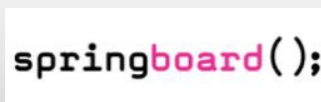
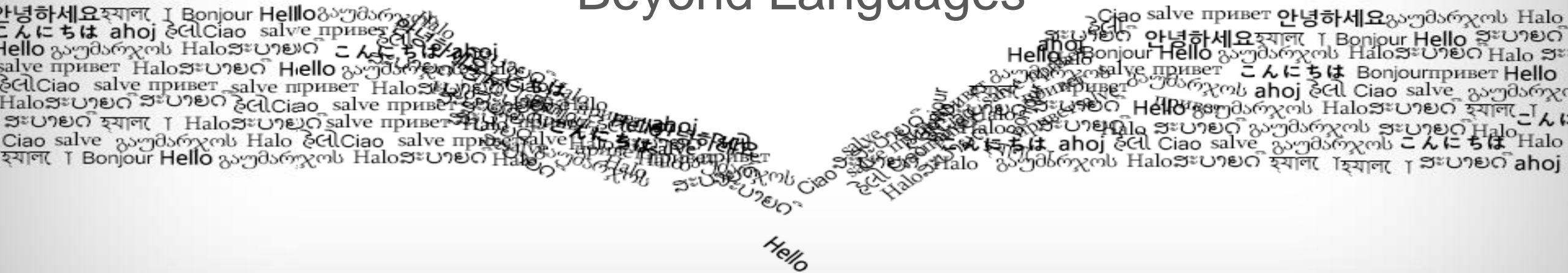


flitto

Beyond Languages



1. WHAT IS FLITTO?

Accurate, cost effective, fast
crowd-sourced translations



17 languages supported



2. FLITTO TODAY

+3M users **170 countries** **\$0 marketing**



Profile

PSY  @psy_oppa

1,869 TWEETS 493 FOLLOWING 3.2M FOLLOWERS

Following

PSY @psy_oppa 1h
Use flitto.com to read my tweets in your own language!



Paulo Coelho @paulocoelho

Paulo's tweets have been translated into 14 different language in "Flitto"App (IOS,Android)! pic.twitter.com/pD6g195v !!!!!



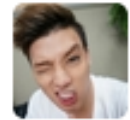
Siwon Choi @siwon407

flitto.com Lets use this to improve our way of communication! :) yayyyyyy!



Henry Lau @henrylau89

heres a great app to translate my tweets into any language!
flitto.com



Eli Kim @u_kisseli

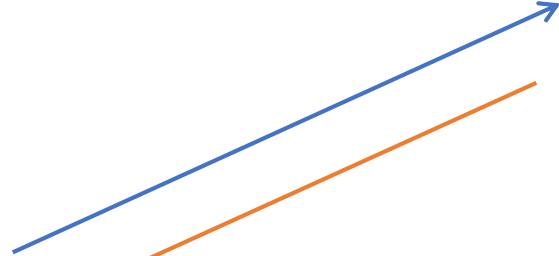
Anyone need translations on tweets?? Download **flitto** from your app store[™] i sound like an infomercial

