mırınae

Learning language
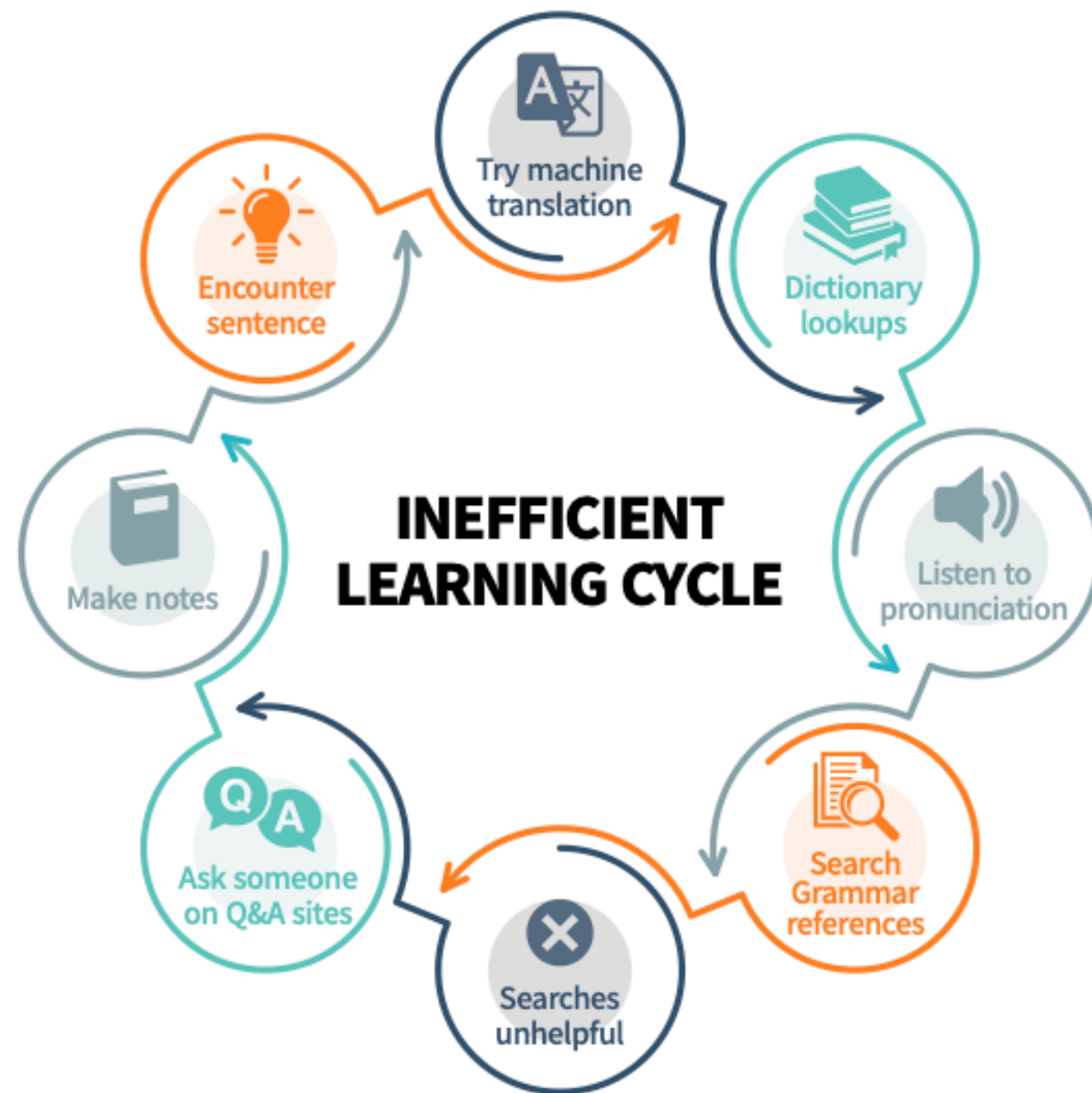while **Experiencing** language

The Problem

There are many kinds of learning resources that do not work well together

Solution

We can replace all these complex learning steps with a single exploratory experience

