

Meanwhile... in an office in Toronto

Pendant ce temps... dans un bureau à Toronto

与此同时...在多伦多的一间办公室里



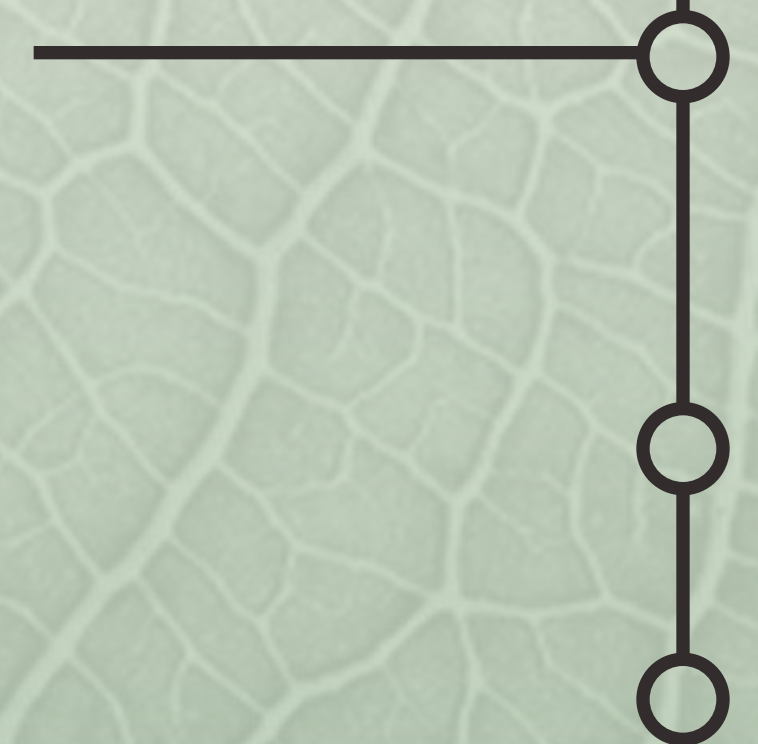
meet

bons.ai

Problem Analysis

Product Demo

Ecosystem Fit



Research shows that language learning issues aren't just a problem for offices in Toronto, but worldwide.



80% of executives
surveyed

attributed miscommunication
issues to language barriers



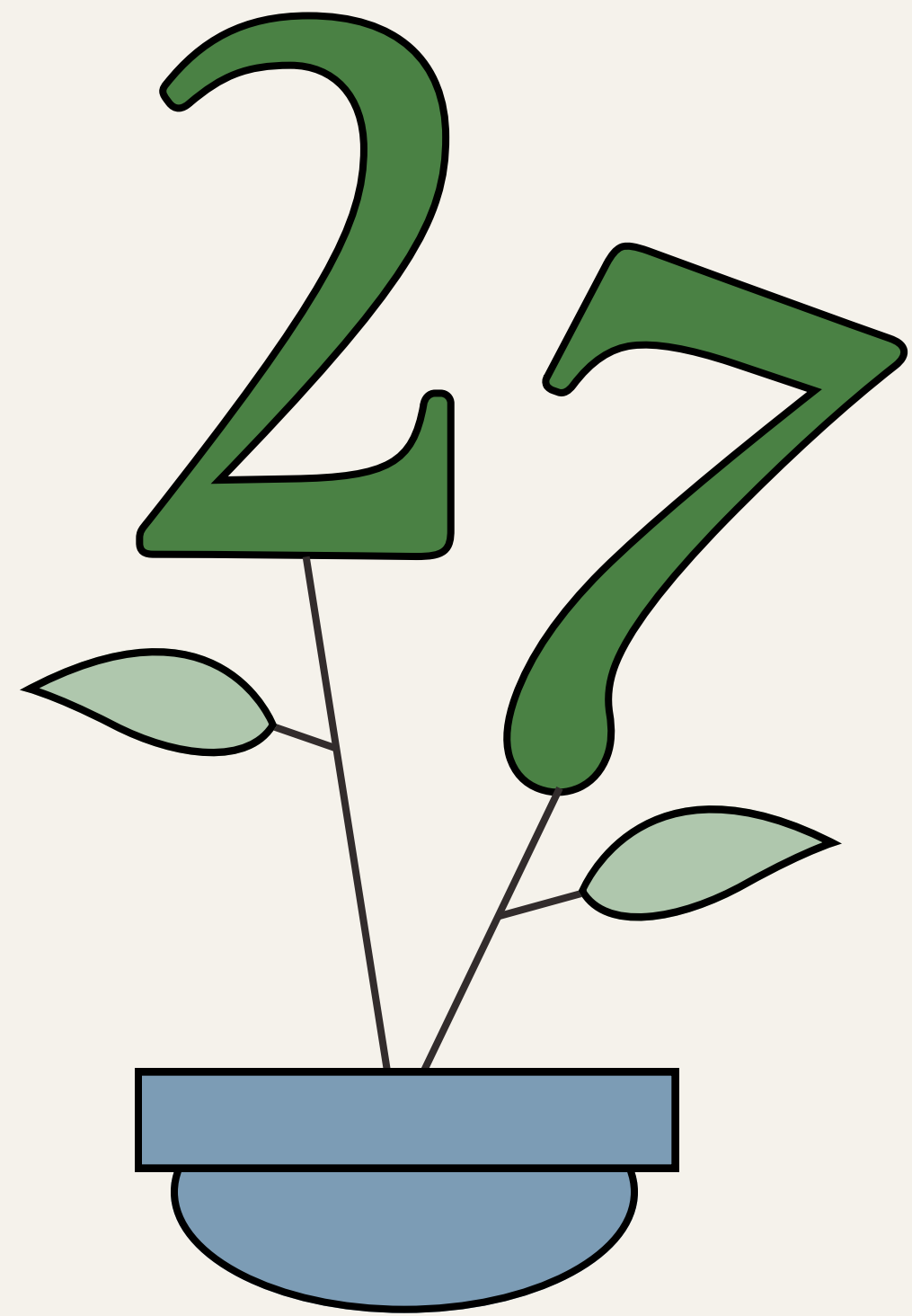
35% efficiency uplift
was experienced by IT firms that
implemented language training





3.5% of GDP
is lost

due to language barriers
impacting trade

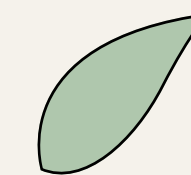


Interviews Conducted

Lack of Customization

70%

“I was learning content I would never need to know in real life”



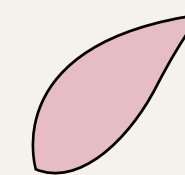
“Modules are pretty standardized for all people”



Too Expensive

64%

“Private tutors cost
anywhere from \$40-\$50
an hour”



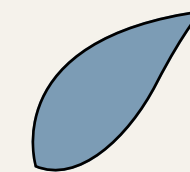
“We want to upskill our
workers but the budget
won't allow for it”



Minimal Real World Application

80%

"Memorization instead of fluency"



"I was recognizing patterns just to win"