14시간

3. HOW DOES IT WORK?



Slitto

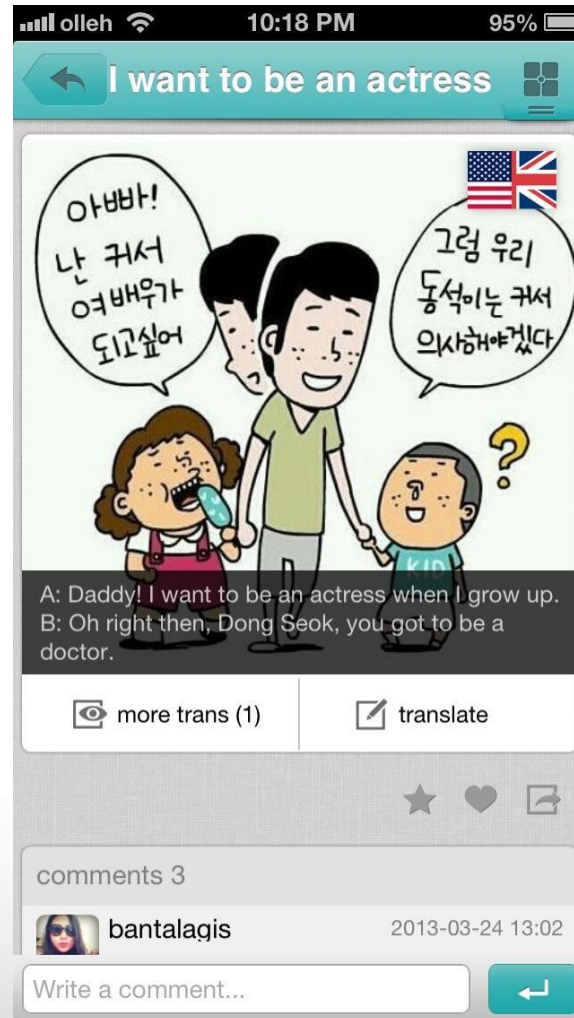


4. FLITTO FUNCTIONS

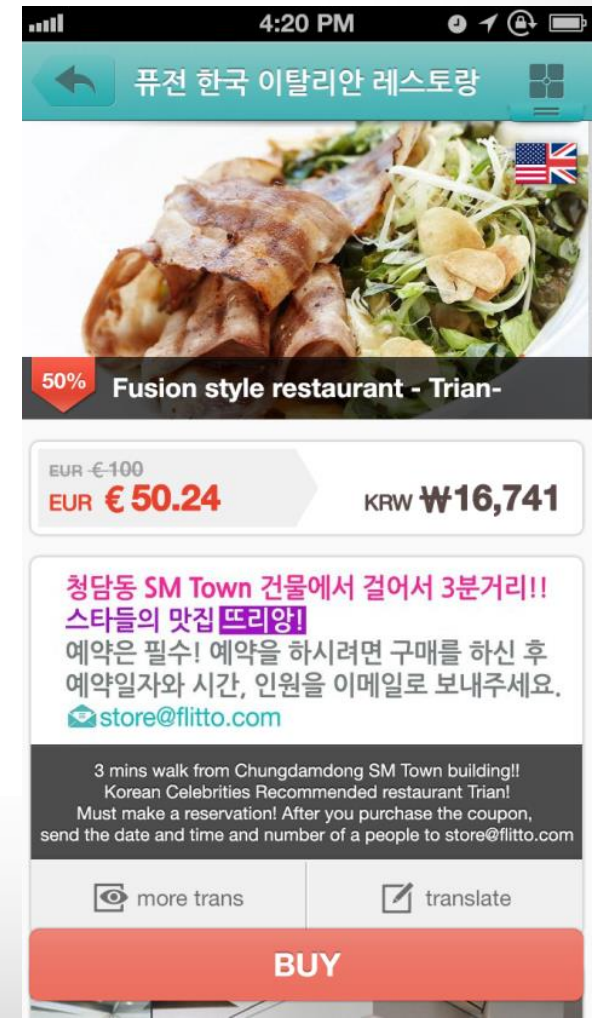
Social Media



Fun

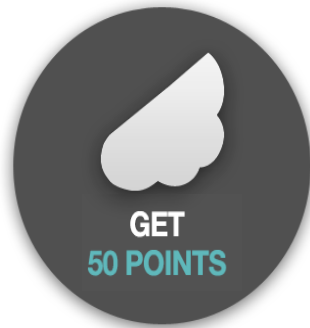


Flitto Store



5. WHY DO PEOPLE TRANSLATE?

Users earn points by translating SNS, comics, stores and requested content. They can use the points in 3 ways.



