BeConfident: A Case Study

Minerva University

B110 – Market Dynamics and Product Analytics

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BeConfident: A Case Study

Why You Should BeConfident

An overview

[1]Founded in April 2023 by Robson (M25), Felipe S., Felipe T., and Luan, BeConfident is Brazil's newest language-learning startup with more than 1M Brazilian Reais (~200,000 USD) in revenue in just nine months (de Freitas, 2023). In the saturated language learning market, the four college students saw a small window of opportunity in the gap between the number of foreign language schools and the mere 5% of the Brazilian population who can communicate in English (British Council, 2014). The key to the window lies in the fact that Brazil is the second largest market of WhatsApp users – behind India, naturally – with an expanding middle class anxious for new opportunities, even if that means embracing the unexplored technological tools of AI in the educational market.

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[1] **#context:** The interviews with the founders offer personal context behind the establishment of the company and the strategic vision that propels its trajectory. Additionally, understanding the context behind Brazil's English market shed light on the need of an English-speaking platform that prioritizes user convenience and accessibility. Considering these contextual considerations helps us understand their approach and the market landscape they aim to impact. Furthermore, it also helps us to devise our strategy recommendations, making sure it's appropriate given these contexts.

Figure 1. *Unedited photo of the four founders in their first in-person event in São Paulo.*

Directly from the source

We interviewed BeConfident's founders to better understand their motivations and the purpose behind this confident idea. Here is a snapshot of the conversation (see Appendix B for transcripts)[2]:

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[2] Given that this interview was conducted in Portuguese, these four values are somewhat lost in translation. Originally, he said that BeConfident's main values are "empolgação", "curiosidade", "evolução", "descontração". You can access the app Thamus here.

With Felipe S. (CPO)

Going back to Felipe's childhood, he reminisced on his dad's IT school in the early 2000s, where he would spend hours learning to code. By age 14, he was already working at a publicity agency, creating websites for various companies. As his passion for robotics evolved, he was joined by Felipe T and Luan at a tournament in South Africa. Despite their technical abilities, their English was a barrier to their presentation. He was frustrated. As he came of age and started working at Layers, a tech startup in São Paulo, more opportunities knocked on his door to work abroad, and once again, he was frustrated for not being able to communicate with "gringos" in interviews. He was frustrated. Now, at age 24, he has spent four months in Florida attending a free ESL school, travelled to Qatar for the World Cup, applied to Minerva twice and got rejected twice, made friends and founded Thamus, a cool-looking app that helps Portuguese speakers translate words into English, yet he can't see himself speaking in English. He is frustrated. His English teacher would always tell him to "be confident", reminding him of his career in education and his frustrations. For these reasons, he idealised BeConfident and got his other three best friends on board with the mission to create an exciting, curious, forever-evolving, and lighthearted startup.

With Robson (CEO)

According to Robson, BeConfident was founded with the purpose of recognizing the importance of English fluency for gaining access to opportunities around the world, as all four founders experienced by winning multiple robotics competitions over the course of their careers but never progressing much because their English was not "good enough". By becoming fluent in English through self-learning, Robson was able to apply to Minerva, travel the world, and become a better person. The mission of the company is to democratize language learning to over 15 million Brazilian students while putting a strong emphasis on individual development and achievement. For this reason, BeConfident uses artificial intelligence to mimic human conversations, allowing users to interact with native speakers in a variety of accents while addressing the cost-effectiveness of English instruction.

With Luan (CMO)

From the start, Luan was intensely aware of information overload in language learning. He is motivated by a desire to develop a realistic language-learning experience at BeConfident and a love for problem-solving. His key task is to create a platform that is consistent, easy to use, and provides measurable results. On more personal terms, Luan has missed out on many opportunities for not speaking English. His greatest challenge and motivation is to learn English while being the CMO of a language-learning startup. He is part of the team to create a lasting impact on people's lives and also to make a lasting impact on his life. For him, it is about people's self-development, including his.

Figure 2. Summary of the conversations with BeConfident's CPO, CEO, and CMO [3].

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[3] **#sourcequality:** Our primary sources included direct interviews with founders and students, recent financial statements, and a management plan from Notion, all shared at our discretion. These sources are current, reliable, and varied to ensure a comprehensive perspective. We also conclude from peer-reviewed research papers and integrate them   into   our   paper.