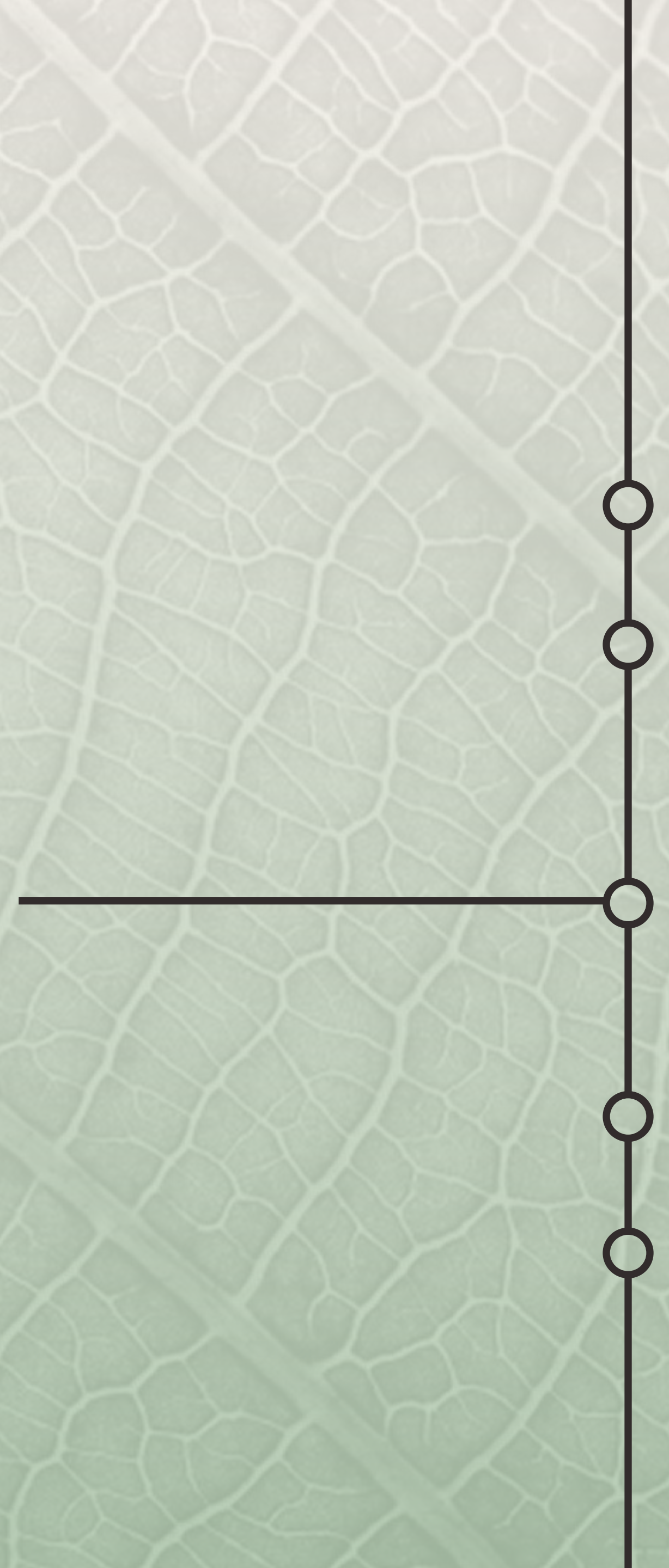


Problem Analysis

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Economic Impact





Before bons.ai
wall of text

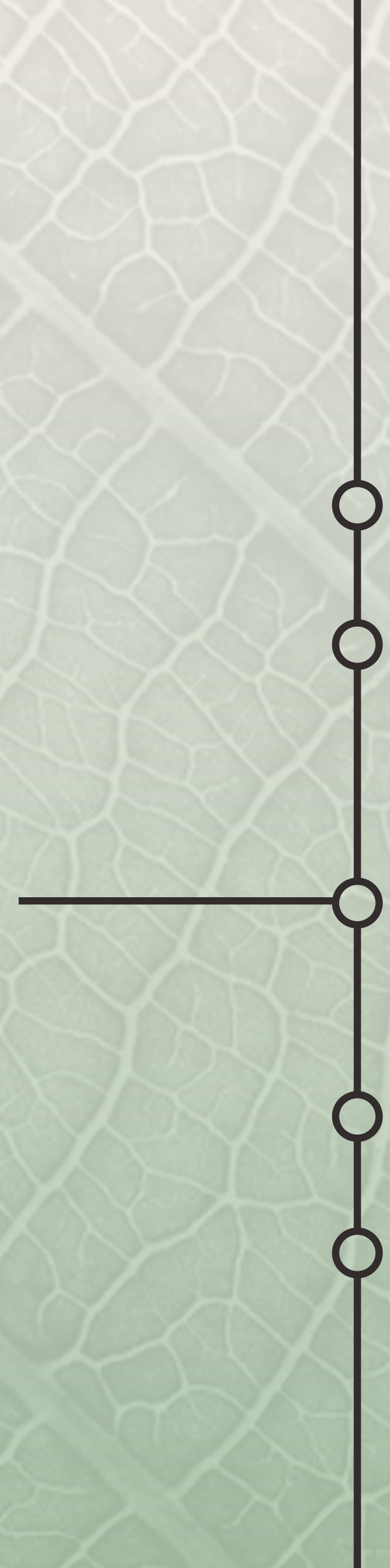
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GTM Strategy



How we are offering a better way to learn



“In one study, implementing an integrated Arabic language teaching curriculum, resulted in students speaking Arabic fluently within ~6 months”

American Journal of Social Science and Education

How we are offering a better way to learn



“In one study, implementing an integrated Arabic language teaching curriculum, resulted in students speaking Arabic fluently within ~6 months”

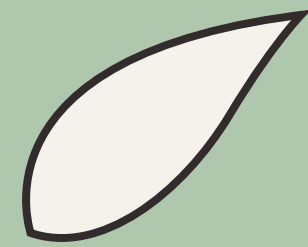
American Journal of Social Science and Education

“Practicing retrieving new knowledge from memory improves learning more than additional studying. Actively recalling and testing oneself strengthens long-term retention”

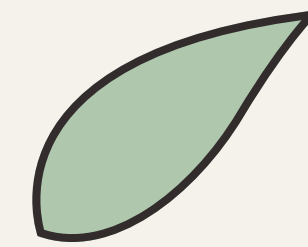
Carnegie Mellon



Functional Learners

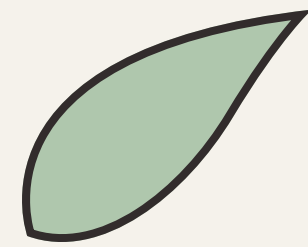


Public
Corporations



Private
Corporations

Functional Learners



Public
Corporations



Private
Corporations

Customer Profiles



Customer Profiles



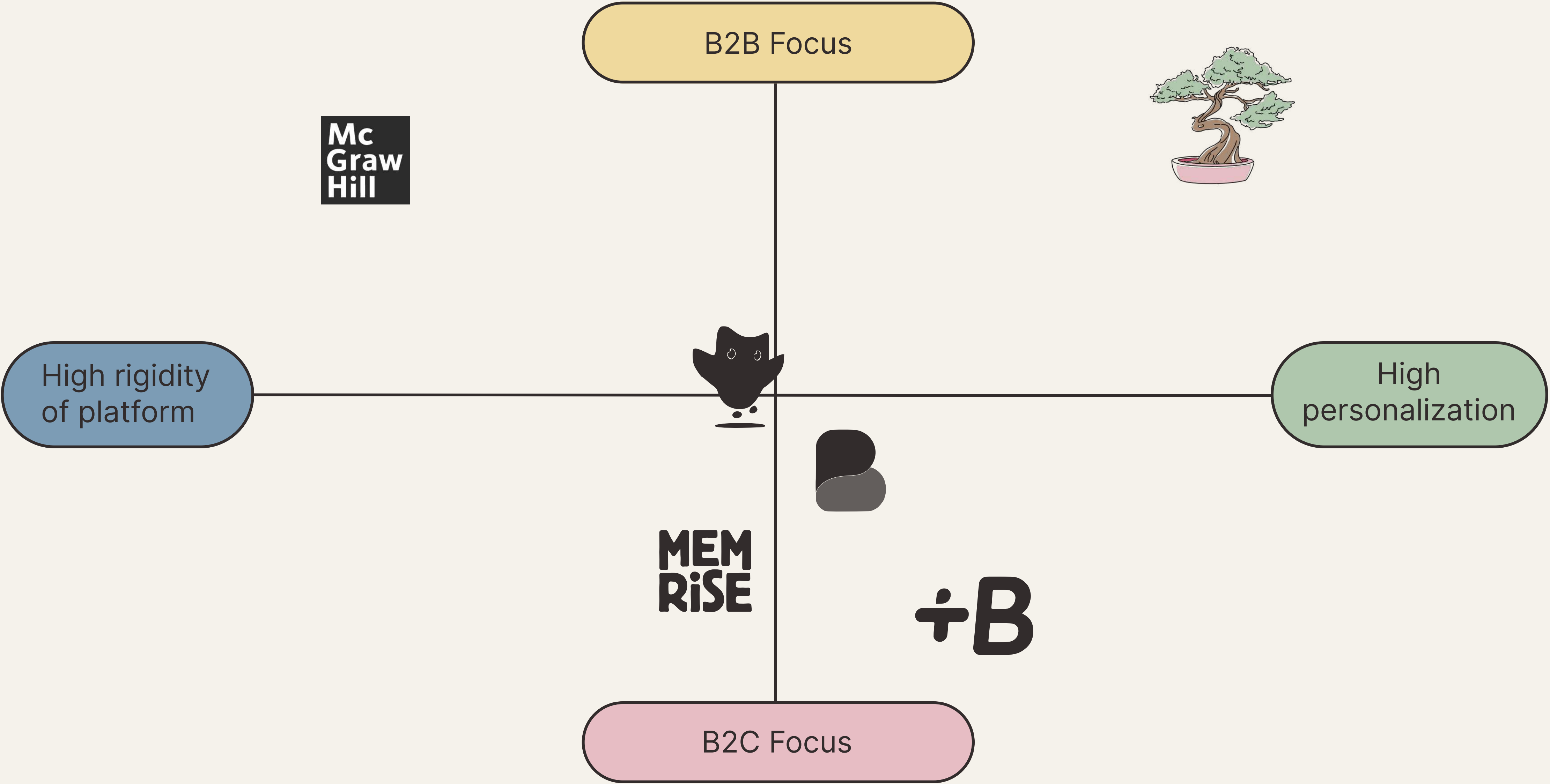
Educational institution with strong exchange program



Community language learning organization with newcomer focus



Corporate Institution with Geographical Reach Requiring Multilingual Communications



