



yNova

**Multilingual tutoring system for milestone tests
Democratising International Education**

The Problem

Learners

Language gaps are mistaken for knowledge gaps,
slowing progress

Teachers

Limited Time & Diverse Language Needs

Schools

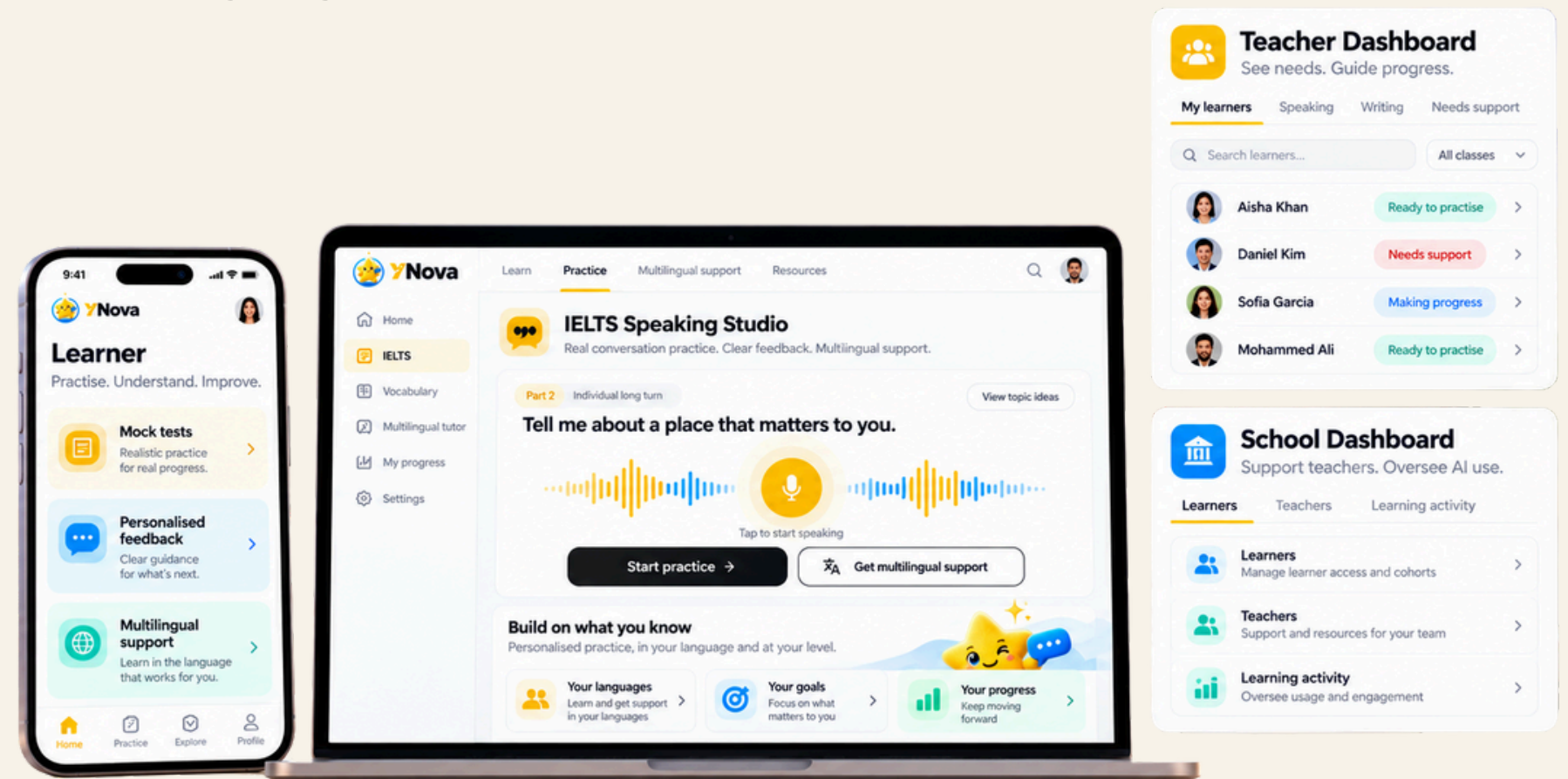
Digital Exams & Ethical AI

**One teacher.
Many first languages.
Limited time.**

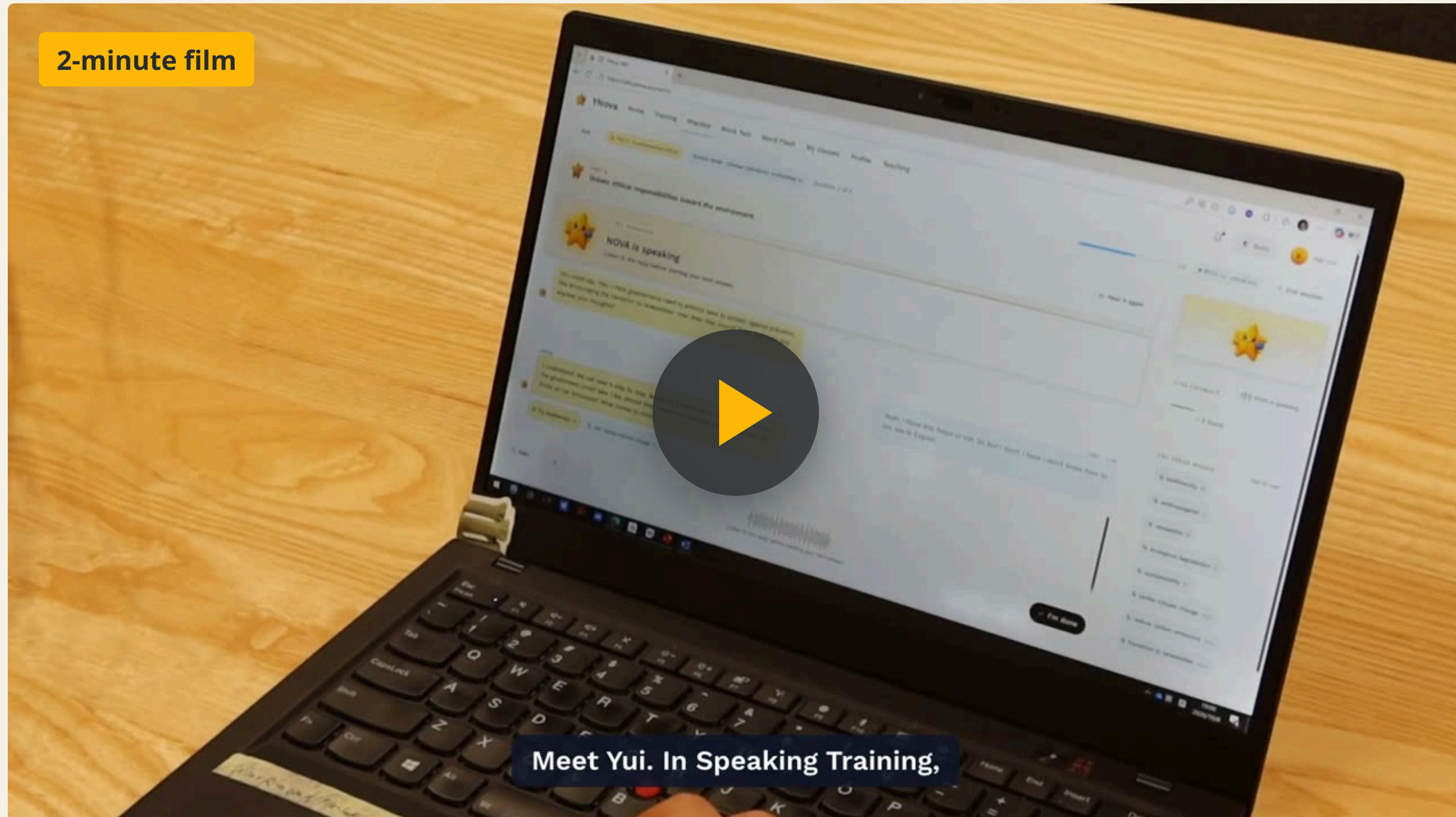
Our Solution

One AI Tutoring Ecosystem.
33 languages.
Designed Around How Multilingual Students Think and Learn.