INEFFICIENT LEARNING CYCLE

- Try machine translation
- Dictionary lookups
- Listen to pronunciation
- Search Grammar references
- Searches unhelpful
- Ask someone on Q&A sites
- Make notes
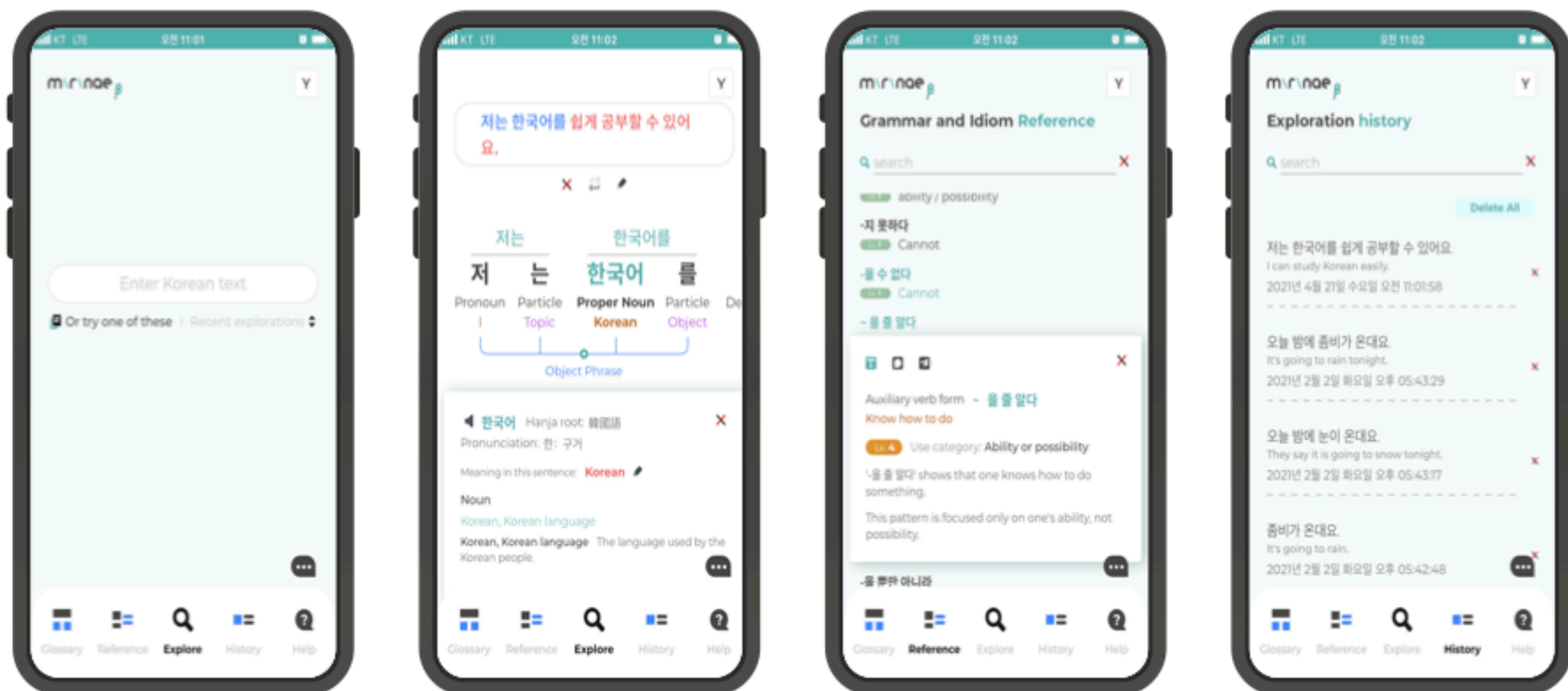- Encounter sentence