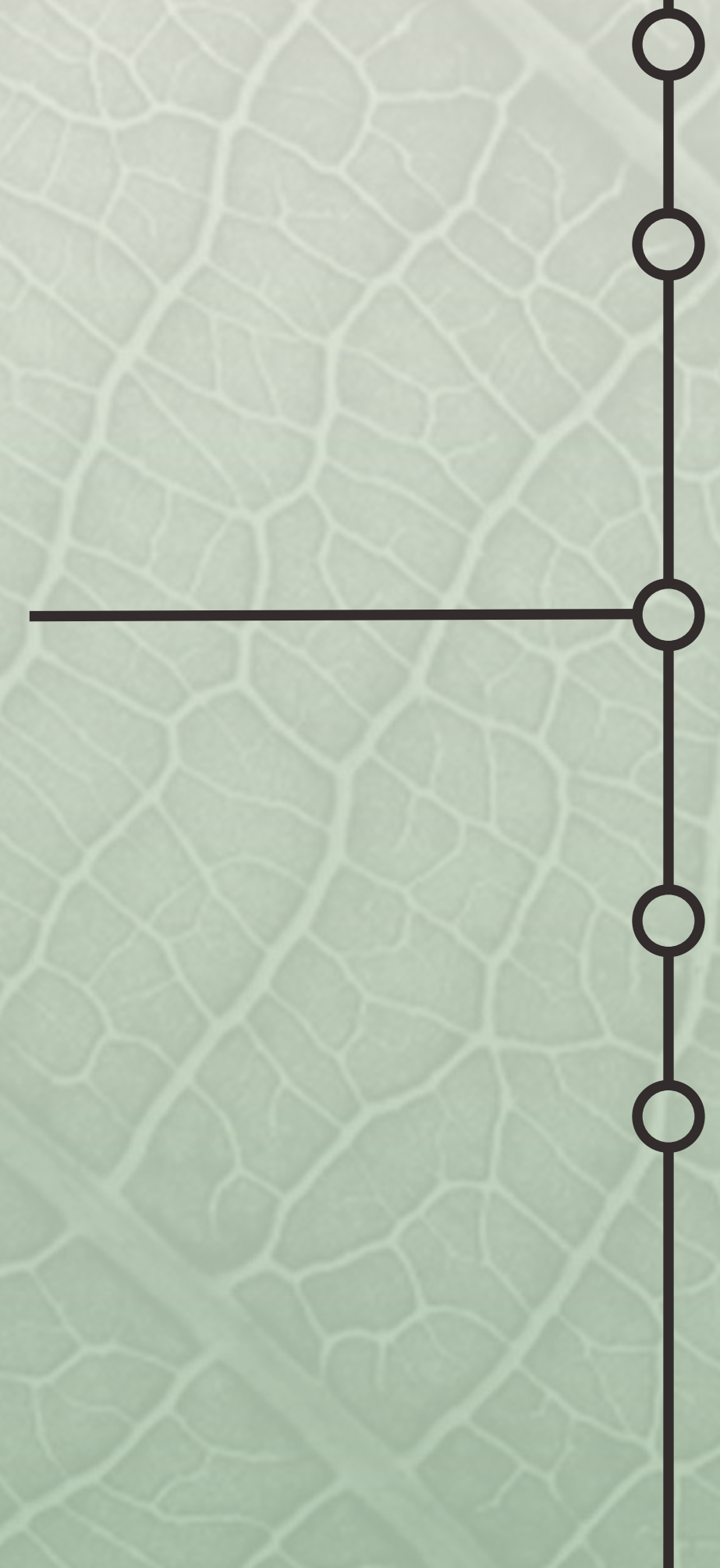
Problem Analysis

Product Demo

Economic Impact

GTM Strategy

What's Next



Total Addressable Market

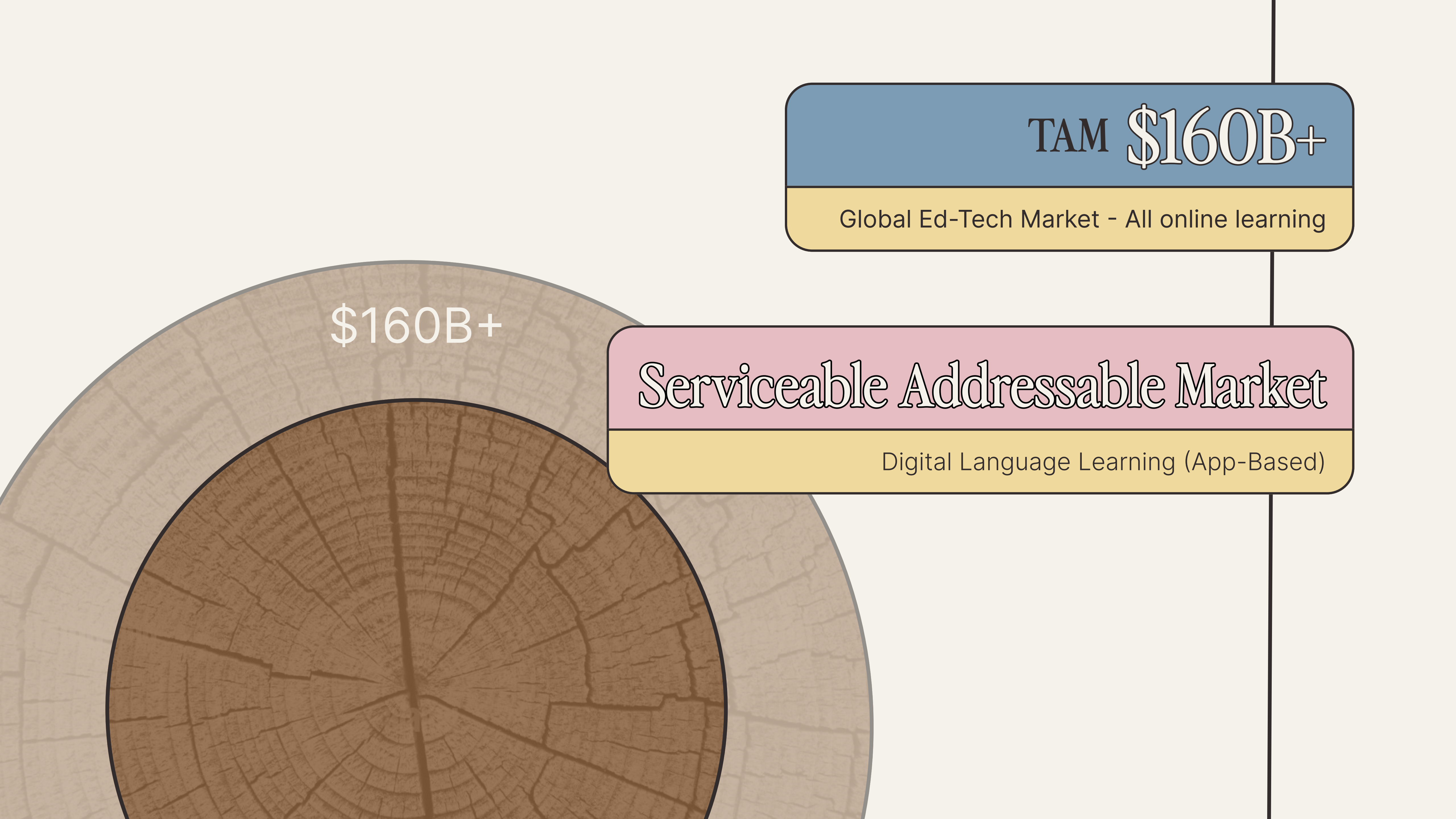
Global Ed-Tech Market - All online learning



TAM \$160B+

Global Ed-Tech Market - All online learning

\$160B+



TAM \$160B+

Global Ed-Tech Market - All online learning

\$160B+

Serviceable Addressable Market

Digital Language Learning (App-Based)

