glass and the word "guia". A green badge indicates the difficulty level as "intermediate (B1)". Below this, a message states: "This is a good challenge for you! We detected the following difficulty factors on this webpage: Comparative adjectives, Pretérito perfeito, Pretérito imperfeito, Particípio passado".

Under the heading "Relevant topics", there are several tags: "The Olympics", "Brazil", "skateboarding", "sports", and "Rayssa Leal". At the bottom of the overlay is a prominent yellow button labeled "Start Reading".

In the bottom left corner of the overall image, there is a small grey button labeled "Pitch".

OUR SOLUTION

Difficulty estimation

Helps learners discern whether an article may be at or beyond their current proficiency level

Feature extraction

Augments the learning experience by specifically highlighting potential areas of growth, such as verb conjugations or grammatical structures

Proficiency and interests matching

Creates a more personalized experience that helps users integrate language-learning into their everyday web browsing

OUR SOLUTION

Feature extraction



guia

intermediate (B1)

This is a good challenge for you!

We detected the following difficulty factors on this webpage: Comparative adjectives, Pretérito perfeito, Pretérito imperfeito, Particípio passado

Relevant topics

The Olympics

Brazil

skateboarding

sports

Rayssa Leal

Start Reading

Difficulty estimation

Proficiency and interests matching

OUR SOLUTION

Feature extraction



advanced (C1)

This is a bit above your reading level.

We detected the following difficulty factors on this webpage: Dense scientific information, Statistical data, Vocabulary about Brazilian government

Relevant topics

COVID-19

vaccines

health

Ministério da Saúde

Start Reading

Recommend New

Difficulty estimation

Proficiency and
interests matching

04

Demo

**Guida is your guide to more
meaningful language learning.**

05

Business Plan + Next Steps

Language-learning market (2019)



\$6.3B
TOTAL
AVAILABLE MARKET

TAM



\$242.9M
SERVICEABLE
AVAILABLE MARKET

SAM



\$100M
SERVICEABLE
OBTAINABLE MARKET

SOM

BUSINESS PLAN + NEXT STEPS

Toucan, Fluent.co



real-world materials
freedom to explore your own interests
not limited to a pre-defined curriculum

free

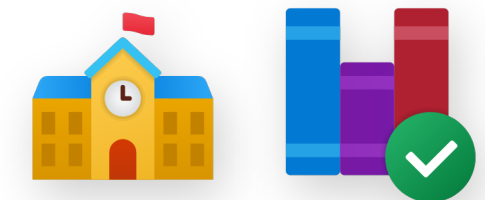
fun, enjoyable

focus on grammatical structures

learn at your own pace

guidance

structured progression



Traditional approaches
(courses, textbooks)

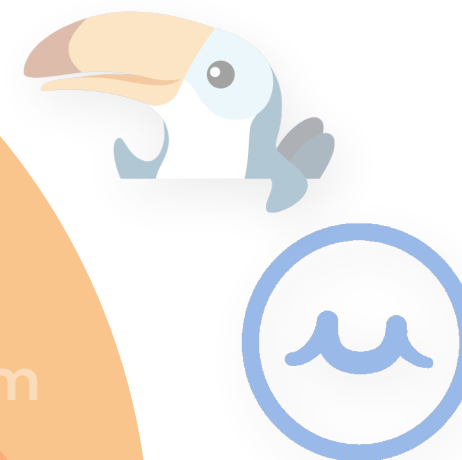
duolingo

+Babbel



BUSINESS PLAN + NEXT STEPS

Toucan, Fluent.co



real-world materials
freedom to explore your own interests
not limited to a pre-defined curriculum



free

breaks out of traditional language learning

culturally-relevant content

proficiency and interests matching

guidance

fun, enjoyable

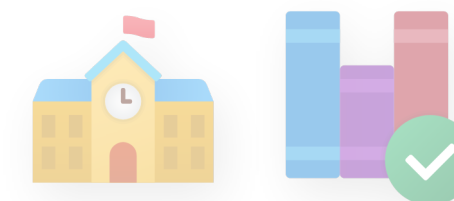
focus on grammatical structures

structured progression

learn at your own pace

duolingo

+Babbel



Traditional approaches
(courses, textbooks)

Go-to-market strategies

FREE
5 articles per week
Text recommendations only
-
-

Free

PRO
Unlimited articles per week
Multimedia content recommendations
Highlighting difficulty factors (e.g. conjugations) within text
Early Access to new features

\$10/Month

Next steps



The Guia Team

obrigado!

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