Grow your vocabulary.
Permanently.

Worddio

Problems of language learners

Lack of time.

Lack of opportunity to practice.

Ineffective learning methods.

Overwhelming apps trying to replace teachers.

Learning anxiety.

Corporate challenges

Expensive and long-lasting headhunting process.

Slow onboarding of new employees.
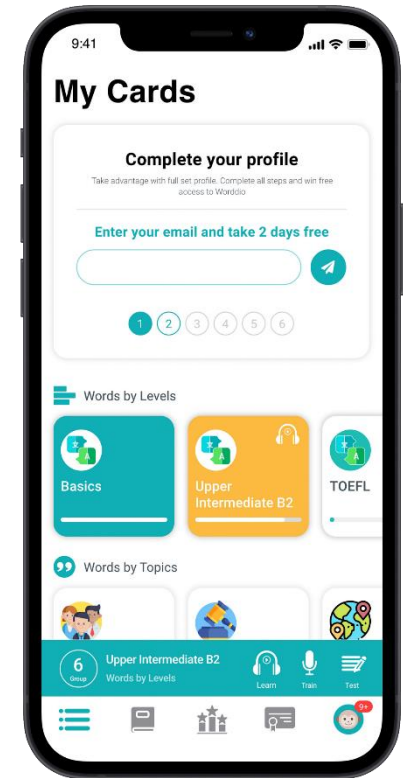
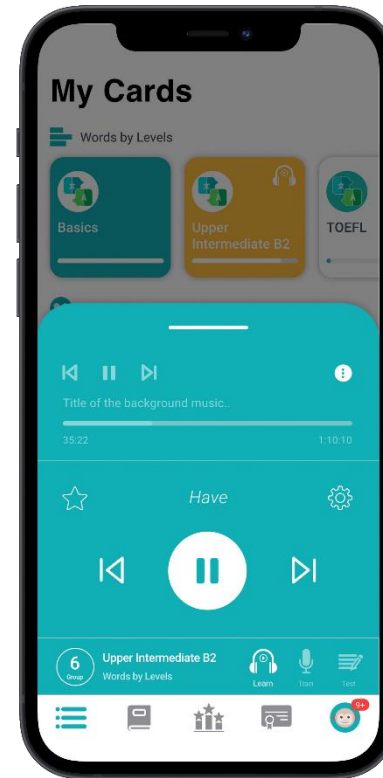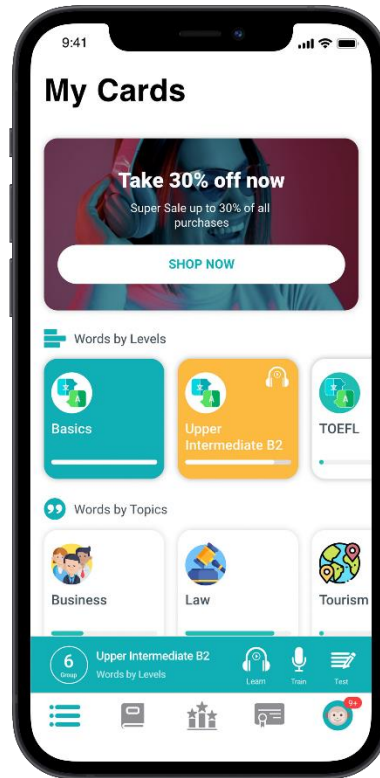Foreign language proficiency needs to be improved.

Communication skills should be enhanced.

Corporate culture has to be applied.

The solution

1. Download Worddio.
2. Register.
3. Pick a lesson.
4. Start learning.

Why it works

Science-backed methodology

Learning platform based on the most efficient and time-proven methods.

Confirmation on the efficiency by various research papers across all industries and regions.

Automation and personalization

Leveraging technology to develop individual learning paths.

Individual approach for all learners for optimal results.

Self-paced learning

Learn anywhere, anytime. You pick the content to learn.