TAM \$160B+

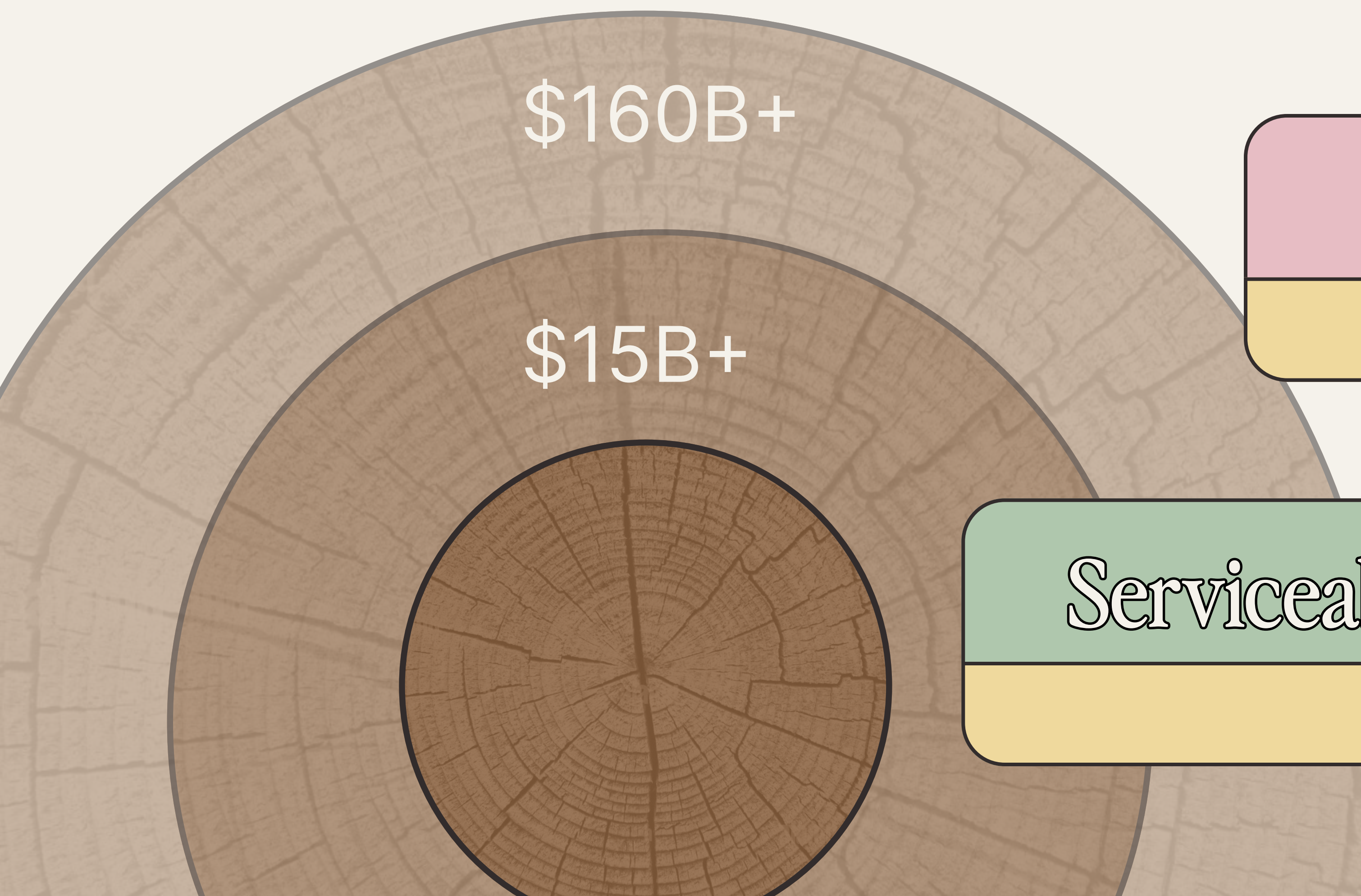
Global Ed-Tech Market - All online learning

SAM \$15B+

Digital Language Learning (App-Based)

\$160B+

\$15B+



TAM \$160B+

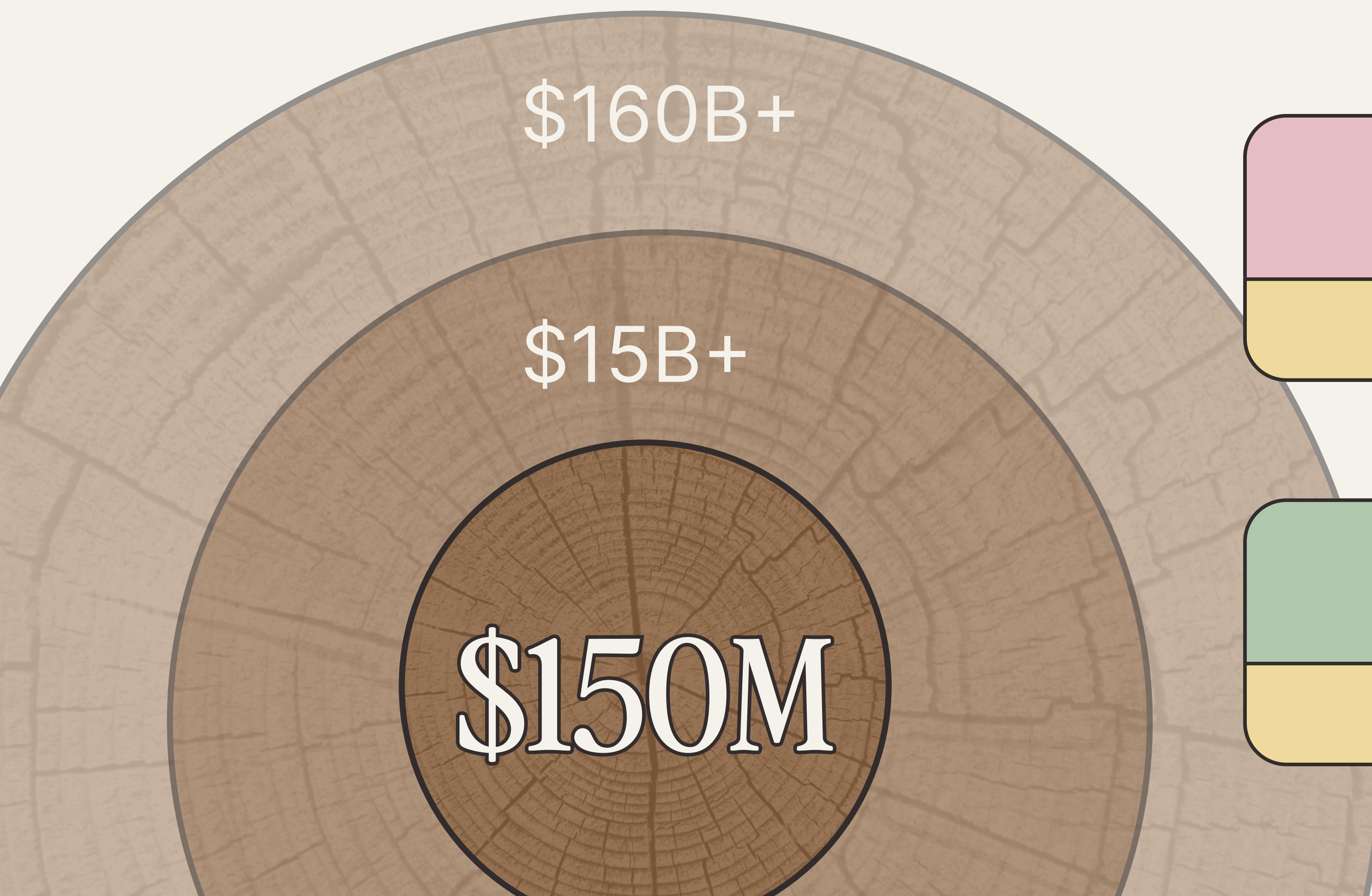
Global Ed-Tech Market - All online learning

SAM \$15B+

Digital Language Learning (App-Based)