Data

Surprisingly, out of 3000 students, over 65% are male and in the 30-60 age group. The CMO has

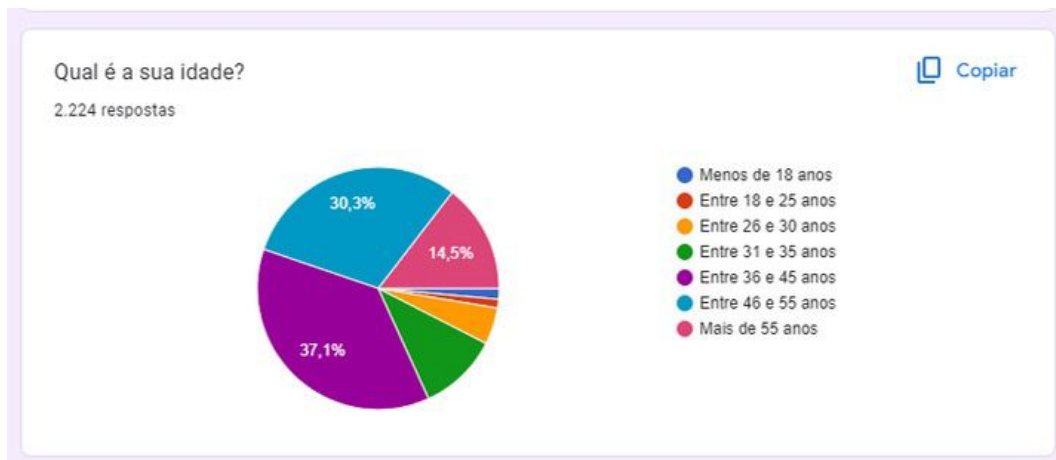shared with us data on the customers at our discretion.

Figure 3. Custumers' age distribution.

Main purpose

BeConfident's culture is a direct reflection of its mission, guiding the interactions with

users.

Echoing the company's name, the core purpose is to utilize AI technology to empower

students of

*any background to **confidently** and actively learn English, promoting personal growth and*

a

sense of achievement throughout their learning journey.

Currently, BeConfident is improving customer satisfaction and experience by constantly improving its platform, adding more programs and check-ins, and receiving feedback, which aligns with its short-term goals of enhancing user experience and fostering a learning environment.

Company culture:

As with any startup aiming to survive the early stages in the business world, BeConfident emphasizes teamwork and project ownership by giving team members the freedom to conduct their work independently and by hosting weekly "Ubuntu" meetings with all members. "Ubuntu" is an ancient South African word meaning "humanity to others" and is often used as a reminder that "I am what I am because of who we all are" (IEP, n.d.). It is part of the company's culture to engage with others to foster learning and growth actively. The startup currently has 15 members, including the four founders. Employees have weekly 1:1 sessions with the founders. BeConfident utilizes Discord with open channels for all teams, allowing cross-departmental visibility—from sales to tech to marketing. Additionally, all members are encouraged to learn English and are given free access to all BeConfident's platforms.

Overall, the company's culture reflects its purpose of promoting personal growth to its customers and employees to foster a sense of achievement within the team (ie, Luan learning English while leading the marketing team). The company's values of excitement, curiosity, constant evolution, and lightheartedness are represented by the "Ubuntu" meetings, the constant support for employees' initiatives, and easy access to the founders.

Be Confident's purpose extends beyond customers to create a holistic environment for learning and growth[4].

The Language Learning Market

Worldwide

With a worth of over 52 billion USD in 2022, the global learning market is experiencing significant growth and is expected to reach over 191 billion USD by 2028 due to globalization, increased travel, and the rising demand for multilingual communication in an interconnected world (Research Minds, 2023; Proficient Market Insights, 2023). Although the market encompasses traditional classroom-based learning, there has been a boom in e-learning, with an increasing number of language learning software, apps, online courses, language schools, and private tutors due to the COVID-19 pandemic, pushing for a fast integration with AI (Research Minds, 2023; Proficient Market Insights, 2023). The English Language Learning Market is a significant segment within the industry and is also expected to grow with Pearson ELT, EF Education First, Meten English, WEBi, iTutorGroup, 51talk, New Oriental, Inlingua International, Wall Street English, Rosetta Stone, Voxy, and many more leading the way to the future of ed-tech (Research Minds, 2023; Proficient Market Insights, 2023).