Just ask Mirinae Explorer

Mirinae Explorer

Responsive
Home Site

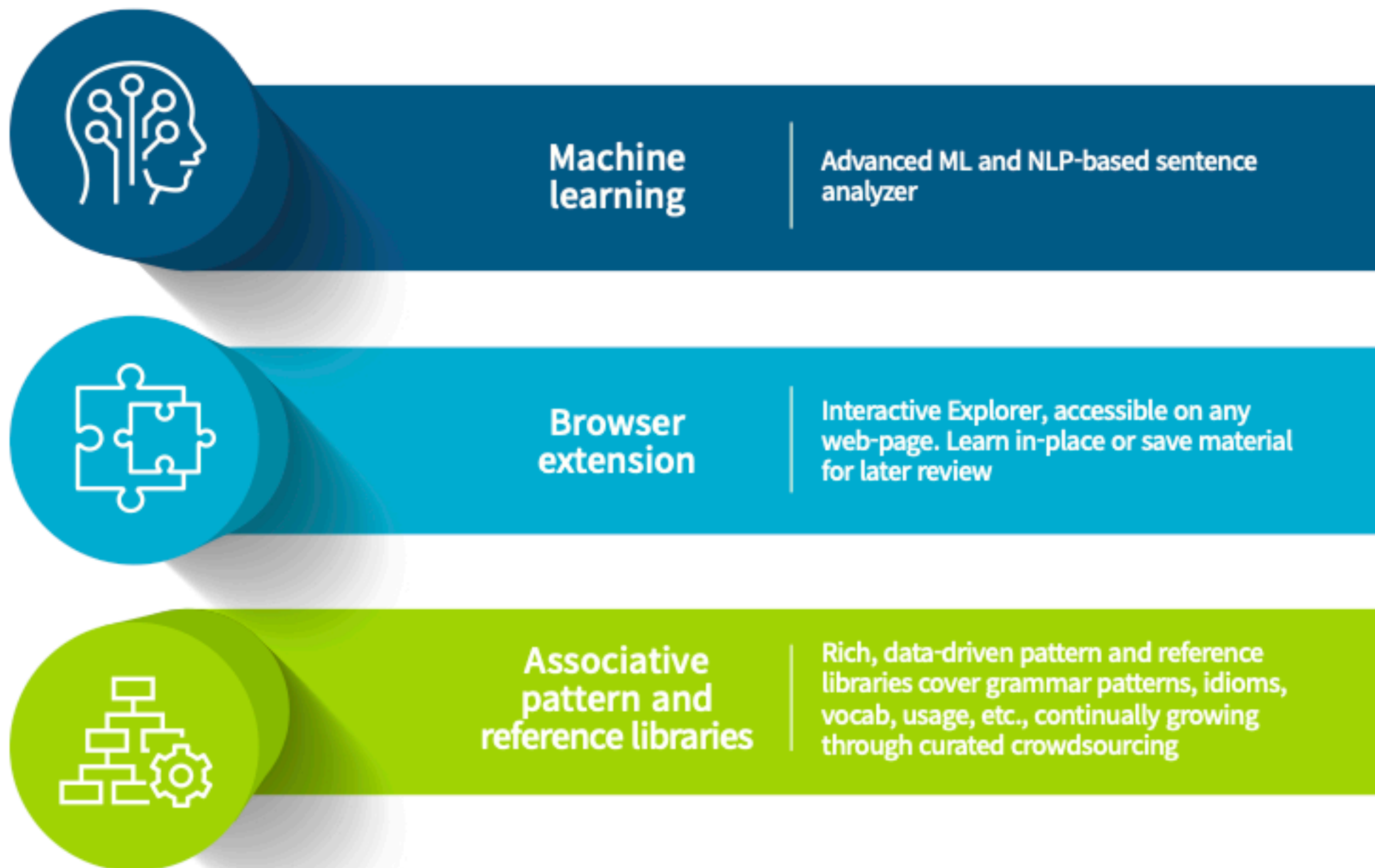# Mirinae Explorer Mobile App

Mirinae Explorer Browser Extension
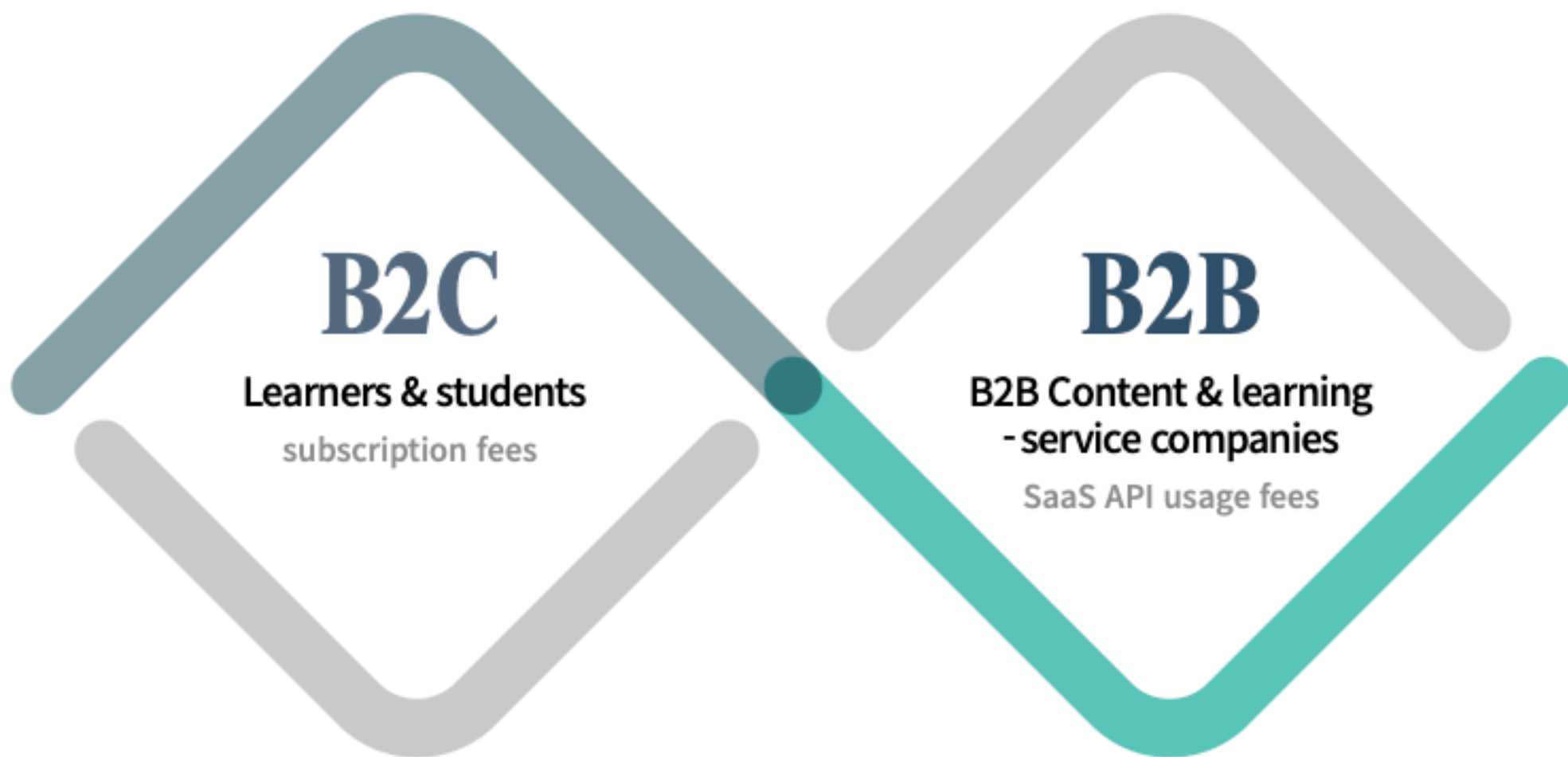
Learning while
enjoying media

How we do it

Exploratory learning powered by ML & NLP, crowd-sourced libraries, and browser extensions

Machine learning | Advanced ML and NLP-based sentence analyzer

Browser extension | Interactive Explorer, accessible on any web-page. Learn in-place or save material for later review

Associative pattern and reference libraries | Rich, data-driven pattern and reference libraries cover grammar patterns, idioms, vocab, usage, etc., continually growing through curated crowdsourcing