Serviceable Obtainable Market

bons.ai 1-2 Year Capture



TAM \$160B+

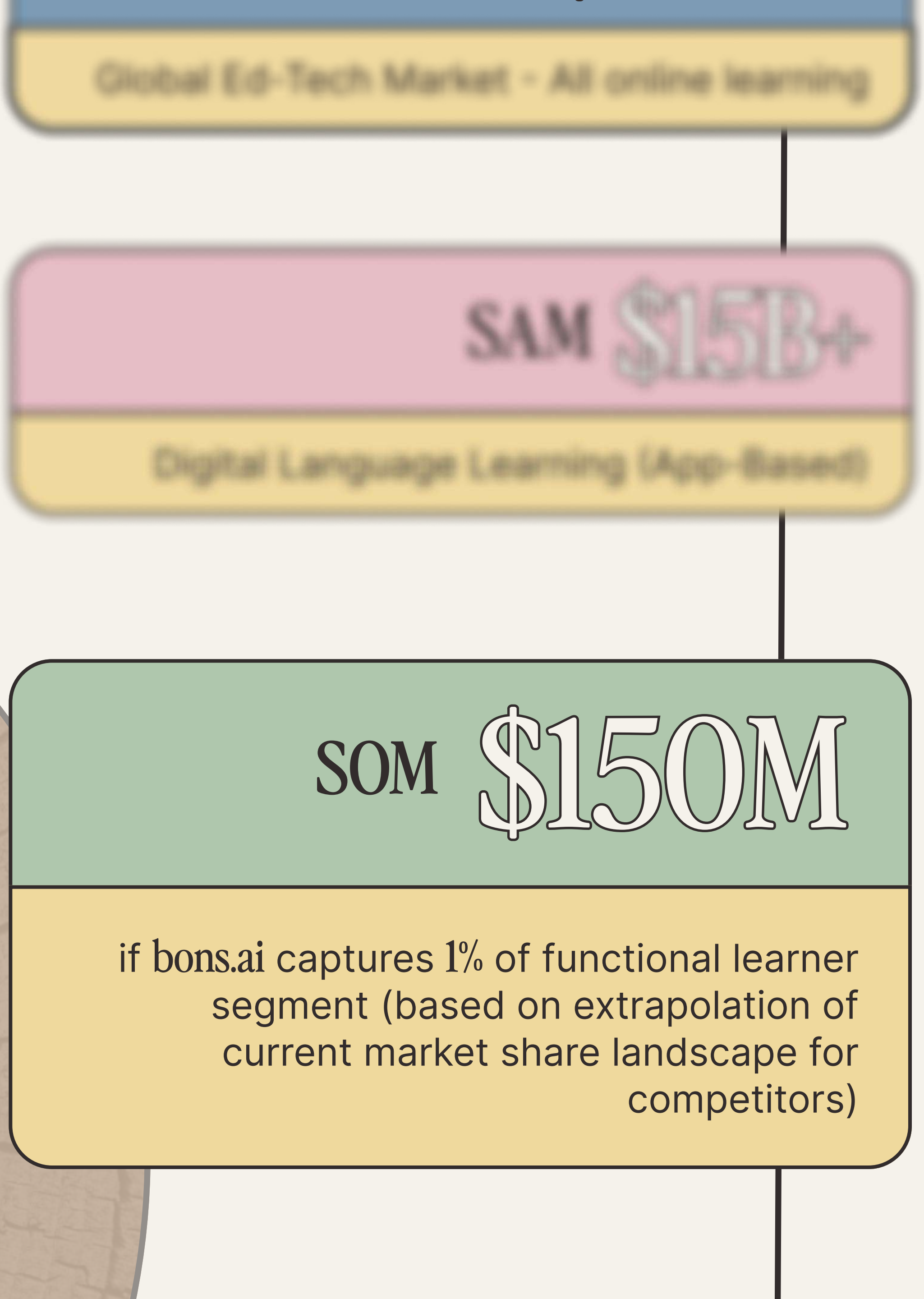
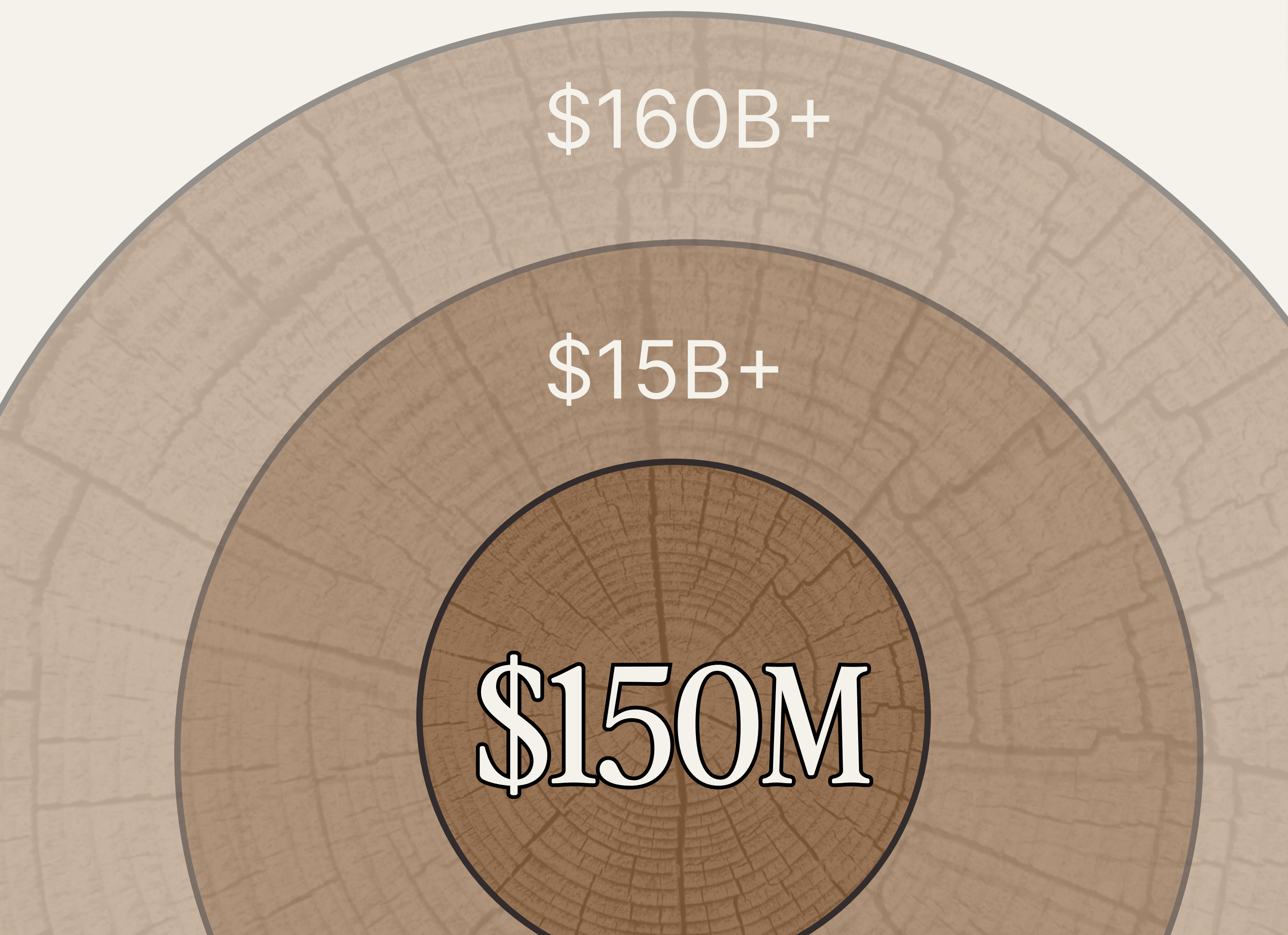
Global Ed-Tech Market - All online learning

SAM \$15B+

Digital Language Learning (App-Based)

SOM \$150M

Functional Learners



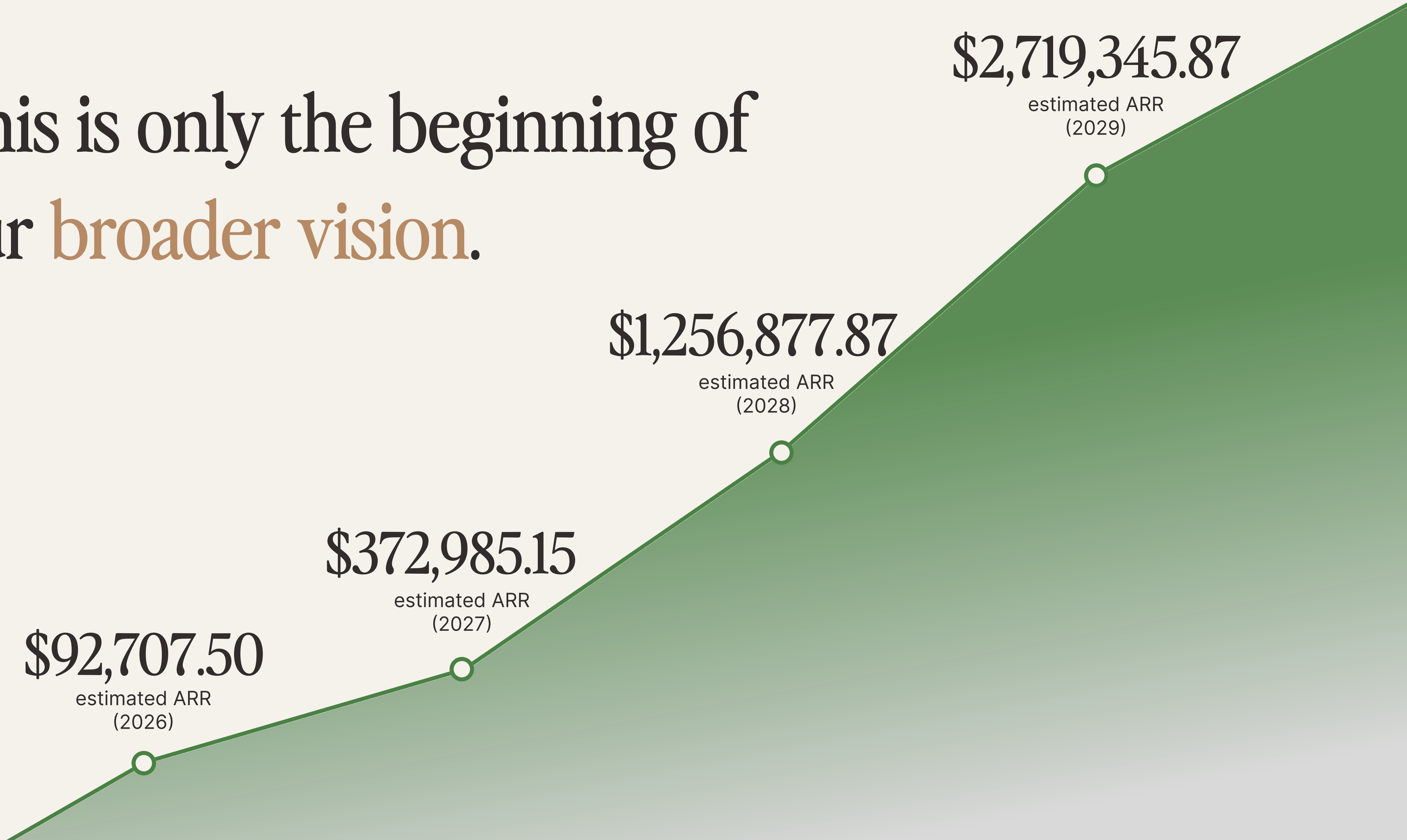
This is only the beginning of
our **broader vision.**