1. Cash-out your points!

If you want to cash-out your points, send an email to help@filitto.com. You can cash-out starting from 50,000 points(\$25).



2. Shop with your points!

Purchase products at the 'Store'
Check out the awesome products in store for you.



3. Donate your points!

The donation feature will be available in late April!

6. REVENUE MODEL

Flitto has 3 sources of revenue:



**Matching
Fees**



**Transaction
Fees**



**Translation
Database
Sharing**

WHO ARE THE MINDS
BEHIND FLITTO?

7. FLITTO TEAM: FOUNDERS



Simon Lee
Founder, CEO



Dan Kang,
Co-founder, CTO



Jin Kim,
Co-founder, CFO

8. HOW DID THE FLITTO IDEA COME ABOUT?



Simon Lee,
CEO

Life abroad:

- Kuwait – 4years
- US – 2 years
- London – 3 years
- Saudi Arabia – 7 years
- Korea

Interest in languages

Flying Cane (2007)

9. FLITTO TEAM: ENGINEERS & DESIGNERS



Dan Kang

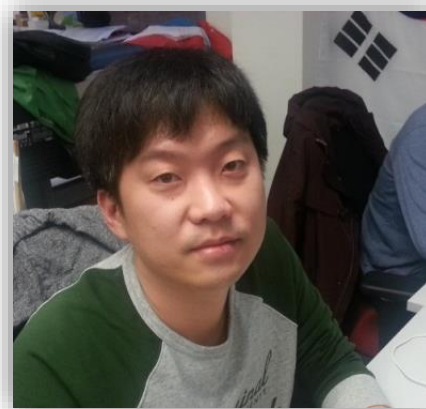


Seungwoo Lee

**Back-end
Front-end
Web**



Junghan Lee



Jin Kim



Kevin Kim

**Front-end
iOS/Android**



Joohee Sim

UI/UX DESIGN



Jiyoung Kim



Soyeon Jung

9. FLITTO TEAM: MARKETING, SALES & PR



Simon Lee,
CEO



Paul Park,
B2B Sales



Daniel Kim,
Marketing



Yaeseul Park,
Global Marketing



Sijong Boo,
PM & COO



Kevin Hong,
Marketing



Rainur Pria,
Global Marketing



Min Hee Song,
Global PR

10. MILESTONES

August, 2012

- **Springboard London** (now Techstars London) incubating program
 - First Asian company to be part of the Techstars Network

October, 2012

- 1st place at the Innovative Tech Startup, organized by Morrison Forester (London)

December, 2012

- 1st Asian company selected as Silicon Valley IR Company
- 1st Asian company to make an IR presentation at the Facebook HQ
- Selected to be part of the New York World Wide Investor Network

March, 2013

- Selected as one of the 7 startups to participate at **SXSW interactive** in the first ever Korean Pavilion (program sponsored by the Bank Federation for Young Entrepreneurs)

May, 2013

- 1st place at the Mobile Startup Korea 2013 **Super Star M Competition**
- Selected as a company to represent the creative economy by the **Ministry of Science, ICT and Future Planning**
- Selected as one of the 15 startups to participate in the Korea Institute of Startup & Entrepreneurship Development's (KISED) program held in Silicon Valley

10. MILESTONES

July, 2013

- Selected as one of the eight Korean companies to attend TechCrunch Disrupt SF 2013, sponsored by the Ministry of Science, ICT and Future Planning and the Korea Creative Content Agency (KOCCA)
- Set an office in Silicon Valley

August, 2013

- 1st place for **Seedstars World Seoul**

September, 2013

- **Official Flitto launch at TechCrunch Disrupt SF**
- Selected as one of the 10 startups presenting at **beGLOBAL** 2013
- Selected as the representative company by the Israeli government for **Start Tel Aviv**
- Featured as the International Catch on CNBC's Young Turks