Use your free time to become better version of yourself. Learn while commuting, walking the dog or doing household chores.
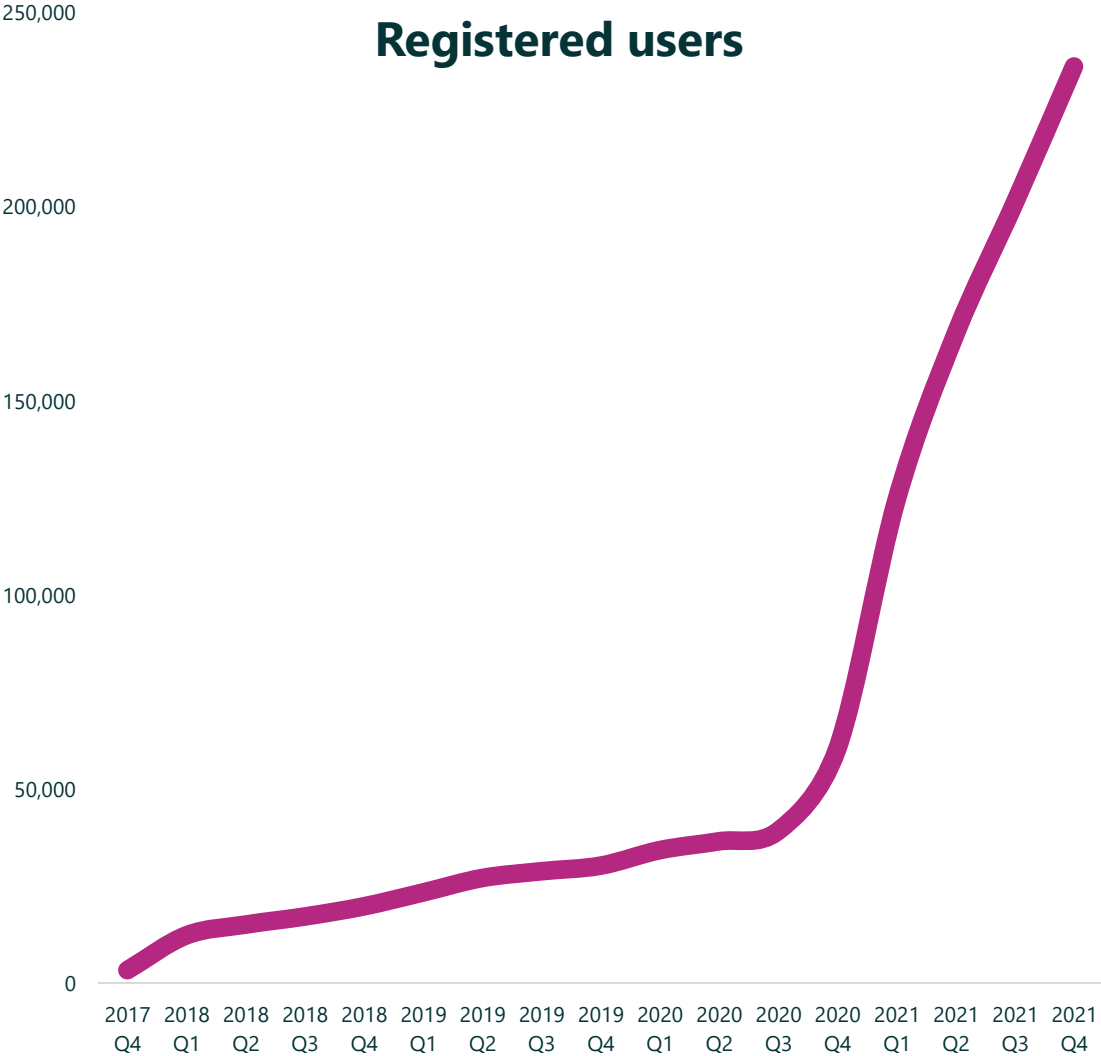
2021 in numbers