\$92,707.50
estimated ARR
(2026)

\$372,985.15
estimated ARR
(2027)

\$1,256,877.87
estimated ARR
(2028)

\$2,719,345.87
estimated ARR
(2029)

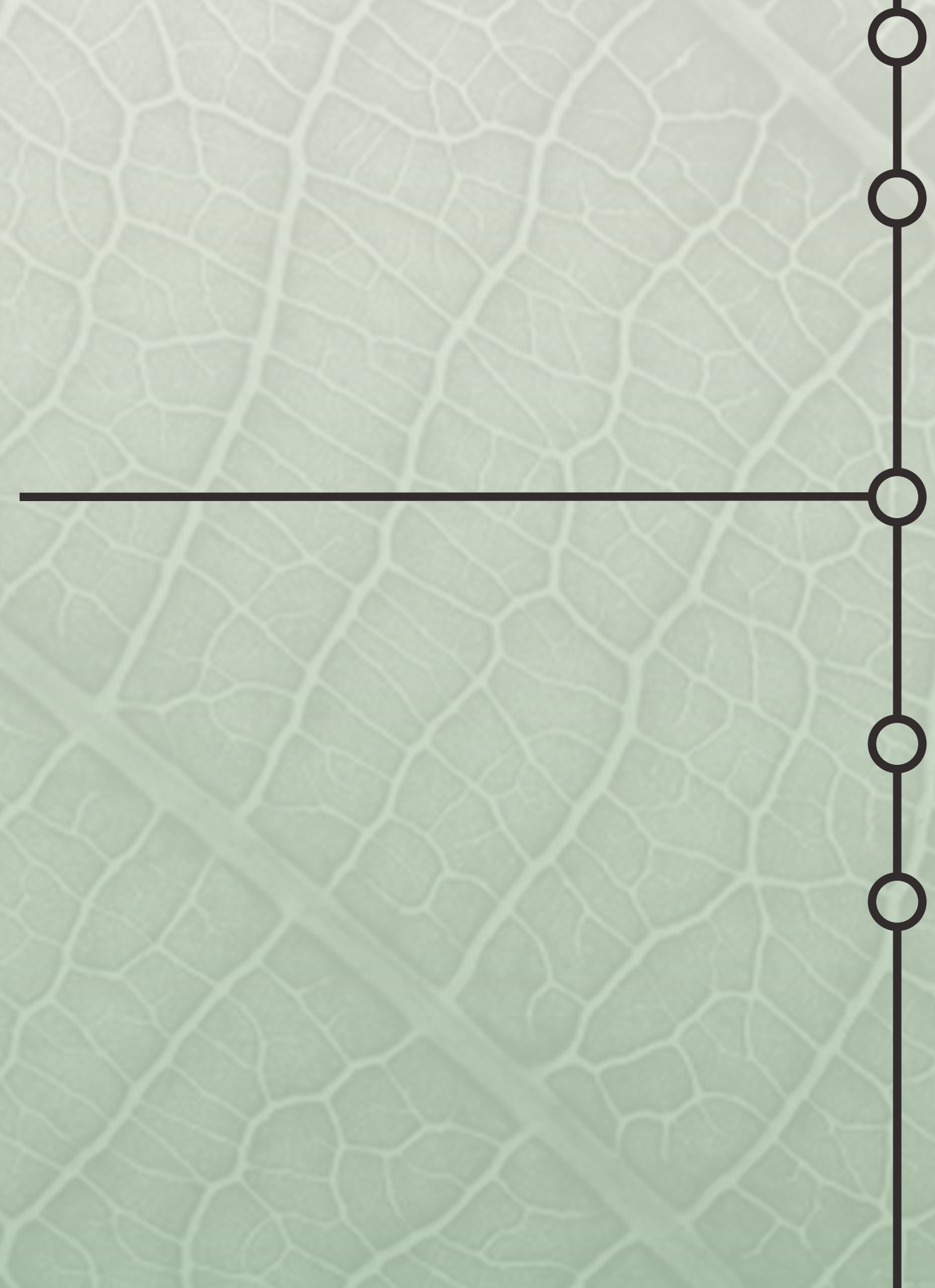


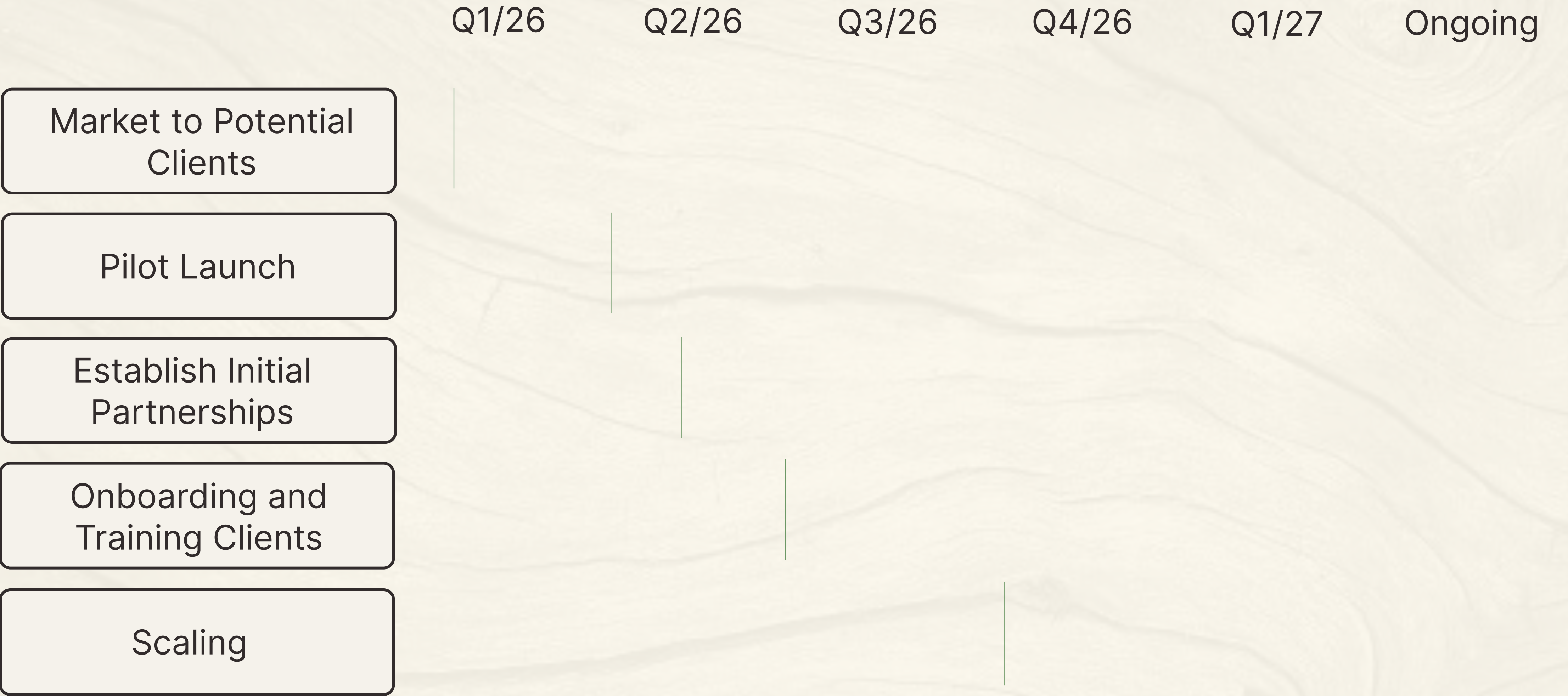
