



TECHNOPRENUERSHIP STUDY MISSION 2014 (SEOUL/TOKYO) COMPANY PRESENTATION

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

COMPANY: *Slitto*

IDEABOVE (TRANSFERRED OUT)



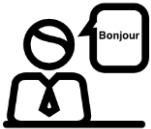
FOUNDED 1ST SEPT 12



FOUNDED BY SIMON LEE, DAN KANG & JINGU KIM



APPLIED ACCELERATOR IN LONDON



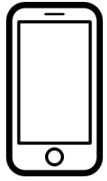
BREAK DOWN LANGUAGE BARRIER



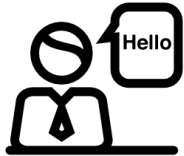
HISTORY || *flitto*

- **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 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

TRANSACTION FEES

- CHARGED FOR TRANSLATING CONTENT FOR TRANSACTION DONE IN THE FLITTO STORE

BIG DATA (TRANSACTION DATABASE SHARING)

- INTEGRATION WITH OTHER PLATFORMS OR SERVICES FOR A FEE

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*