11.6M
Tests done

383K
Learning sessions

134K
Active users

55K
Hours spent learning

Registered users

2021 in achievements

LaunchPad 2022 Finalist & Blended learning projects participant

The Language Flagship Technology Innovation Center

Top 50 fastest-growing companies of 2021
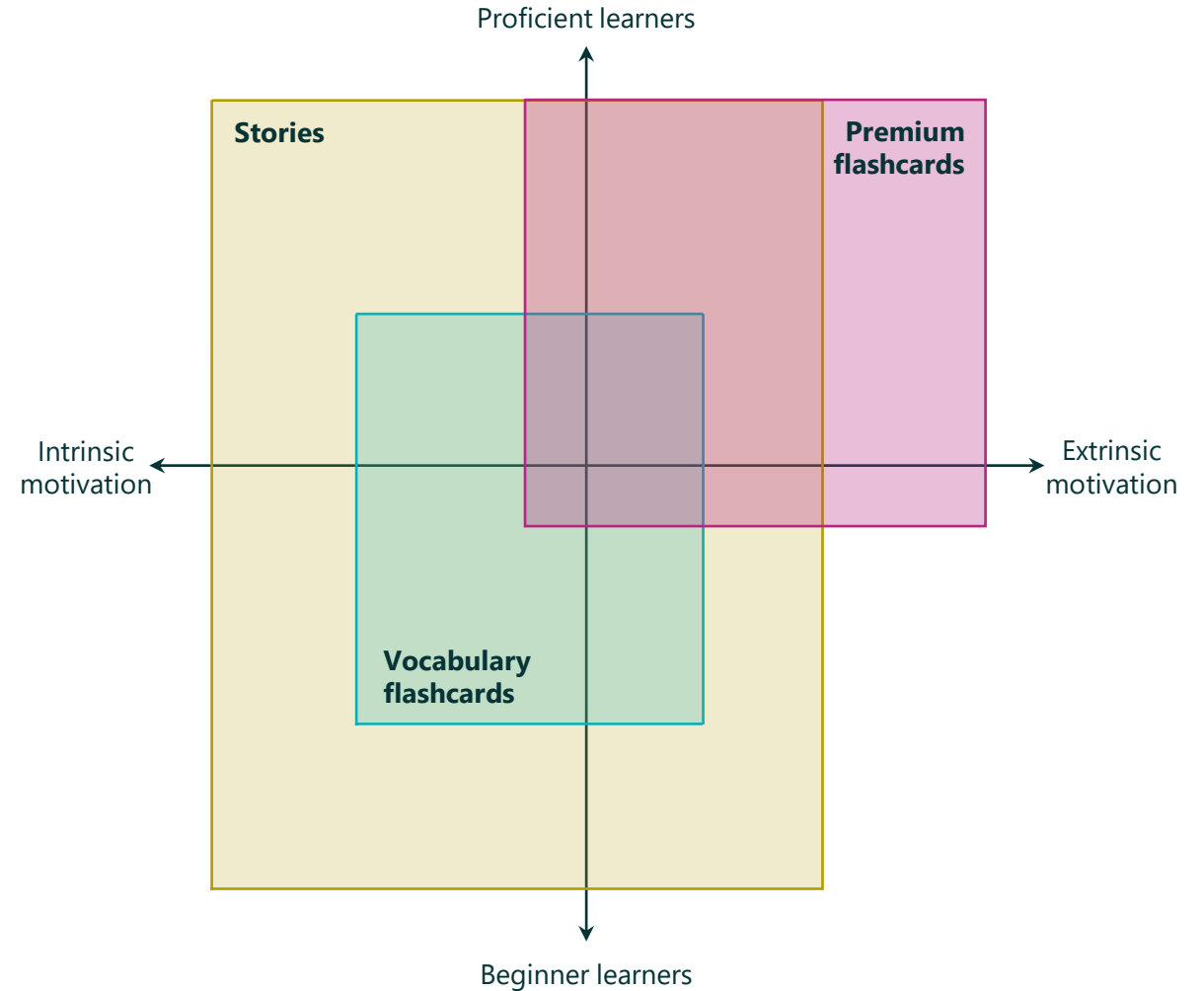
Founder Institute

Content strategy

Sets for general and specialized learners including professional sets used in fields such as Law, Finance, and HR.

Our premium content takes vocabulary building to the next level, providing descriptions and real-world scenarios.