Ecosystem Fit

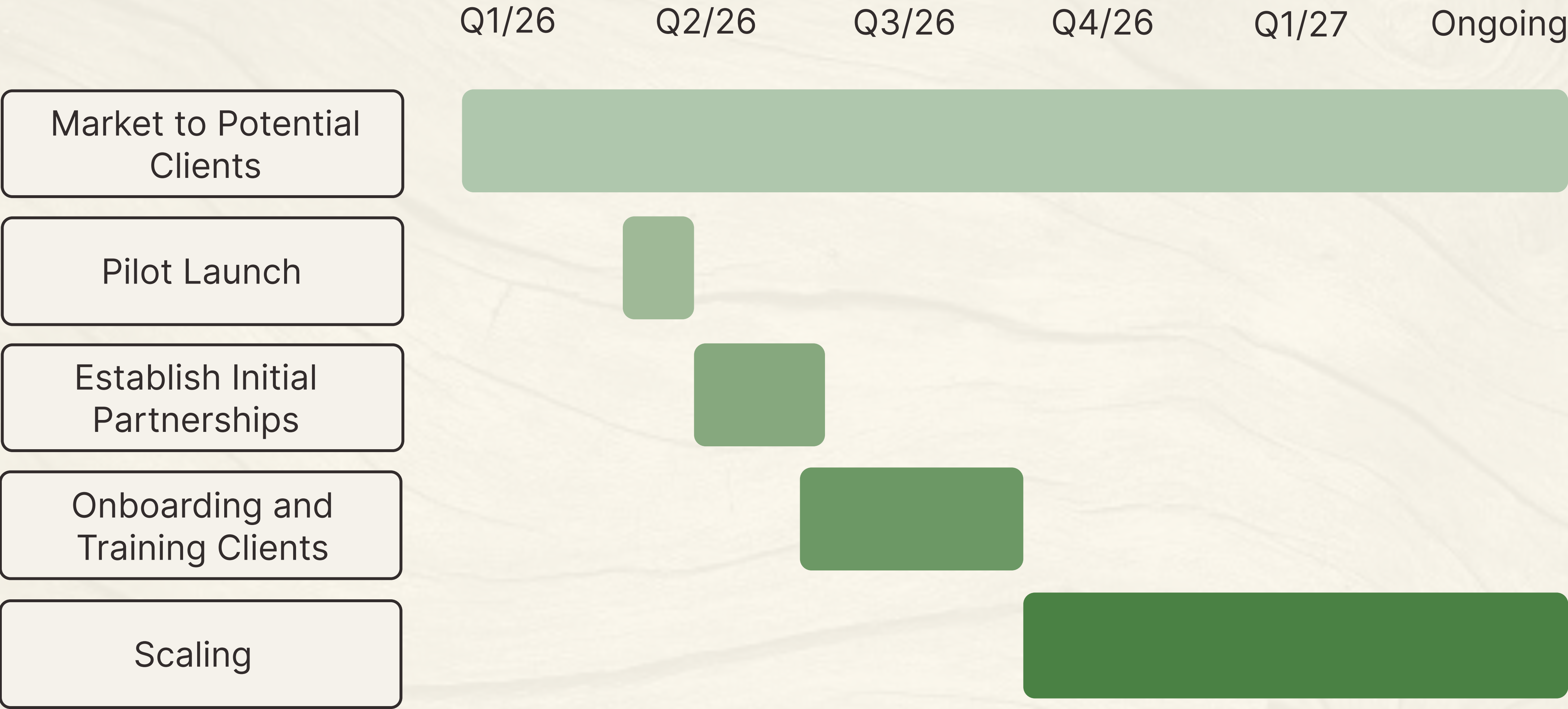
Economic Impact

GTM Strategy

What's Next?







Go-To-Market Strategy

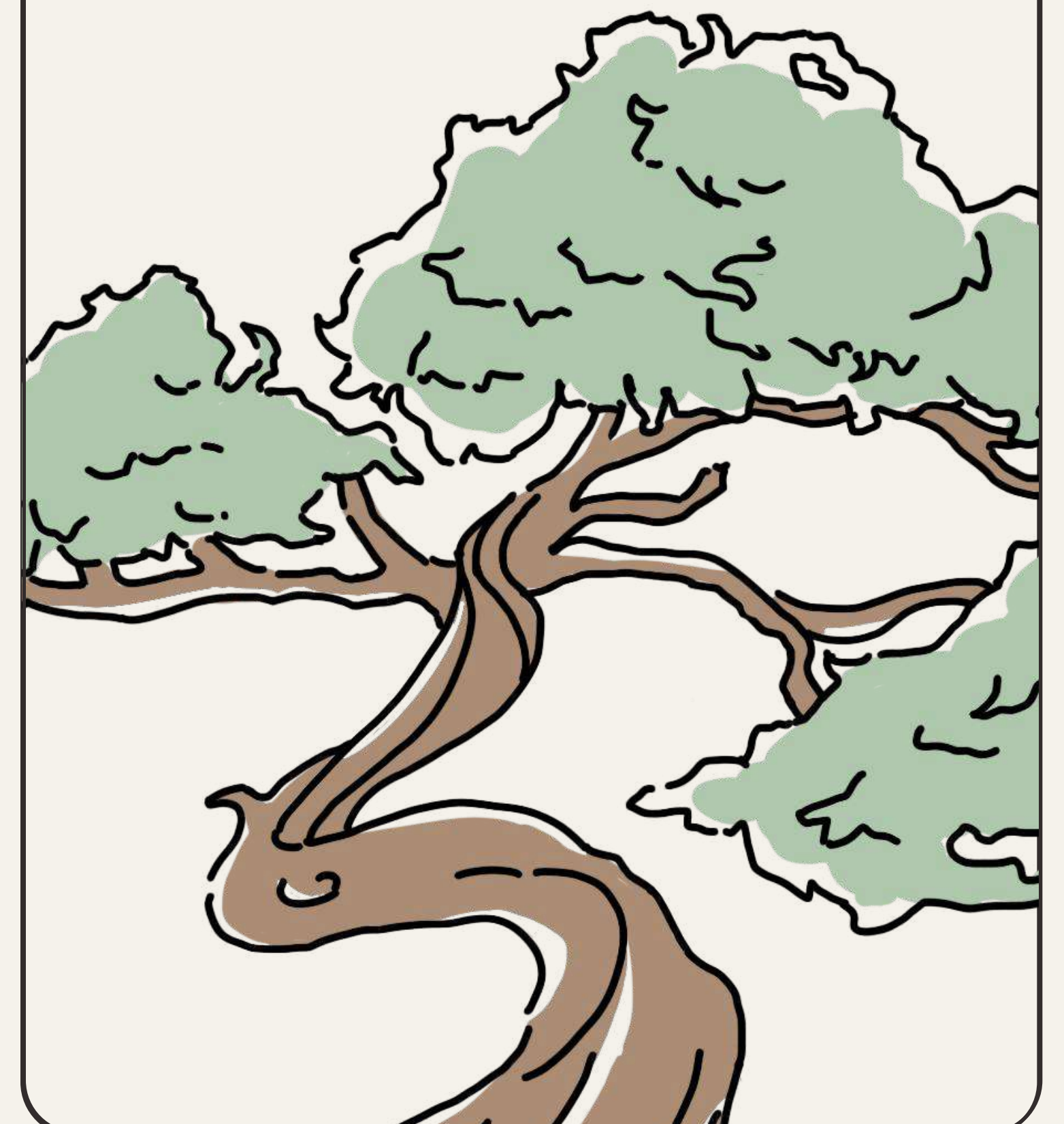
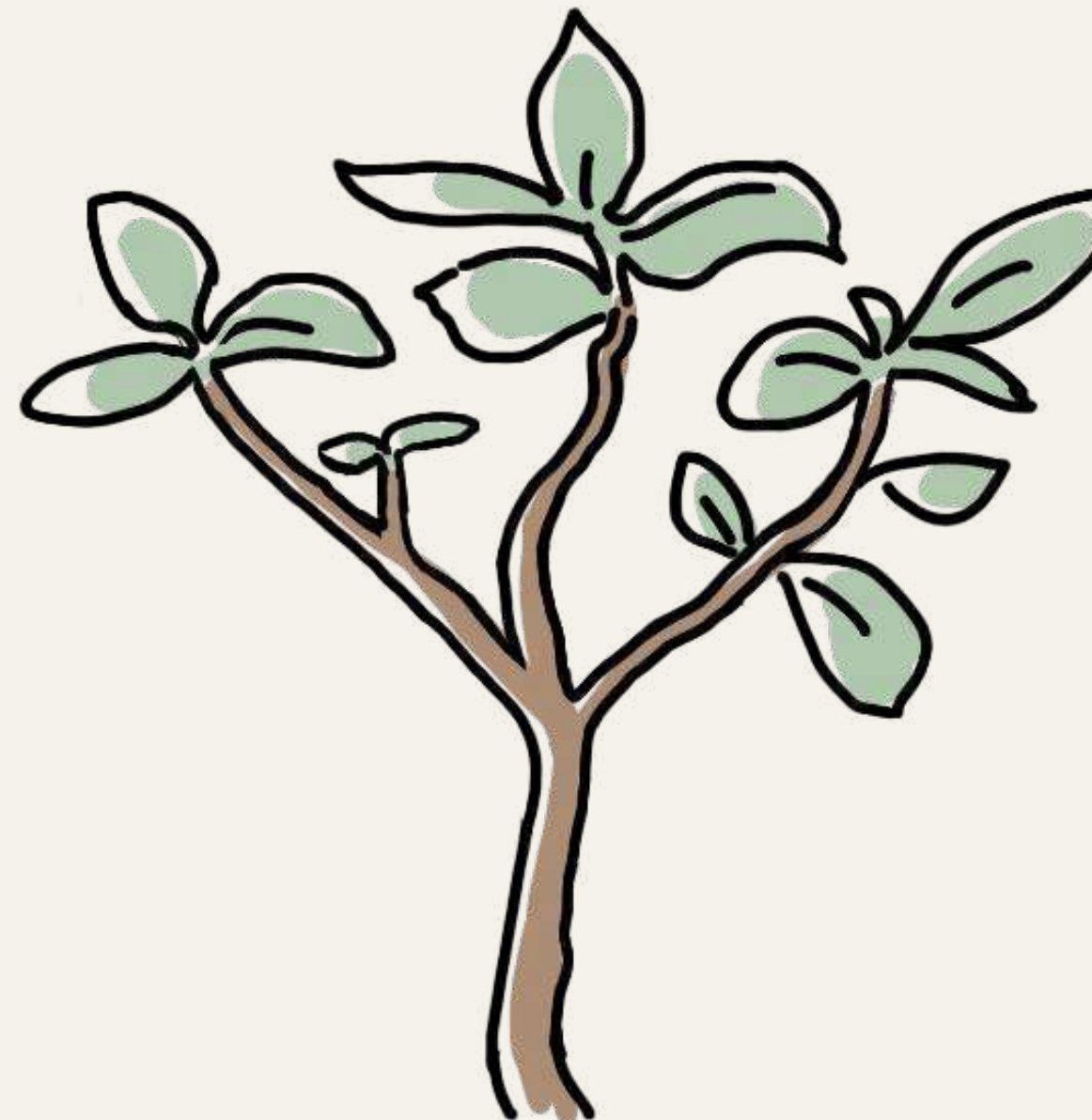
Direct Acquisition Channels