Brazil

The Brazilian market, similar to the Chinese, Indian, and American markets, is one of the fastest growing markets in the world due to its large population (~210 million people), expanding middle

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[4] **#purpose:** We identified BeConfident's main purpose, discussed its core values based on our conversation with the CPO, who had the initial idea, and analyzed its operating procedures. We then connected the startup's short-term and long-term goals with its purpose and values. We also reinforced their mission when providing recommendations and suggestions in the market strategy.

class, and increasing demand for education with the country's improving economy (Valor, 2021). Brazil, however, still falls into the "low proficiency" category due to historical emphasis on the Portuguese language for national identity, decentralized education systems with limited federal influence, and diverse regional linguistic preferences (ICEF Monitor, 2015). Statista (2023) emphasizes that the number of users in online learning platforms in the country might reach 40.7M by 2028 (~18.8% of the current population) with an 18.3% penetration by the same year.

Figure 4. English Proficiency in Brazil by region (ICEF Monitor, 2015).

More information about the language market and the startup can be found here; this is Giovanna's hub for language learning and market analysis.

Using the information above, we have created an initial SWOT analysis to guide our marketing and business strategy.

STRENGTHS	WEAKNESS
-**Unique Selling Proposition**: BeConfident leverages AI to offer a unique language-learning experience, enabling interaction with native speakers and various AI-synthetic voices of celebrities and public figures. -**Robust Revenue Growth:** Reaching 200,000 USD in revenue in 9 months, which is a sign of market acceptance, product demand, brand recognition, and clever business tactics. -**Targeting an Untapped Market:** BeConfident targets a niche market in Brazil, recognizing the gap between many foreign language schools and the low English proficiency rate, aligning with the country's expanding middle class.	-**Restricted Track Record**: BeConfident is a relatively new firm with little prior experience in the language-learning market. Potential consumers or investors may become skeptical. -**Dependency on Technology and WhatsApp:** Relying too on AI and WhatsApp can lead to problems like technical difficulties, user opposition to AI-based learning, and government regulation (ex, the Brazilian government blocking WhatsApp or Open AI). -**Non-Diverse Audience Reach:** The notable preponderance of male users, primarily within the 30- to 60-year-old age range, suggests a restricted demographic scope.
OPPORTUNITIES	THREATS
-**Expanding Global Learning Market:** The application may benefit from the growing adoption of AI in education and the expansion rate of the global learning market. -**Extending Brazilian Online Learning:** 40.7 million Brazilians are expected to use online learning platforms by 2028, showcasing the potential for rapid expansion of the apple -**Collaborations and Partnerships:** Collaborations with businesses, government agencies, or educational institutions increase visibility in different customer segments -**Different Regional Linguistic** Preferences: Broadening its market reach by tailoring products that cater to Brazil's distinct linguistic preferences across its regions.	-**Entities:** There are several well-known competitors: Pearson ELT and Rosetta Stone. For BeConfident to stand out from the competition and fight successfully, it must constantly innovate. -**Economic and Political Factors:** Potential users' decision to purchase a subscription may be impacted by political or economic changes in Brazil due to its effect on disposable income -**Difficulties in English Proficiency:** Brazil's historical focus on Portuguese, its decentralized education system, and diverse regional language preferences, remains a challenge to acquire English proficiency -**Adoption Resistance:** Competing with conventional techniques for users who have apprehension towards AI.

Figure 5. *SWOT analysis to map BeConfident's current strengths, weaknesses, challenges, and threats.*

Understanding the Customer

As the number of students increases, the goal of building personal relationships with them becomes increasingly complex. To keep a customer-centric approach while scaling, we propose a research strategy to understand students' motivations, challenges, and complaints. It is worth mentioning that Giovanna hosts office hours every Friday at 1:30 p.m. to gather data on how students are using the platform and building connections with customers. Similarly, our group proposed an interview plan and conducted interviews with students between December 11 and 12, 2023.

Interview Questions for BeConfident

1. Introduction: "Hi, I'm [Your Name]. Please choose either Portuguese or English for our chat."
2. Demographics: "How old are you and how long have you been studying English?"
3. Interest: "Why did you start using BeConfident? What are your favourite features?"
4. AI Experience: "Is this your first time using an AI-based learning platform?
5. Pricing: "Do you feel the pricing is fair and provides good value?"
6. Daily Active Users Metric: "What's your typical English study schedule? How often do you use the app"
7. Other Commitments: "Any jobs or commitments affecting your study time?"
8. Learning Goals: "What's your main reason for learning English?"
9. Platform Preference: "Would you prefer using Whatsapp as now, or app?"
10. Feedback for CEO: "What would you tell our CEO about BeConfident, both good and bad?"