Future development include **stories,** providing reinforcement through context.
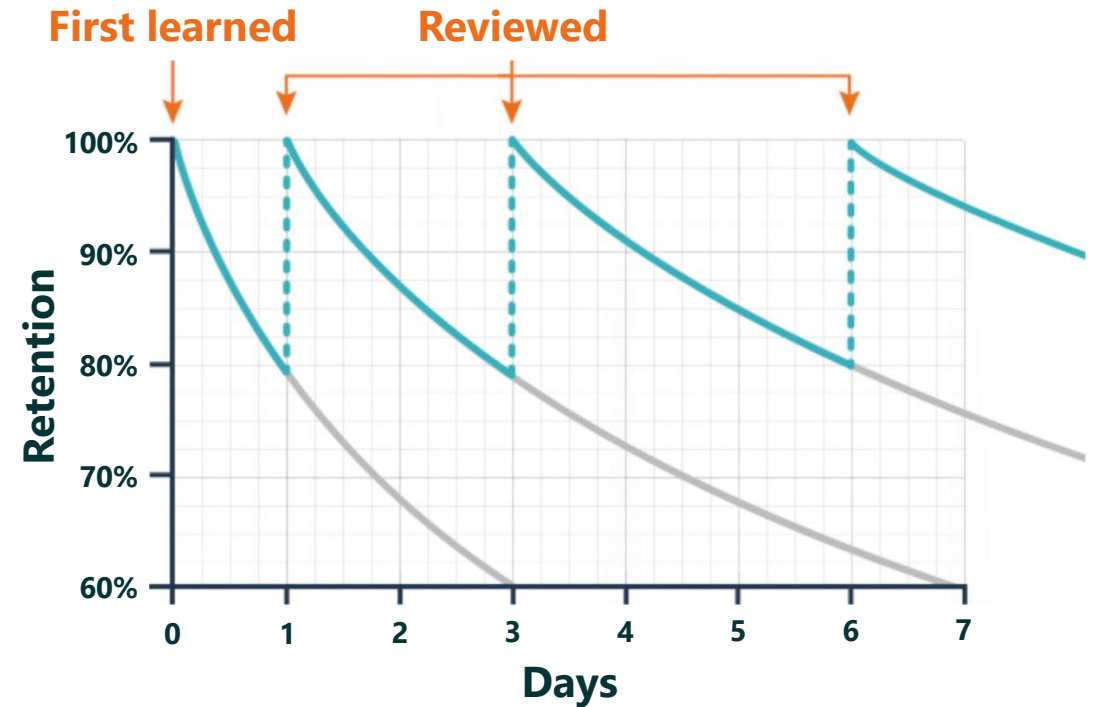
AI & automation

Personalization in 2 levels coming in Q2 2022:
- **Spaced repetition** is one of the most prominent concepts in the field of memory science.
- **Learning paths** recommending stories & content matching user preferences as building blocks.

AI tools in the roadmap:
- NLP tools help us automate the **content creation process: dynamic personalization, shortening TTM.**
- **Chatbots & Virtual Assistants** as a digital fellow for FL practice.

B2B: Talent development platform

Fast learning materials deployment – corporate materials available on Worddio in less than a week prepared by our linguist team.

No integration required – Worddio works as a standalone learning platform complementary to the already established processes.

Proficiency validation tests – web-based testing platform capable of assessing FL proficiency, psychometrics and topic expertise.

Progress insights – all sessions are monitored and a monthly report is prepared for the company to keep track of the learning process.

Content available 24/7 – employees can learn at their own pace allowing them flexibility for optimal results.

Broad industry applicability

International companies

Upskill or reskill employees to thrive in a rapidly evolving labour market.

Foster high-development culture, improve confidence, morale and the overall quality of services.

Outsourcing

Improve foreign language skills to make your employees more confident and efficient.

Improve customer satisfaction and perception about your company.

Support centers

Quick and efficient onboarding of new employees.

Practice in an undisturbed digital environment.

Talent recruitment

Optimize screening process by estimating the language proficiency level.

