



# TECHNOPRENUERSHIP STUDY MISSION 2014 (SEOUL/TOKYO) COMPANY PRESENTATION

TEAM: **AG** (AGURZ || GLEN)

COMPANY: *Slitto*

**IDEABOVE** (TRANSFERRED OUT)



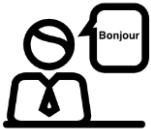
**FOUNDED 1<sup>ST</sup> SEPT 12**



**FOUNDED BY SIMON LEE, DAN KANG & JINGU KIM**



**APPLIED ACCELERATOR IN LONDON**



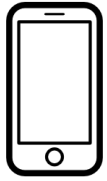
**BREAK DOWN LANGUAGE BARRIER**



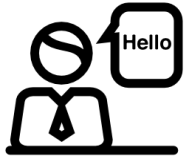
**HISTORY** || *flitto*

- **LANGUAGE BARRIER** FOR AROUND THOUSANDS OF YEARS
- **TRANSLATION MARKET VALUED AT \$33B,** ANNUAL GROWTH OF **12%**

**BACKGROUND INDUSTRY** | *litto*



**ONLINE CROWDSOURCING TRANSLATION  
WEB/MOBILE APPLICATION**



**READ SOCIAL MEDIA IN YOUR NATIVE LANGUAGE**



**TRANSLATE LANGUAGES IN IMAGES, VOICE & TEXT**



**>2.5 MILLION REGISTERED USERS, 170 COUNTRIES,  
\$0 MARKETING EFFORT (MARCH 2014)**



**FUN FACT: EARN \$300/MTH?**

**ABOUT | *flitto***

**EMPLOYEE SIZE: 17** (as of 25/04/2014)  
**LANGUAGE: KOREA, ENGLISH**

**MARKETING/SALES: 8**

**ENGINEERING TEAM  
(FRONTEND): 3**

**ENGINEERING TEAM  
(IOS/ANDROID): 3**

**PM: 1**

**DESIGN: 2**



**THE TEAM** | *Slitto*

CEO, FOUNDER || SIMON LEE



THE TEAM || *Slitto*

# CO-FOUNDER, ENGINEER || DANKANG



THE TEAM || *litto*

# CO-FOUNDER, ENGINEER || JINGGU KIM



THE TEAM || *flitto*



# GLOBAL SALES DIRECTOR || MINHEE SONG



THE TEAM || *flitto*

# ADVISOR || JON BRADFORD



CONNECTIONS || *flitto*



SEEDSTARS WORLD SEOUL: **WINNER 2013**

START TEL AVIV KOREAN COMPETITION 2012 **WINNER**

BGLOBAL **(STARTUP)**

SUPERST



@KOISRA Seed Partners

**ACHIEVEMENTS & AWARDS** | *flitto*


- “THE **TOP 7** THINGS YOU MISSED AT SXSW”
- “**7** DIGITAL TOOLS DISCOVERED AT SXSW TO **MAKE YOUR STARTUP ROCK**”
- “**SXSW: INTERNATIONAL COMPANIES TO KEEP AN EYE, EAR, AND BRAIN ON**”
- “**FLITTO, THE KOREAN STARTUP THAT USES CROWDSOURCING TO DESTROY GOOGLE TRANSLATE**”
- “**HOW DID TRANSLATION APP FLITTO BAG THE **TOP SPOT** AT SEEDSTARS WORLD?**”
- “**SIMON LEE, CO-FOUNDER OF **FLITTO****”
- “**CEO EXPERIMENTS **CROWD-SOURCED TRANSLATION****”



Following      R anking

 PSY (@psy\_oppa)  
Use <http://www.flitto.com> to read my tweets in your own language!  
now

 PSY (@psy\_oppa)  
# 응원!! cheering #RYUandCHOO w/ @SongSH cc @HyunJinRyu99 @Dodgers <http://t.co/1GRqRf8Zif>  
28 Jul

 PSY (@psy\_oppa)  
yes I am ""@Dodgers: ".@psy\_oppa is at Ch vez Ravine tonight -- here to root on fellow countrymen, @HyunJinRyu99 and Shin-Choo."  
28 Jul



1,869 TWEETS      493 FOLLOWING      3.2M FOLLOWERS

  [Following](#)

 PSY @psy\_oppa 1h  
Use [flitto.com](http://flitto.com) to read my tweets in your own language!