- ☐ Students | Reduce **test preparation time by 50%**
- ☐ Teachers | Save **15 hours per week**
- ☐ Schools | Add **100 teacher-equivalent hours of support per week for a 15-student cohort**



2-minute film



Meet Yui. In Speaking Training,

Watch the film: ynova.ai/investor-pitch#film

Total Available Market (TAM):

\$110B

Global English Language Training + international high-school pathway ecosystem

Serviceable Available Market (SAM):

\$25.2B

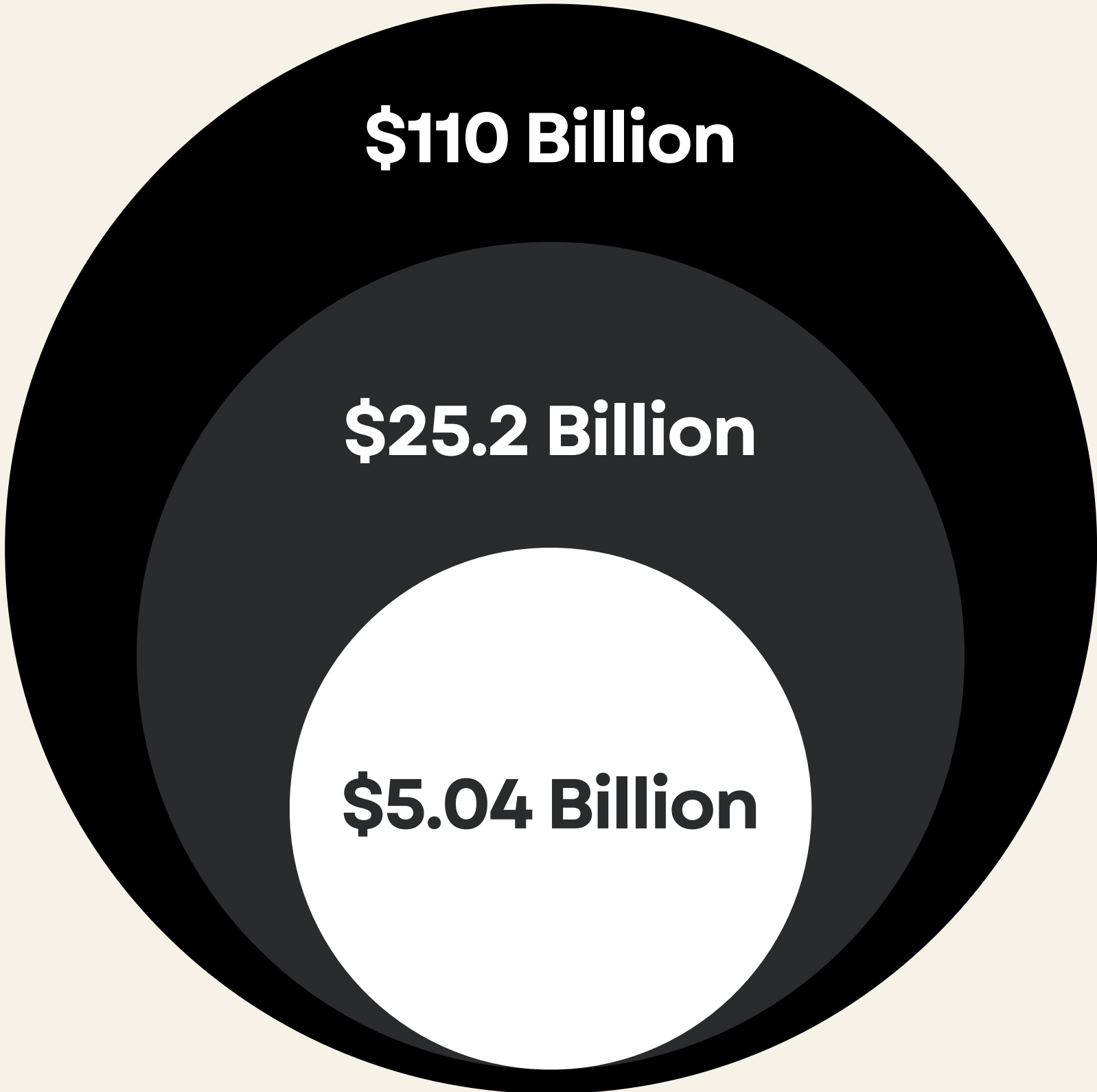
Language institutions and international schools in China, India, South Korea, Japan, Vietnam, Indonesia & Thailand