December , 2013

- Won the final round of startup audition program **Golden Pentagon** (KBS)
- Won the **Startup 2013** competition organized by the Ministry of Science, ICT and Future Planning
- Selected as the “Best Startup” at the Global K-Startup Program organized by the Korea Internet Security Agency and Plug and Play

February, 2014

- **1st place at Seedstars World Competition held in Geneva, Switzerland**

10. MILESTONES

flitto upstages korea's best, wins seedstars world seoul

A win for Asia at Seedstars World event thanks to Korea-made app Flitto

February 7, 2014 at 2:30 pm by [Steven Millward](#)

Share 27 f 2 g 3 in 1 0



Flitto receives the award after the Seoul pitching event.



[Seedstars World](#), a global startup competition that focuses on emerging markets and fast-growing startup scenes, has crowned its newest winner at a ceremony in Geneva, Switzerland. In a boost to Asia's startup ecosystem, the winning team is [Flitto](#) from South Korea.



10. MILESTONES

Flitto won the Startup 2013 competition organized by the Ministry of Science, ICT and Future Planning, which South Korean President Geun-hye Park attended.

창조경제박람회 참석하는 박근혜 대통령

연합뉴스 | 2013.12.12 오전 10:38
최종수정 | 2013.12.12 오전 10:39

0 >

가- 가+



박근혜 대통령, 다보스포럼 개막연설 / YTN

President Park also mentioned **Flitto** at the **World Economic Forum** held in **Davos** as an example of a successful story in South Korea's Creative Economy.

"Development of a mobile translation app...growth of venture companies"

11. DIFFICULTIES/CHALLENGES

Chicken and egg problem:

What comes first?

Content to attract people or translators ready to translate the content?

“Crowdsourcing sounds good,
but...how are you going to get the users?”

“Flitto is a global service,
how are you going to get a global audience?”

“Flitto is a company that translates tweets for celebrities”

12. ADVICE FOR FUTURE ENTREPRENEURS

Talk to as many people as you can about your idea

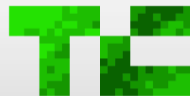
Don't start a company just for the sake of it.
Find what you're **passionate** about and
find something that fits your **dream**

Don't **lie**, even if it's something small

13. ABOUT FLITTO



Day of incorporation	Sept 1 st 2012
Founder	Simon Lee
Co-Founder	Dan Kang, Jin Kim
Number of Employees	16
Previous Funding	\$800K (DSC Investment)
Incubator	Springboard London (Techstars London)