Market

Just type in korean mirinae will
help you explore

B2C

Learners & students

subscription fees

B2B

B2B Content & learning
- service companies

SaaS API usage fees

Market Size

Rapidly increasing number of
Korean learners

SOM
1.44 million

SAM
4 million

TAM
10 million
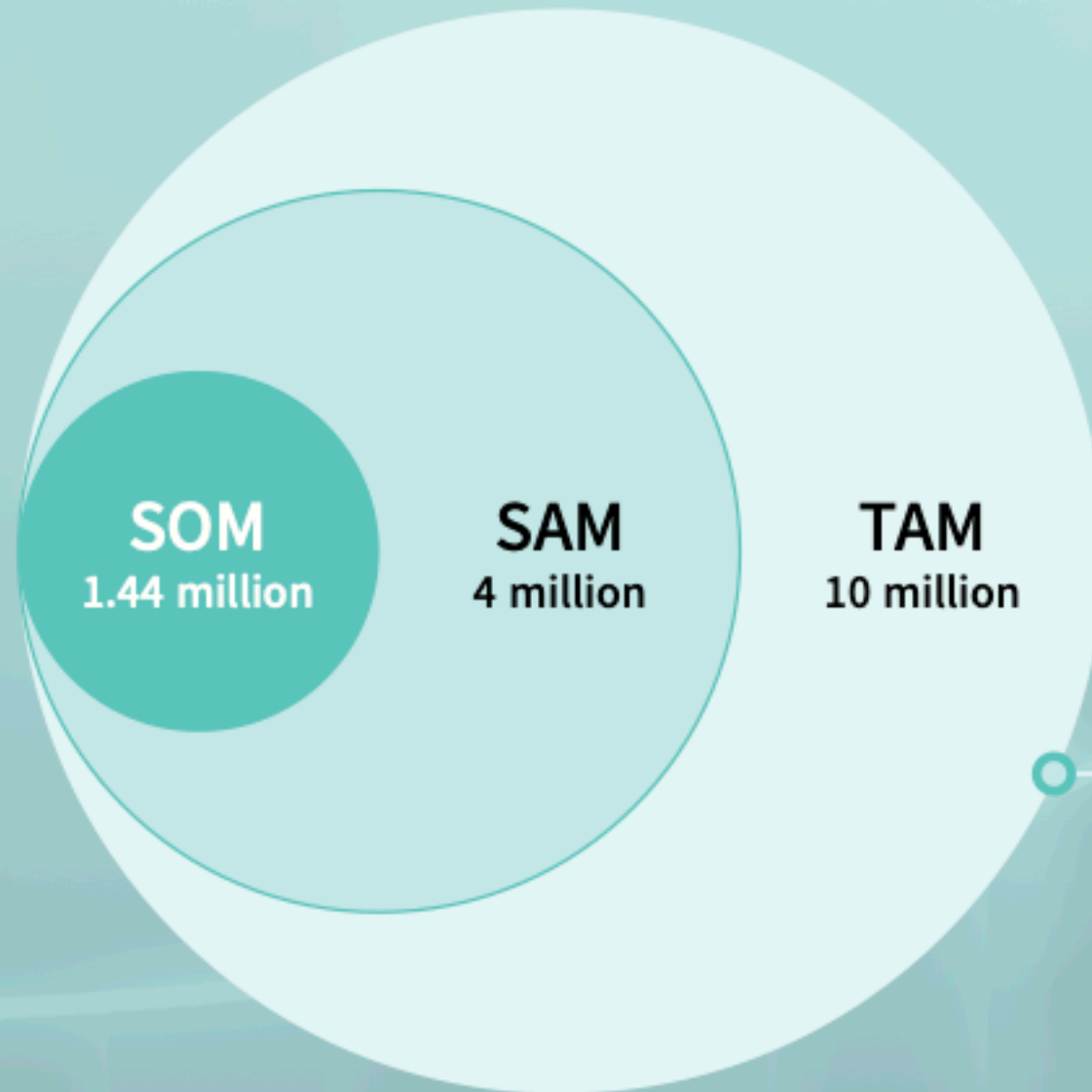
Korean Learner

· 213 Sejong Institute schools in 76 countries.
· Korean classes in many middle and highs chools globally
· 5.8M Korean learners on the Duolingo app
· TOPIK-test takers, 375K in 2019

Learners to study Korean while watching K-Drama.

· K-Drama fans learning by watching

Users who want to understand K-Pop lyrics

· K-Pop fans wanting to understand song lyrics

BBC
K-pop drives
boom in Korean
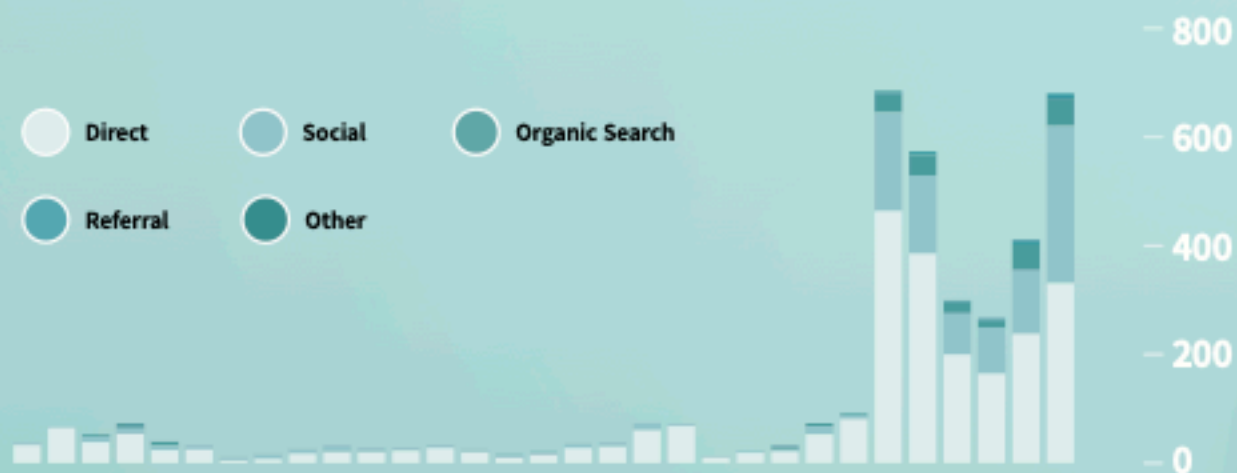language lessons