Serviceable Obtainable Market (SOM):

\$5.04B

20% of SAM

The 110B USD
International
Education Market



Our Business Model

B2B School Year Subscriptions

Annual contracts | Reusable seats | **IELTS Product**

Learner seats	Per seat /Year	Annual School Contract	Per seat /Day
50	US\$828	US\$41,400	US\$2.3
100	US\$768	US\$76,800	US\$2.1
200	US\$708	US\$141,600	US\$1.9
500	US\$588	US\$294,000	US\$1.6

Annual contracts | Reusable seats | **IELTS + IB Product**

Learner seats	Per seat /Year	Annual School Contract	Per seat /Day
50	US\$2,988	US\$149,400	US\$8.2
100	US\$2,688	US\$268,800	US\$7.4
200	US\$2,388	US\$477,600	US\$6.5
500	US\$2,028	US\$1,014,000	US\$5.6

Teacher & school dashboard package: US\$150/month

Our Traction

School Demand

50% Initial marketing campaign conversion

Paid Pilots

90% Pilot activation

21 + Countries

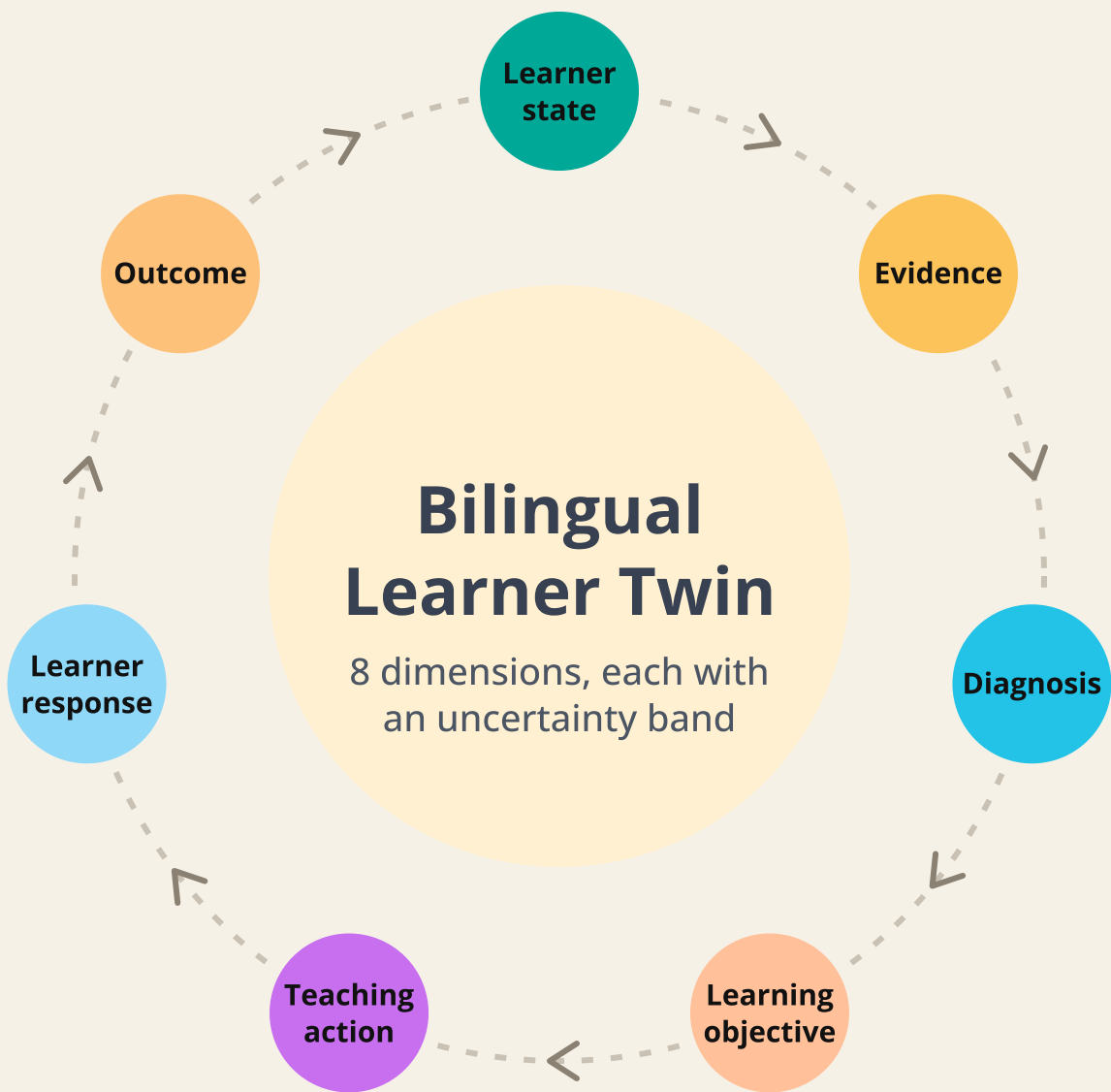
Learning Outcome

86% less time to reach the target score



Learning Action Model

The asset is the teaching policy: how the system chooses the next step for each learner, and checks whether it worked.



One learner, once round the loop: **Lin**, first language Mandarin **ILLUSTRATIVE EXAMPLE**

1	Learner state	Article use estimated at 0.42 ± 0.15 . Mandarin has no articles, so omissions are expected.
2	Evidence	"I think government should make law for protect environment."
3	Diagnosis	Missing article ×3, likely carried over from Mandarin (confidence 0.81).
4	Learning objective	Use <i>a / the</i> before countable nouns. One objective: the smallest useful next step.
5	Teaching action	L1 contrast + retry , chosen from explain · ask · recast · L1 contrast · model · schedule · refuse to score. NOVA hints in Chinese and does not give the answer.
6	Learner response	"I think the government should make a law to protect the environment." Self-corrected.
7	Outcome	Estimate 0.42 → 0.55 , uncertainty narrows. Review in 3 days. Logged as state → action → response → new state.

Testimonials

Student



“It’s the best Arabic-English tutoring system I’ve ever used. I can learn how to express my own ideas in English.”

IELTS Teacher



“The training breaks learning into manageable steps.”

School Director



“This is exactly the kind of product we’ve been looking for.”