Figure 6. Interview guide for interviews with students.

By no means is this a substantial interview process, and no generalizations can be made from this sample size, but our interviews serve as rapid prototyping for future projects and an example of connecting with customers. We hope that BeConfident will implement our recommendations and consider expanding this interview model in the future.

Interview Findings

Demographics:

- All interviewees are first-time AI-platform users.
- Predominantly from São Paulo, aligning with the startup's origin and the city's high English proficiency.
- Started using "Be Confident" at A2 or B1 levels, no beginners.

Product Features:

- Favorites: WhatsApp availability, AI voices, grammar autocorrection, focus on speaking & listening, native speaker calls.
- Positive pricing feedback.
- Frequent app usage, nearly daily.
- Some instances of app glitches and AI response limitations.

Figure 7. Interviews Findings. This is not a generalization but a summary of their responses.

Marketing Strategy[5]

Our marketing strategy for BeConfident is grounded in extensive research, utilizing established academic papers and analyzing successful competitor models. However, our strategy extends beyond theoretical frameworks; it delves into the real-world experiences of our users and takes into account the unique characteristics and context of the company. We gain invaluable feedback through interviews, which further shapes and refines our approach.

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[5] *#ResearchStrategy*: We delved into various research studies and projects and internal research from Duolingo and complemented these with insights from our users' interviews to ensure a comprehensive foundation for our marketing strategy. We then connected the dots between academic findings and real-world user experiences to inform our approach. For example, from established research papers, we find that many AI tools are not beginner-friendly for English learning. This insight aligns with our interview findings (where beginners expressed challenges in effectively using our application) and calls for the need for customization of features catering to this segment. Furthermore, we provide an example of a strategy derived from an internal research project which is successful and offers suggestions on how we can mirror it while taking into account our own context

Product

The application shifts from a teacher-centered approach to a student-centered approach as active participation retains more knowledge (McCarthy & Anderson, 2000). This aligns with the feedback received during the interview, where the most favorite feature is talking to AI. The aspects of gamification based on choosing characters to converse with are proven to be a successful strategy to engage students in online platforms (Antonaci et al., 2019), improving information retention. However, we have further recommendations for the existing products:

1. People with lower English levels are less satisfied with Teachable Agent AI than adults with some knowledge of the language (Lee et al., 2023). The reason is that AI agents' English sentences are still too complex even if users choose beginner mode. **Incorporating visual images** would help absolute beginners to understand the language of AI Agents. It is observed that students find incorporating audio and visuals help them retain 50% of their knowledge, compared to 20% with just audio (Hafidz Zaid, 2020). Therefore, an effective strategy would be an image generation that is consistent with the audio of an AI agent. Moving on to higher levels, as abstract concepts are used more, listening and conversing would be more useful and appropriate (Hafidz Zaid, 2020) so audio mode would be sufficient. Therefore, it is essential to separate different AI modes according to students' English proficiency.

2. One of the competitor language applications (Duolingo) recognized the importance of a Daily Active User Metrics (Gustafson, 2013). This metric assesses user engagement, retention, and monetization potential for a mobile app. To quadruple Daily Active Users (DAUs), the company developed a Growth Model (a Markov Model), segmenting user

engagement and analyzing key metrics and transition probabilities. By adjusting various parameters, the model predicts DAU impact, revealing that enhancing current user retention most significantly boosts DAUs This internal research project facilitates the development of Duolingo's "streak" feature, motivating the current user segment to engage the app more regularly. The record of having 17 million Daily Active Users is attributed to the implementation of the application. For BeConfident, we can adopt a similar model, such as **"streak"** that encourages current users to use the app daily. Having Streaks is extremely useful as it gives a visual representation of your goal and progress, which increases efforts and commitment (Cheema & Bagchi, 2011).

Implementing the strategies above, we offer several detailed action recommendations:

- A promising feature for the app is a user engagement strategy involving coin collection. Users are encouraged to use the app frequently to accumulate coins, and upon reaching 2,000 coins, they stand a chance to win an iPhone 13. This innovative approach is designed to boost app usage and user engagement significantly through gamification.