The Korea Herald
Korean:
A rising
language

Forbes
How K-Pop And
K-Drama Made
Learning Korean Cool

Launch response

Exceptional response after
30 days in market

Traffic Channel

- Direct
- Social
- Organic Search
- Referral
- Other

800
600
400
200
0

Active Users

30day
12k

7day
5.4k

1day
0.6k

- **3x-5x early viral spikes (via Reddit & Twitter)**
- **20% return visitors**
- **10% account sign-up, 25% SNS followers**
- **5-6 minute average site-time**
- **Most visits due to a small Facebook ad campaign**
  - To 7 countries, but now have hits from 88 countries
  - ~ 200 conversions => ~2,000 visitors
  - Effective $0.10 average cost / visitor

Market entry strategy and performance

Traffic Channel

- Direct
- Social
- Organic Search
- Referral
- Other

Active Users

30day 12k

7day 5.4k

1day 1.1k
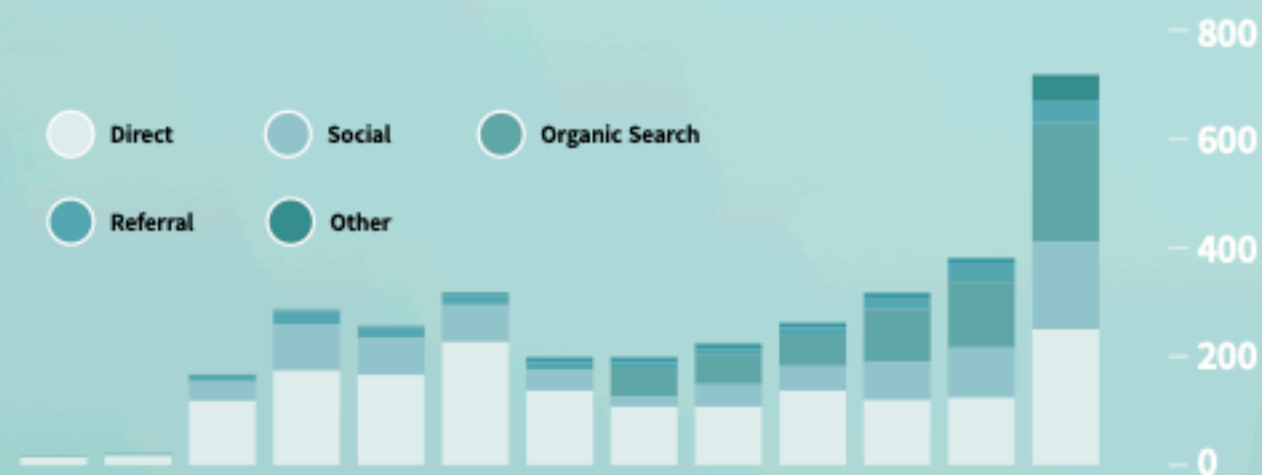
Since the beta service opened in February 2021, 27,922 users in 120 countries have viewed 312,953 pages.