Translation at your



Fingertips



Flitto

Min Hee Song
minhee@flitto.com

1. WHY FLITTO

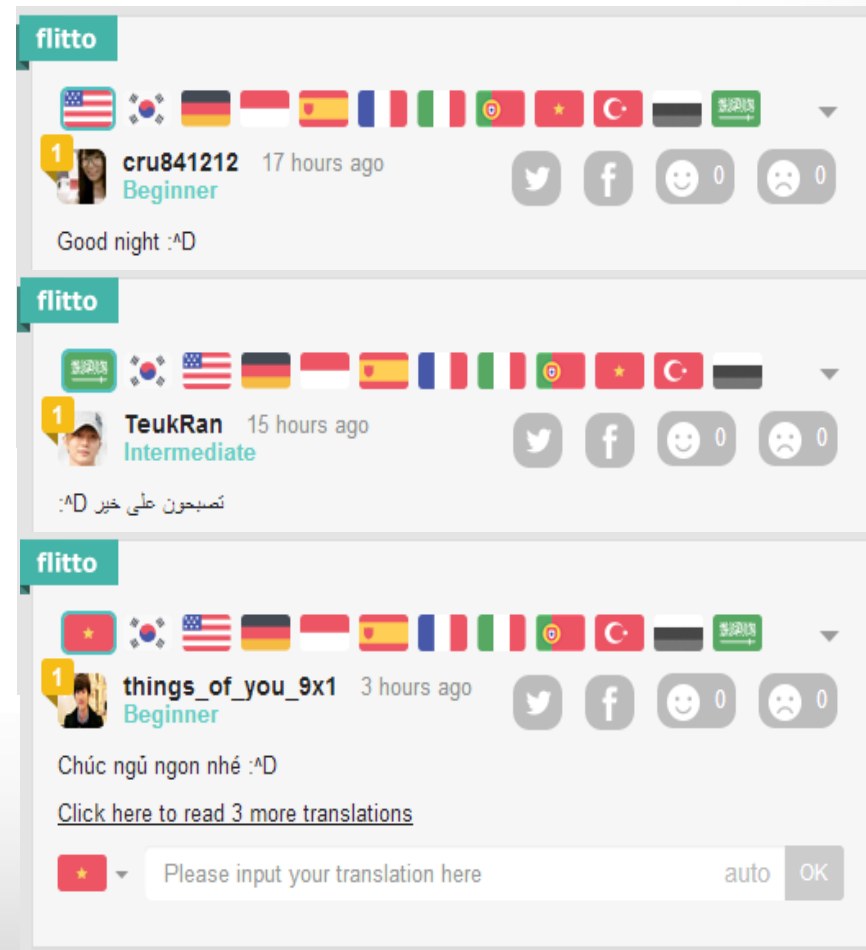
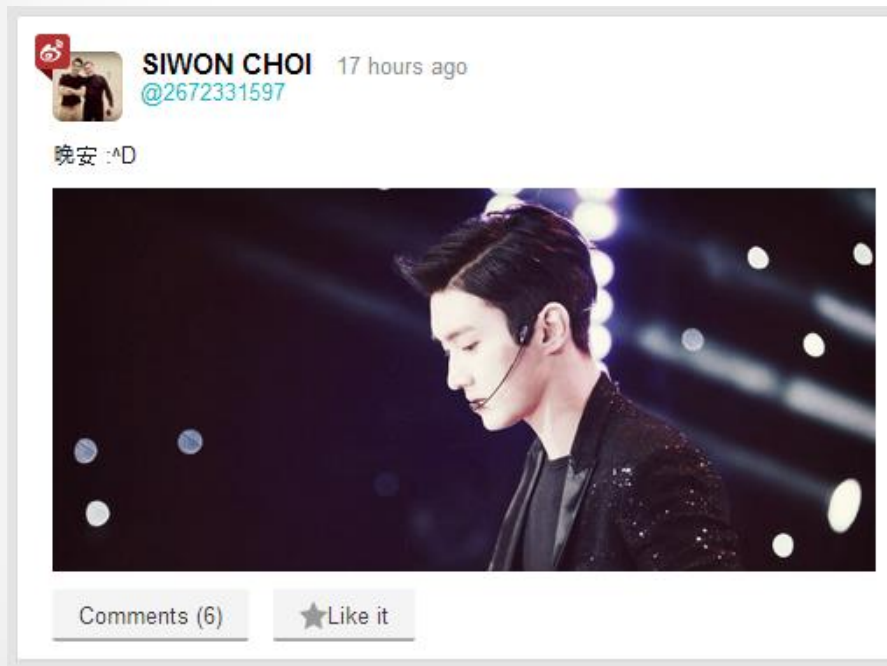
Cost & Speed : **Flitto** > professional translation service

Company	Price	Time to receive the translation
Gengo	\$4.44	5 hours
Conyac	\$9	Up to 24 hours
OneHour Translation	\$5.91	Up to 1 hour
Flitto	\$0.25	1-10 minutes (n=300)

** For the purpose of testing, a text that was 38 words from an Asian language to English for a standard (no level of expertise needed) was used.*

1. MAIN FUNCTIONS

Social media feeds of celebrities are translated in various languages by users.



1. MAIN FUNCTIONS

Comics are translated in various languages by users.