THREE PhDs in Language Education, Learning Design, and AI

Research-Driven | Lived Experience | Shared Mission

Our Team

Helen Zipei Liu

CEO & Founder

PhD | Education | 10 Yrs Language Teacher



Bonnie Xuehua Fu

CPO & Cofounder

PhD | Education | 3 Yrs Product Designer



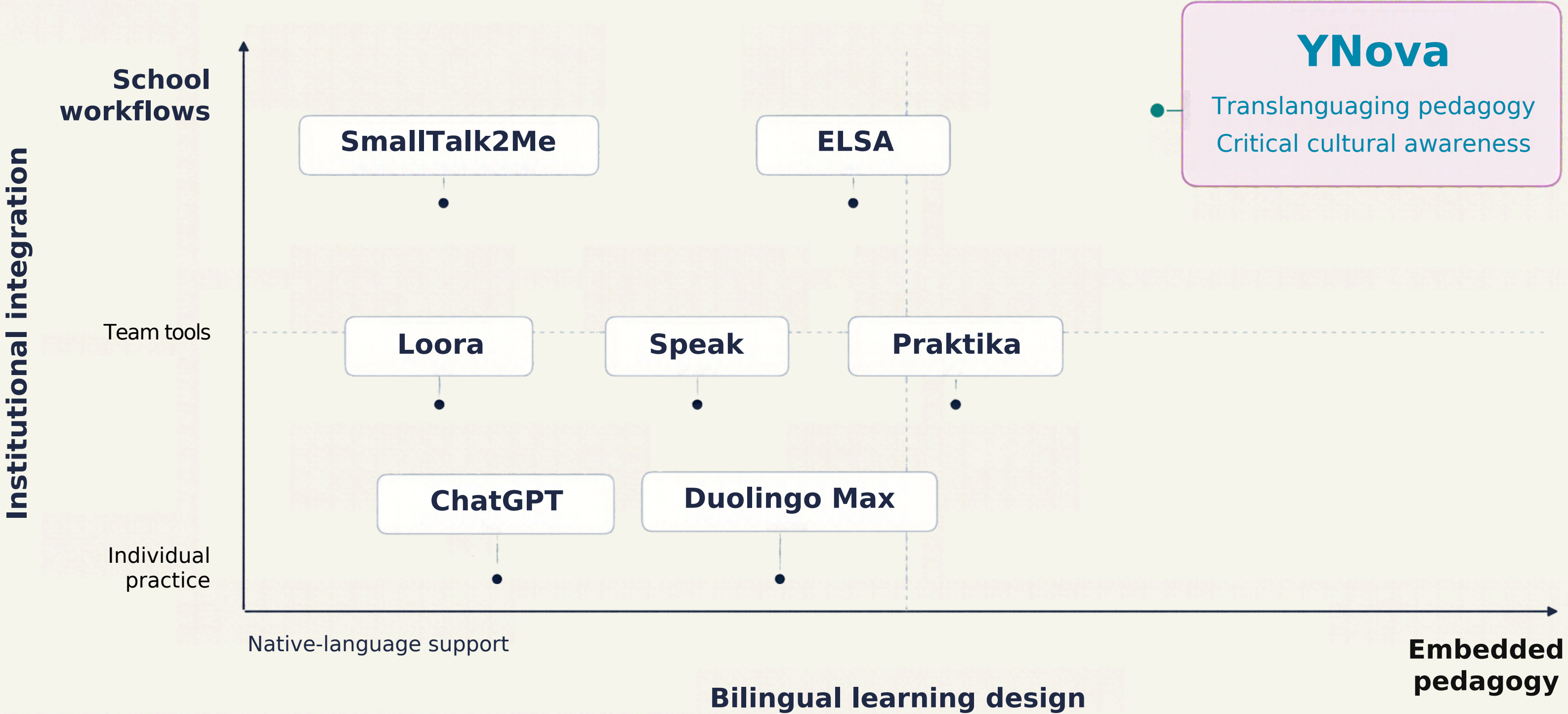
Tamil Selvan Gunasekaran

CTO & Cofounder

PhD | AI | 25+ Research Publications



Competitive Landscape



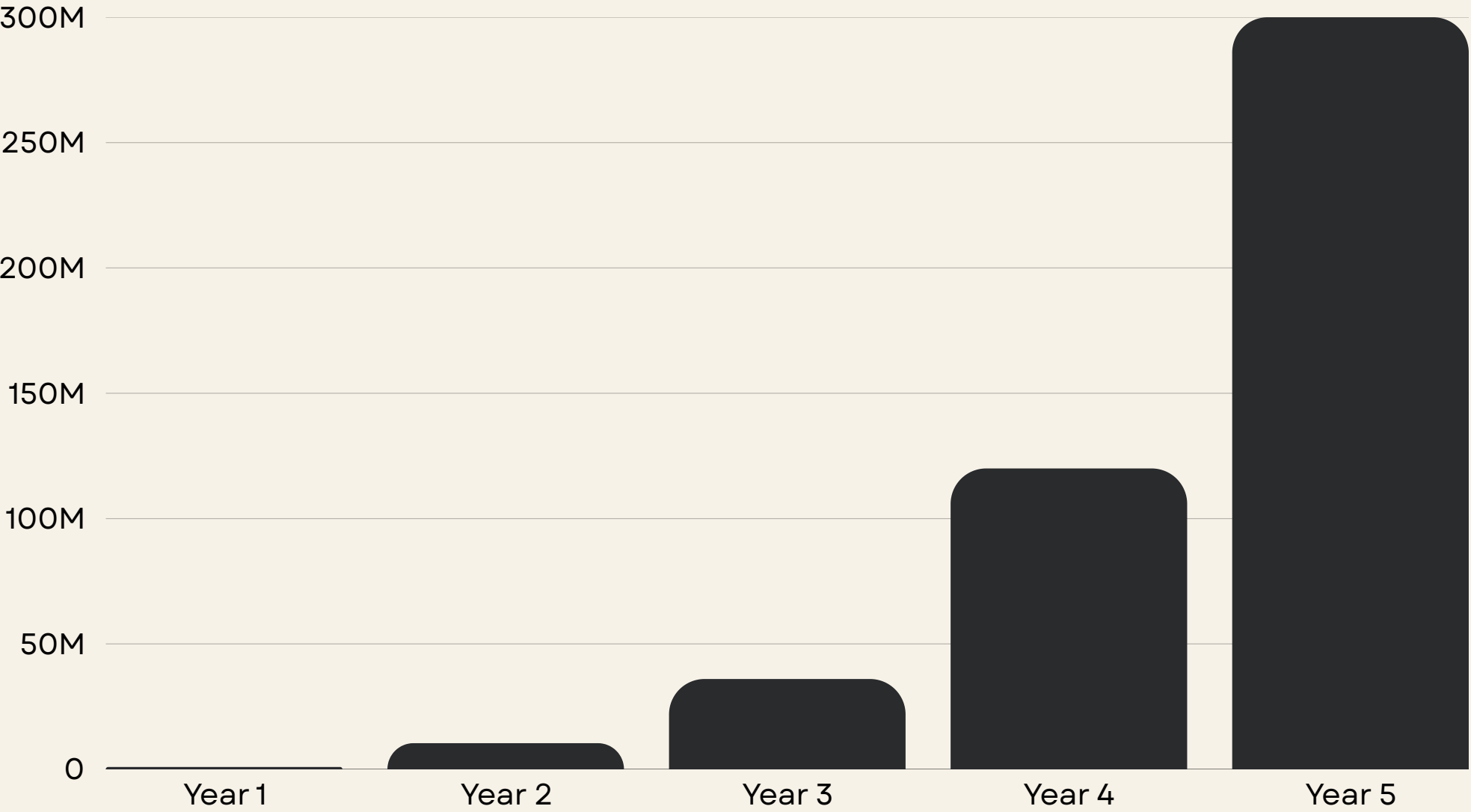
Our Moat

Exceptional Founder-Market Fit

Practitioner-Led, Human-Centred Learning Design

Bilingual Learning Intelligence for Global Citizenship

Financial Projections



- Year 1 Revenue: US\$900K ARR (Full IELTS | 25 paying schools)
- Year 2 Revenue: US\$10.4M ARR (IELTS + full IB curriculum | 75 paying schools)
- Year 3 Revenue: US\$36M ARR (IELTS + IB + foundational English | 200 paying schools)
- Year 4 Revenue: US\$120M ARR (IELTS + IB + foundational English | 500 paying schools)
- Year 5 Revenue: US\$300M ARR (IELTS + IB + foundational English | 1,000 paying schools)

Expansion Roadmap



Global From Day One



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI



Waipapa
Taumata Rau
**University
of Auckland**

II Eleven Labs



**Join us to transform international education
for future global citizenship.**