- Another already planned approach is a unique deliverable akin to Duolingo streaks — the "14" and "21" day challenges, set to take place during our London semester. It is somewhat like a streak but offline, further aligning with BeConfident's mission to engage with the community actively. A small group of students is chosen to participate in a 14-day challenge, and two weeks later, they can get prizes based on how many points they accumulate. The first attempt at this feature is being held by the time we write this paper as a Christmas challenge.

BeConfident

Challenge!
14 DAYS 'TIL THE END OF 2023

Desafio dos 14 dias até o final de 2023!

Challenge guide

DEC 7 - DEC 20

The Challenge

Welcome to BeConfident's first-ever Christmas challenge!

This special mission is only for students who have exceeded expectations learning English, and we want YOU to challenge yourself even further. Our goal is to help you create healthy studying habits and enjoy your journey as a student.

Just like you are starting this new role as a BeConfident student, we will also role-play Santa and gift students with surprises for their excellent performance.

Merry Christmas!

HOHOHO
-BeConfident Team

Day 4
December 10

- Write a paragraph in English (~4 sentences).
- Practice writing about your day, thoughts, or any topic of interest.
- Bonus points: rewrite your paragraph after correcting any grammar mistakes and list all the mistakes you made.

Comments/notes

20pts + 15 pts

Day 14
December 20

- Final reflection and celebration! Write a summary of your language learning journey over the past 14 days. Share your achievements, challenges, and future language learning goals with BeConfident and other students. Celebrate your commitment and progress.
- Extra points if you plan how to engage with the language next year.

Comments/notes

40pts + 20 pts

Figure 8. *A glimpse of the inaugural of the 14-day challenge.*

- The company is also considering enhancing the product by developing a separate app with additional features. However, interview feedback suggests mixed preferences: while some users are content with the current WhatsApp integration, particularly those in the 50-60 age range who find it user-friendly, there are concerns that a new app could pose usability challenges for them. Consequently, the product mix will now include both WhatsApp and the new app. The assumption is that WhatsApp will continue to resonate with the older audience, while the app is expected to attract younger users, though this needs further research. A potential challenge however arises from operating two different databases for WhatsApp and the app, which might pose challenges for data analysis and integration, enhancing the company's weaknesses (see Figure 5).

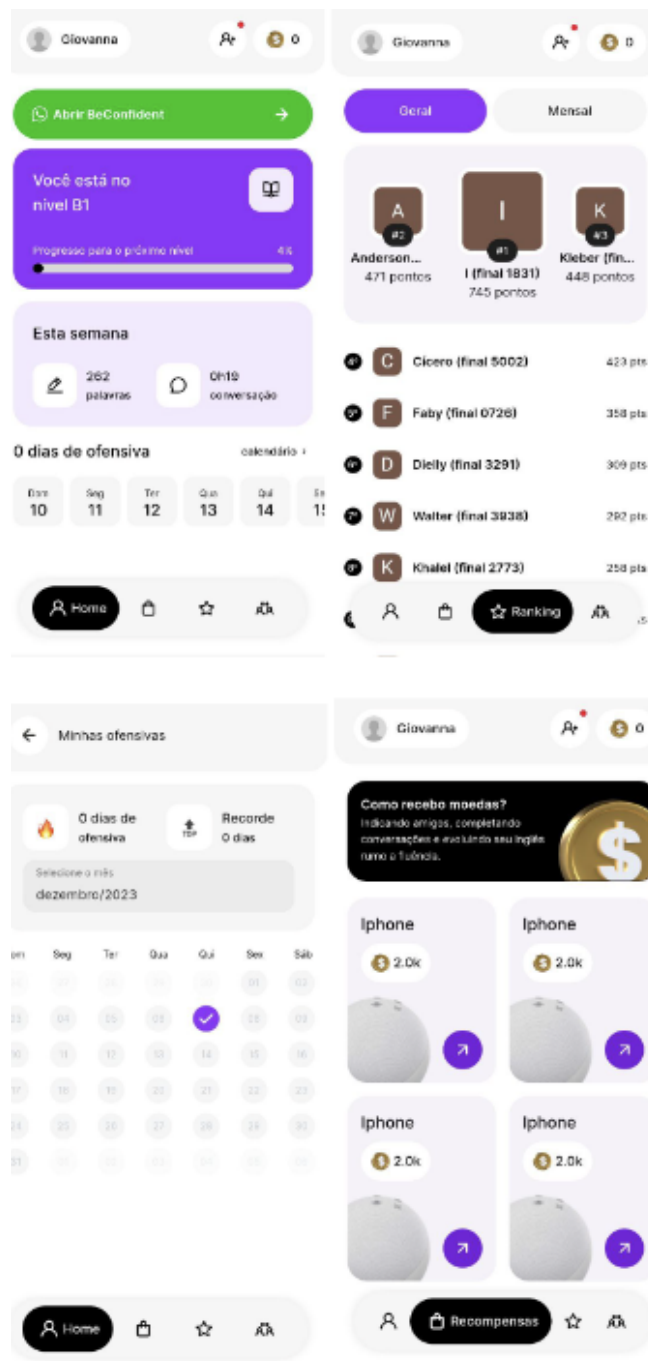Attached here are the screenshots from the app prototype:

Figure 9. Screenshot of BeConfident's separate app prototype.

Price

Both traditional online and offline tutoring are much more costly than mobile-based AI agent applications. The only subscription that BeConfident offers is $80/ year, which is cheap compared to the price of $22 USD per hour in São Paulo (Preply, n.d). One challenge that discourages users from adopting technology-based products is the uncertainty surrounding the product due to the inability to assess it firsthand before usage (Zhu & Chang, 2014). Therefore, we can offer **short-term free trials** to ease users' risk perception and increase the adoption rate.

After the trial finishes, the probability of the user adopting the product depends on several factors, for example, the existence of a similar free alternative. The BeConfident's top competitors with most similar models – Elsa Speak, and Duolingo Max – do not have free plans, which will less likely be a risk in that aspect. However, even if they find it useful, some users may hesitate to commit to long-term contracts (Pauwels & Weiss, 2008). Therefore, **short-term contracts such as monthly or quarterly** should be introduced to enable users to diagnose how effective the application is. However, for users who are already convinced of the value proposition, introducing a more cost-effective annual subscription compared to short-term contracts would be more beneficial for both parties (Pauwels & Weiss, 2008). On the users' side, it would help them save costs. On the company's side, it provides them with more stable revenue, reduced churns, and increased customer loyalty after long use. By having different subscription plans, we cater to different customer needs while optimizing adoption rate and revenue simultaneously

Recognizing that there is a market demand for students, we can partner with local educational institutions to enhance the product's visibility among student segments (see "opportunities" in the

SWOT, Figure 5). We can offer student discounts among those institutions to increase product accessibility due to the lower incomes of this segment.[6]

Promotion & Place

The AIDA model is an advertising effect model that outlines different stages consumers go through before purchasing (Ghirvu, 2013). Leveraging this framework, we can plan promotion at every stage to optimize chances of consumer adoption:

Attention Stage

Grabbing the audience's attention to make potential users aware of the products is the first step in the stage. From our interviews, it is clear that most students are 30-60 years old. They all reported a longing for **offline events.** Thus, introducing such events would greatly appeal to this demographic. BeConfident is set to host an offline barbecue event on December 21st, a gathering that combines food and social interaction, effectively promoting student engagement.

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[6]**#CustomerCentricity**: The LOs use can be seen throughout the paper. We evaluated the product's success due to the customer-centric approach - recognizing the need for an English-learning platform for users to confidently and conveniently practice their speaking skills anddevelop/market the products around that. While formulating marketing strategies, we use research papers and interview existing users to understand more about the current and potential customer base. Furthermore, we proposed customized features to increase the chances of purchasing among potential customer segments (English beginners). Understanding demographic segment characteristics helps us redefine our marketing strategy (for example, varied pricing models to make it more inclusive for the student market).

Figure 10). *Unedited photo of BeConfident's first offline event in São Paulo.*

Running marketing campaigns using paid ads can also be effective, especially when most ads have filters to narrow down the audience you are targeting. Designing attention-grabbing ads that address users' concerns, such as "Feel unconfident asking directions in foreign countries?" with unique visuals, would help to grab the audience's attention.