Psychometric and expertise assessment

Pre-hiring language and soft skills improvement

Tourism

HoReCa staff can easily learn the most common words and phrases in different languages.

Make your guests and clients feel welcomed by enhancing FL communication

Schools

Students follow curriculum using the practical learning methods in their self-prep time.

Teachers track progress and get insight about learning habits.
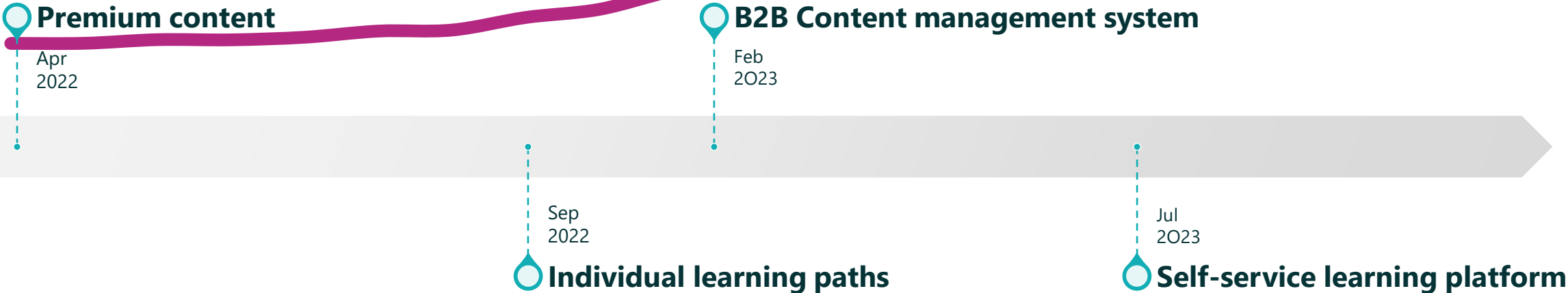
Revenue stream

B2C

Subscriptions
Premium content
Ads

B2B

New employee onboarding
Professional development
Proficiency validation

Projected revenue

€390K MRR

Premium content
Apr
2022

B2B Content management system
Feb
2O23

Sep
2022
Individual learning paths

Jul
2O23
Self-service learning platform

Goals for 2022 & 2023

Product development

- Individual learning paths.
- Spaced repetition.
- Tool for B2B content management.
- Learning platform.

Content creation

- Advanced flashcard sets.
- Short stories.
- NLP tools for automated content uploading.

Team

- Grow the team to 11 full time employees in 2022 and 39 employees in 2023.

Customers

- 1000 B2C paying customers in 2023, 5000 more in 2024
- 18k MRR revenue from B2B customers in 2023 and total MRR of 389K in 2024

Kiril Genov
CEO

Yordan Yordanov
Head of Product
& Marketing

Iliyan Stankov
Head of Content
Management

Desislava Genova
Philologist,
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Veronica Nikolaeva
Digital Marketing
Expert

Dragomir Minkov
Process Automation
Manager

Advisory board

Adriane Thrash

Co-founder & Managing Partner, Anthology Ventures Growth, Strategy, Community Engagement

Apostol Mushmov

Turning Data into Money Consultant, Advanced analytics and gamification Guru, Speaker, Author, Out of the box thinker

Loyal Venture Fund Group

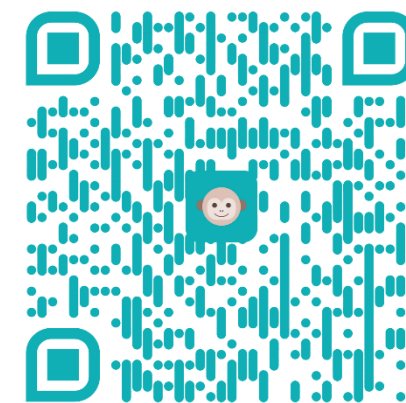Being a part of the portfolio of Loyal Venture Group grants us access to 400 advisors from varying industries.

Founder Institute

As part of the Founder Institute alumni club, we have access to their global network of branches and startups.

Get in touch with us

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Scan the QR code to download the app.