한국을 방문한 외국이셨고 니콜을 위해
오늘부터 가이드가 되어 주기로 했다냥!

니콜!!
오랜만이다냥

Hi~!

옥갓
오랜만
이야!!

걱정만
보고싶었다냥!!

From today, I decided to be a Nicole's guide who is my friend from abroad and visited Korea. OKCAT: Nicole!! Long time no see. I really miss you!!
Nicole: Hi~! Long time no see, OKCAT

flitto

barney 18 days ago
Intermediate

Решил быть гидом, чтобы помогать Николе, которая приехала в в Южную Корею.
Сколько лет, сколько зим.
Я скучал по тебе.
Привет, Оккат!

Please input your translation here auto OK

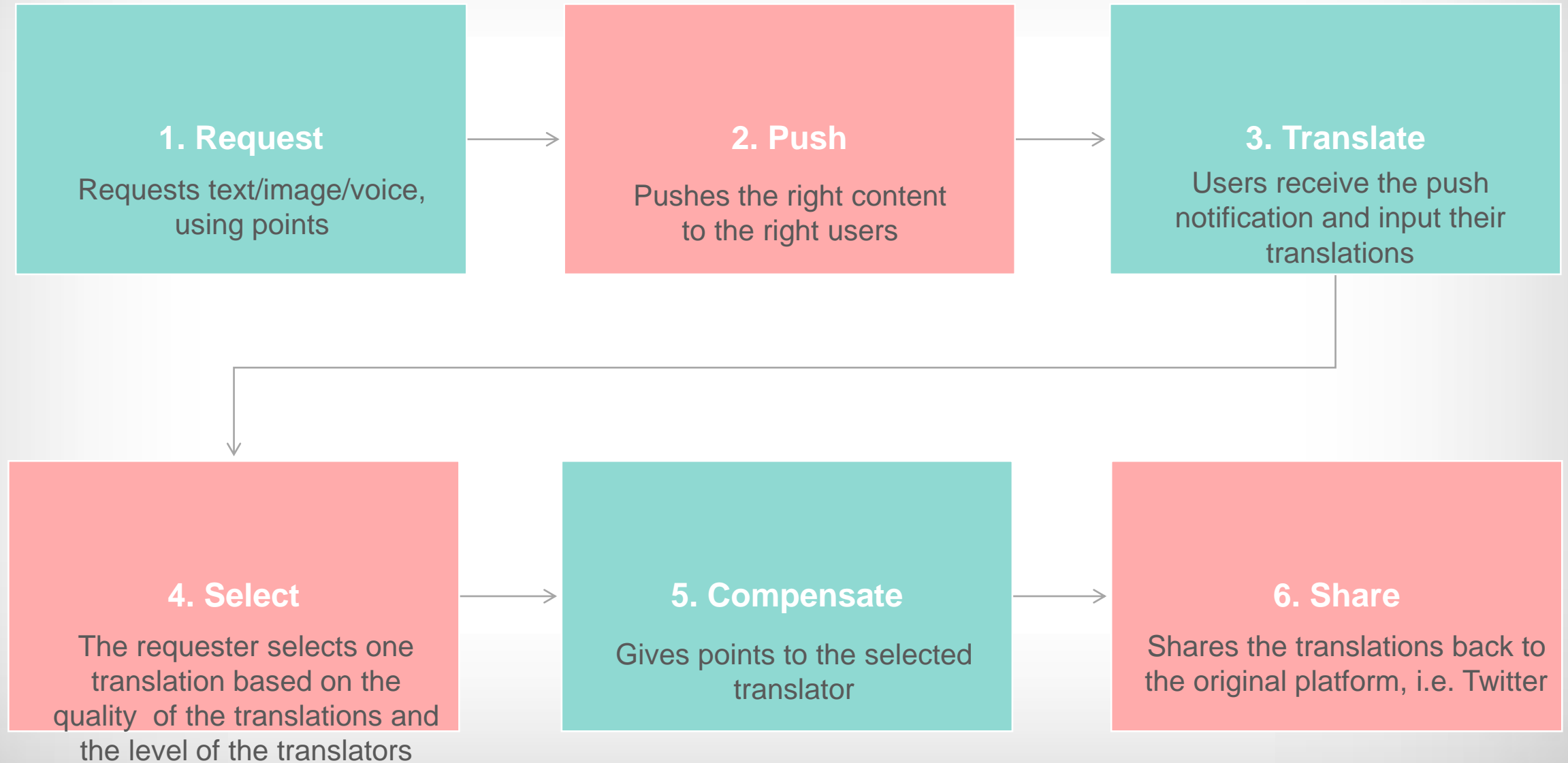
flitto

minions 18 days ago
Intermediate

¡Mi amiga extranjera Nicole visitó Corea y hoy seré el guía de Nicole!
Nicole: ¡Hi~! Hace tiempo sin verte.
OKCAT: ¡¡Nicole!! Hace tiempo sin verte. ¡¡Te extrañé!!

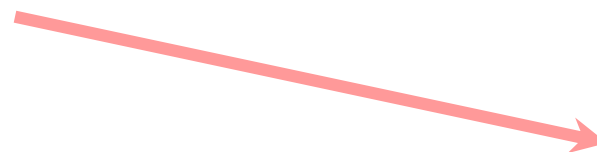
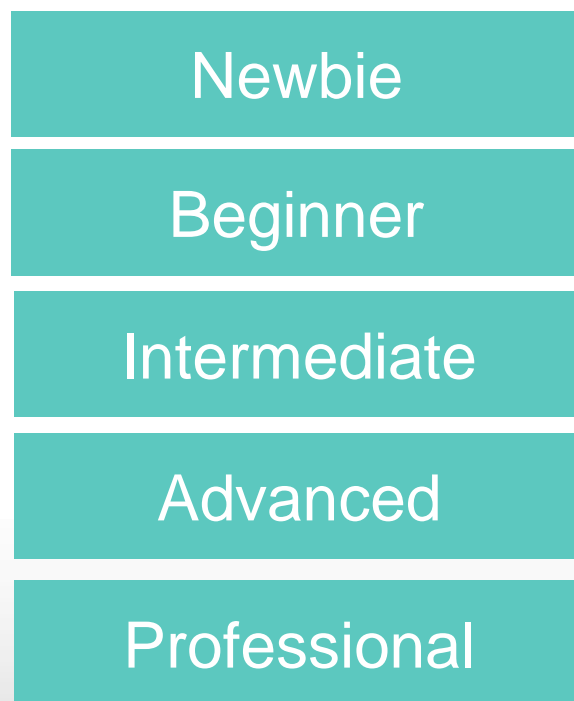
Please input your translation here auto OK

2. TRANSLATION PROCESS



2. TRANSLATION PROCESS: TRANSLATE

Flitto provides “level” based on the internal algorithm, which is combination of speed, quality, and quantity of their translations.



flitto

Add Flitto Store

100 P

🇰🇷 Korean → 🇺🇸 English 07 Apr

무슨말입니까?

첨부파일 확인해보세요..

혹시 다른 학생이랑 착각하고 있나요?

yomi0211
Beginner 07 Apr

What do you mean? Check the attached file.
Aren't you mistake me for other student?

Listen Share

yaes224
Intermediate 07 Apr

What are you saying? Please check the attached file.
Are you by any chance mistaking this student with another student?

3. REVENUE MODEL

Flitto has mainly 2 sources of revenue.

Transaction Fees

Requesters buy points to receive translations, unless they have enough points

Translation Database Sharing

Flitto has a large database with validated translations. Flitto can integrate this database with other services or platforms for a fee. Flitto's ultimate goal is **the creation of Big Data** through its massive translation database.



DB business with ETRI is in progress