 PSY @psy\_oppa 9h  
already done with 3 songs and they are kinda nice!! #PSYonTheALBUM

 PSY @psy\_oppa 1d  
# 응원!! cheering #RYUandCHOO w/

1. **USER TYPES IN WORDS OR PHRASES THAT IS NEEDED FOR TRANSLATION ON FLITTO AND OTHER USERS AROUND THE WORLD RESPOND. (APPROX. 1MIN)**
2. **USERS WHO WITH THE MOST ACCURATE TRANSLATIONS RECEIVE POINTS, WHICH ARE USED AS VIRTUAL CURRENCY ON THE COMPANY'S SEPARATE ONLINE SHOPPING SERVICE.**
3. **HELP MERCHANTS TO BRING PRODUCT TO THE GLOBAL MARKET**
4. **FASTER IN HELPING BUSINESS TO TRANSLATE**
5. **IF YOUR MOM CAN'T USE IT AFTER TEACHING HER FOR 10 MINS, NO ONE CAN USE IT.**

## MATCHING FEES

- CONNECT REQUESTORS & TRANSLATOR
- TAKES A % FROM THE TRANSACTION WHEN COMPLETED

## TRANS

- CHA  
CON



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2014 (SEOUL/TOKYO)  
COMPANY PRESENTATION

| FLITTO FOR

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TEAM: AG (AGURZ || GLEN)

COMPANY:



IDEABOVE (TRANSFERRED OUT)

IG)

OR SERVICES

BUSINESS MODEL | *flitto*

# BREAKING LANGUAGE BARRIER

THAT LASTED FOR A THOUSAND OF YEARS



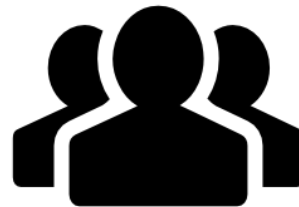
PROVIDE **ACCURATE** TRANSLATION



THAT EVEN BUSINESSES CAN USE.

**REALIZING DREAMS** AND **CREATING VALUE**

FOR PEOPLE



LIKE YOU & ME

**MOTIVATIONS** | *litto*



“HELPING IN **PRESERVATION** OF LANGUAGES AND CULTURES  
BY ALLOWING THE MILLIONS OF MULTILINGUAL PEOPLE AROUND THE WORLD  
TO COMPLETELY **BREAK THE LANGUAGE BARRIERS**  
THROUGH TRANSLATIONS IN A  
**DYNAMIC, FUN, AND INTERACTIVE** WAY.”

**MISSION** | *flitto*

PEOPLE TO REFER TO FLITTO WHEN THEY NEED TRANSLATIONS

"JUST FLITTO IT!"



VISION | *flitto*

- FLITTO LEVERAGE THE POWER OF SOCIAL MEDIA AND THE GLOBAL COMMUNITY OF INDIVIDUALS WHO SPEAK MORE THAN ONE LANGUAGE TO PROVIDE A TRANSLATION PLATFORM THAT IS ACCESSIBLE TO EVERYONE WITH INTERNET ACCESS.
- A PLATFORM WHERE PEOPLE CAN HAVE FUN BY DOING TRANSLATIONS BY USING GAMIFICATION MECHANICS AND OTHER INCENTIVES.

- **DIALECTS**: WORDS CAN BE SPOKEN IN MANY FORMS, WHEN SENDING A VOICE RECORDING, YOU CAN REQUEST FOR DIALECT TRANSLATION
- **UNIQUE LANGUAGE GUIDEBOOK**: FUN SHARING THE LANGUAGE CULTURAL OF DIFFERENT COUNTRY E.G(SINGLISH)



## CREATING VALUE FOR THE USERS

IF YOUR MUM CAN'T USE IT, NO ONE WILL.



GREAT IDEA, **SHARE IT!**

LEARNING POINTS | *flitto*

**THE END** || *slitto*