Interest Stage

For the users to be interested in the products, they must address their specific needs. One research shows that speaking is the skill that most language learners struggle the most due to the lack of

practice (Saeed et al., 2019). It is also a skill that has the biggest gap between the need and opportunities for practice. The app already excels in providing AI-driven conversational practice. Showcasing interactive communication features either through offline events such as workshops or online through social media ads would be a great way to grab target audiences.

Desire Stage

The third stage is creating a desire for the application by highlighting its value and relevance. The creation of **users' success stories** in campaigns is shown to have positive effects on increasing desire. For example, it triggers the bandwagon effect by creating a sense of credibility and belonging, making potential users want to imitate the success and purchase the application (Lin, 2016). Furthermore, humans are more likely to be drawn to stories and be persuaded through emotional appeal on top of logic (Hamby & Jones, 2022). Making sure that the character has a relevant backstory and detailing their incremental progress will help potential users find them more relatable, increasing the emotional connection between them and the character.

Action Stage

The last stage is encouraging users to take actions such as downloading the application or making purchases. The use of a **free trial or discounts,** as explained above, can be a method. By capitalizing on the principle of regret theory, we can increase the likelihood of immediate purchases among potential customers (Scheinbaum et al., 2020). This is because customers may want to avoid the potential regret of missing out on such enticing opportunities, which provokes a sense of urgency to buy the products.

Future ideas

Talking with the CEO and CMO about future plans, they have revealed their dream to create an actual space, a mix of café, office, and co-working space for students to interact with each other, have conversations, and socialize with employees. The goal is to unite everyone and emphasize that learning a new language is an entire experience that should be shared with others. There are no concrete plans for this in the future. However, this innovative idea could take experience marketing and customer centricity to a new and fun level, aligning with the values of lightheartedness, excitement, and curiosity.

Figure 11. A model of a "BeCafé" could be like using Microsoft AI Designer.

Conclusion

All the proposed strategies — including offline/online events, motivating students through a coin collection system with prizes, conversing with native speakers, implementing a streaks system, etc. — are designed to increase user engagement and confidence. By stepping out of their comfort zones and achieving tangible milestones, the learners are encouraged to grow and succeed. The app is more than just a learning tool; it is a constant companion in the journey of language mastery, fostering a supportive community that aligns with the "BeConfident" mission to instill confidence and a sense of achievement in every user.

Word count: 2796 (excluding figures). Each person wrote approximately 1000 words.

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Appendix A

As stated in class and in the paragraphs above, this group opted to analyze BeConfident as a case study due to the fact that this startup is meaningful to the Minerva community with many students volunteering to join the calls with "gringos" and help our friends create a successful business. We have also been with them from the start and it was fascinating to see their growth in the past nine months, from an idea conceptualized in Hyderabad to an actual product in Buenos Aires. Although the company is Brazilian and targeted at the Brazilian market, most of the team members were based in Buenos Aires, where they also experienced what immersion in a new language is like[7].

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[7] **#EvidenceBased**: Not only have we added evidence to all our arguments but we also structured our paper following a logical flow: introduction powered by context, research strategy, marketing strategy and recommendations, and conclusion. This experience substitutes an LBA because it has been consistent throughout the semester, making us more engaged with the local culture and its people.

This is the unedited transcript of the interview with BeConfident's CEO transcribed with Fireflies AI:

Hello. Hi, everyone. I'm here with Robson Amorim. He is the founder and CEO of Be Confident, and he's also a Minerva student in our class, M 25. He is currently working on his finals right now, but he decided to be nice and give us ten minutes of his time so we could interview him for our assignment. So, Robson, please say hi.

Hi, everyone. I'm Robson here.

Thank you. Thank you. I have a couple of questions. So, I'm here writing more about the purpose and the reason why you found it. Be confident. So, I was wondering, what is the story behind your company and why? Thinking about hashtag purpose and hashtag context to help us in our assignment. Why did you create this company when you're still halfway through your university journey?

Okay, I think that's one amazing question, and that tells a lot about our motivation to continue working on be confident. But everything started when were only, like, ten years old and starting to compete in robotics Olympiads. So all the founders on be confident, they participated for over ten years in the robotics Olympians in Brazil, and during this period in robotics, were coding, were

developing a lot of fins, were winning different types of competitions, and we started to notice how important English was for us. However, how many opportunities were losing because we didn't know English so much. In 2015, our team was road robot champion in South Africa. And even with this amazing opportunity, were still not getting the internships that we wanted.