· **Community posting spike (Reddit & Twitter)**
· **More than 30% weekly user growth**
· **8.5% SNS followers, Registering rate 5%,**
· **4-5 minutes average connect time**
· **Visitor from 120 countries**
· **Google AdWords ~ $0.09 CPC**
· **Facebook/Instagram ~ $0.90 LPV US/Eur, $0.30 rest-of-world**

Honestly thank you so much for making this!!! I absolutely love it. The syntax parsing actually being visible is amazing. 😊 Love a good syntax tree that can

M Maxi Rapaport 4 days ago

This is amazing. Unbelievable. Thank you for your work!

jolbekiana 4 days ago
Holy crap, is this actually real? There has to be a catch
3 Reply Give Award Share Report Save

Piu-Piu¹³ ˂⁰˃
@esterzices
Meu Deus Mirinae.io eu te amo
Translated from Portuguese by Google
My God Mirinae.io I love you
8:48 AM · Feb 1, 2021 · Twitter for Android

omnifeathers 4 days ago
WHERE HAS THIS BEEN MY WHOLE LIFE

omnifeathers 4 days ago
WHERE HAS THIS BEEN MY WHOLE LIFE

As someone who prefers to deconstruct a sentence in order to learn how to put it together this is PERFECT. Thank you so much OP!

2 Reply Give Award Share Report Save

Useful language learning tool for grammar

you break down the grammatical structure of sentences you come across and word is, from definition to usage purpose. It includes root verbs, hanja, and links to mmar points and example usages.

ly helpful for me when conversing with fluent friends and they can't quite explain it in the way that they did, or when I see a line on korean TV programs that I'm

Jess 🌻 / ꦕꦶꦤ꧀ꦠ @jeitrix227 · Jan 28
Replying to @nocturnal_seoul
I feel like this might actually change my life 🤩😌 thank you so much for sharing!

Cy Castillo @funcylasticity · Jan 28
Replying to @nocturnal_seoul
Omggg thankyouu!!
1

Growth plans

mirinae Explorer
- K-Pop, K-Drama
- Internationalization
- Korean Explorer++

▶

mirinae Lessons
- Structured curriculum
- Key-sentence Trainer
- Practice challenges & quizzes
- Integrated with Explorer

mirinae SaaS
- Partners API/SDK

▶

mirinae Portal
- Language Portal
- Embed existing learning tools
- Tutor/tutee matching
- Language exchange

Team

A team of seasoned technology,
language and Team creative specialists

CTO John Wainwright
Technology

- Author of Objects-in-C, sold to Apple
- Author of MaxScript , sold to Autodesk
- Crowd Science Founder and CTO, Sold to Yumi
- Verisign, Chief engineer
- Kollective Technology, Inc, Founder and CTO
- 50 years of software engineering
- Univ. of New South Wales, Computer science
- Wiki https://en.wikipedia.org/wiki/John_Wainwright_ (computer_scientist)
- https://www.linkedin.com/in/john-wainwright-870110/

CEO 유환수
Business and Operation

- GOMID, CTO
- SealTronic Technololy, CMO
- Infoen, CEO, DKI Technology R&D Head (M&A)
- Gacheon Univ. Hanshin Univ., Adjunct Professor
- TryCatch Media, CEO
- Korea Game society, Director
- 30 years of software engineering
- Ph.d in Computer Science, University of Seoul

CLO 이정희
Language

- Tutor K, Korean textbook author
- EBS, Cheer English Lecturer
- Author of North Korean young children's
- English grammar textbook
- Author of 'Let's Touch Grammar 1,2'
- BS from Seoul National Univ. English Education

VP of Engineering 이유나
Technology

- Remote desktop solution, Senior engineer
- Security company, UI Engineer
- Portal, financing , UI engineer
- 15 years of software engineering
- Kyunggi Univ. Urban Planning & Transportationv

Team

A team of seasoned technology,
language and Team creative specialists

CCO 김영웅

UI/UX Product design

- Fillgi Inc. CCO (Chief Creative Officer)
- Kloud studio LLC. Art Director
- YU creative Co. Ltd., CEO
- Jistnine, Director
- 17 years of product design experience
- BS in Culture contents, The Cyber Univ. of Korea

COO 김경아

Business management

- Pagoda Inc. English Lecturer
- Sing Sing Jungle Inc. COO
- Edu Cotton Inc.. Chief Researcher
- Suna.Shoe. CEO
- COGi Inc. COO
- BS in Cognitive Psychology, UC Berkeley

이희동

Technology

- The Real Inc. Machin Learning R&D, CTO
- Unicomnet, Senior Researcher
- MS candidate in IT Consulting, Hansung Univ.

김윤환

Technology

- SJSU Silicon Valley Software Tech &Innovation Program 1st Place
- Software and Language Volunteer works in KyungHee Univ.
- BS candidate in CS, EE, KyungHee Univ.