We were not in getting the jobs that we wanted abroad and all these type of things, even being really good with technical stuff. And one of the main reasons of not developing a good English was basically how expensive it is to have access to native speakers when you are in a developing country. So for you to have an idea for you to have, like, 1 hour class per week cost 25% of the monthly income of more than 70% of the Brazilian population. So what happened is that you can be really intelligent, you can be good, you can be, like, really smart. However, if you do not have money, it's really difficult for you to have a good English because you do not travel abroad and you do not have a good course as well.

So the idea of be confident was to create a new solution using artificial intelligence to close this gap between your desire to learn a new language and the access to a native speaker. So what we do right now is simulate human conversations. And then we can have free conversations about any topic that we want. You can talk about your technical background, you can talk about your shyhood, you can talk about your motivations et cetera. And we can select each voice you want to talk as well.

You can choose celebrities, for example, like, I can talk to Barack Obama or, like, Snoop Dogg, for example, and other people as well. But then it seems like we're having a conversation with them.

Yeah. And not only celebrities but also, like, accents. So you can choose the Canadian accent or Australian or Portuguese. Not Portuguese or Indian, whatever. And a country that speaks English, you can choose and then practice your English with them. And the best part is that we started with, the MVP side, WhatsApp. Okay.

Okay, sorry. I kind of have a question for HapSa now. So we know that about 5% of the Brazilian population speaks English, even though Brazil has the highest number of schools that teach, like, different languages, particularly English, like Fisk. What else? FiSC, wise up. And other schools, whatever. So I was just, do I have two questions? In one, the question is, I guess, more personal. Now we can apply a bit of hashtag interpretive lens and hashtag self-awareness. We're talking eight C's here. So, Hobson, how did you learn English?

Yeah, I started to learn English in my last year of my high school, and I didn't have money to go to a formal school. So my strategy was to use online content and online resources to learn English for free. And it was a big challenge. So my first strategy was to gain the basic level, the basic ground of English through English apps. So I was using Babel Duolingo and not apps. And through these apps, I have learned all the intermediary and the beginning levels in the linguish. From this point, I started to consume general content online, like watching a lot of TV shows, movies and et

cetera. And I started to engage in groups and different communities where I could practice my English at a different level.

Thank you so much. And it's really interesting how you see this gap. For example, I had the opportunity and the privilege to attend an international school to the point where I was raised bilingual. But this is not really a common thing in Brazil. You can call me an outlier. And so it's really interesting how, for them, they're trying to access. To give access to an amazing resource, and amazing opportunities. A changing lifestyle, really, especially to people in not, I don't want to say underprivileged communities, but also people who, if it weren't for this type of service that they're providing, they wouldn't have access to these opportunities. Another thing that is worth mentioning is that they focus a lot on community. So it's not just talking to a bot or talking to an AI and WhatsApp. It's just also the community around it.

You have about 3000 students, and they always host, three times a week, calls with foreigners, which they call gringos in Portuguese. And it's basically the first time that these people would have contact with non-Brazilians, people who are from different countries, which is very exciting to them, getting to meet new people, because essentially Brazil is a monolingual country.
And again, because I am talking to Aman Irvin, he knows he speaks eight C's, right? I was just wondering, what is the hashtag purpose behind your work? And I guess you could call it like a mission statement. Just apply the hashtag purpose here, please.

Our mission statement is to help 15 million Brazilians and at least 20 million Latin Americans learn English in the next ten years. And the idea is to empower them to pursue better opportunities abroad.

Thank you. And I think I would even rephrase it. It's not just about learning English. It's about offering a new opportunity and a different lifestyle. Because when you know a new language, you can access different contents, you can watch different shows, you can understand music, and it just kind of makes you a more wholesome person in terms of ideas. I mean, when you learn a language, you kind of become not a different person, but it opens a new side of you. So I guess you're just also offering a new lifestyle. I don't want to say lifestyle, but more like a. Yeah, you're changing someone's lives, basically, and offering them an opportunity to.

Not just in terms of jobs and career-wise, but also so that they can feel accomplished and proud of themselves, which I think is an amazing feeling, especially to offer that a business can provide.

AI Statement: We used Microsoft AI Designer to design Figure 8, and Grammarly to correct grammar mistakes and help us rephrase poorly crafted sentences. We also used ChatGPT to help structure the interview process.