Newcomer
services

School board
directors

Corporate
L&D

Conferences &
Associations



Go-To-Market Strategy

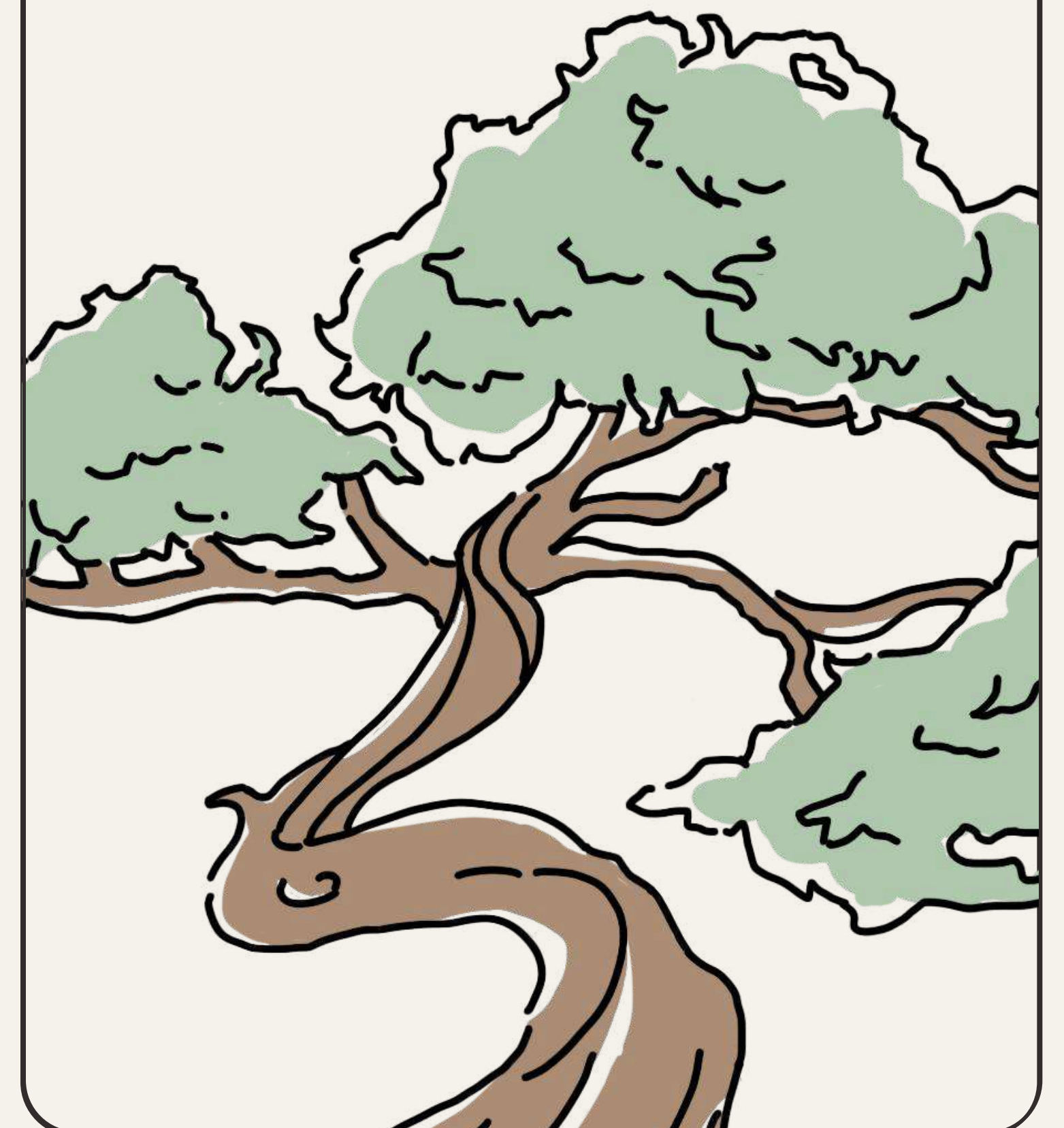


Sales Motion

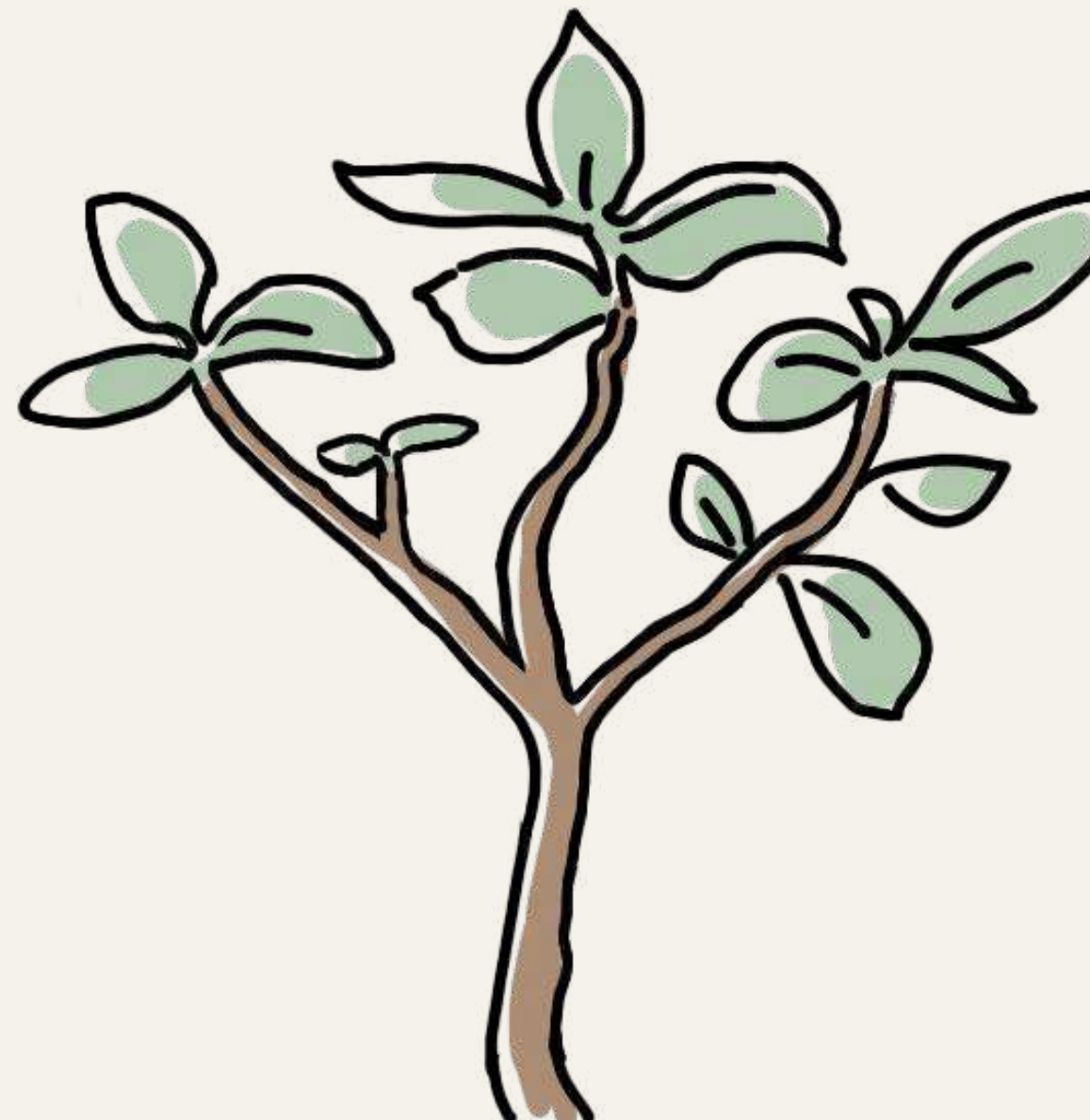
Discover: 30 minute call to understand their program, learner profile, and success metrics

Pilot: 3-6 month pilot with a limited number of learners and clear success metrics

Expand:
Year 1: one program or team
Year 2+: more programs/teams, expanded seats, multi-year enterprise deals



Go-To-Market Strategy



Key GTM Metrics

Number of qualified institutions in pipeline

Pilot conversion rate
discovery → *pilot*,
pilot → *full contract*

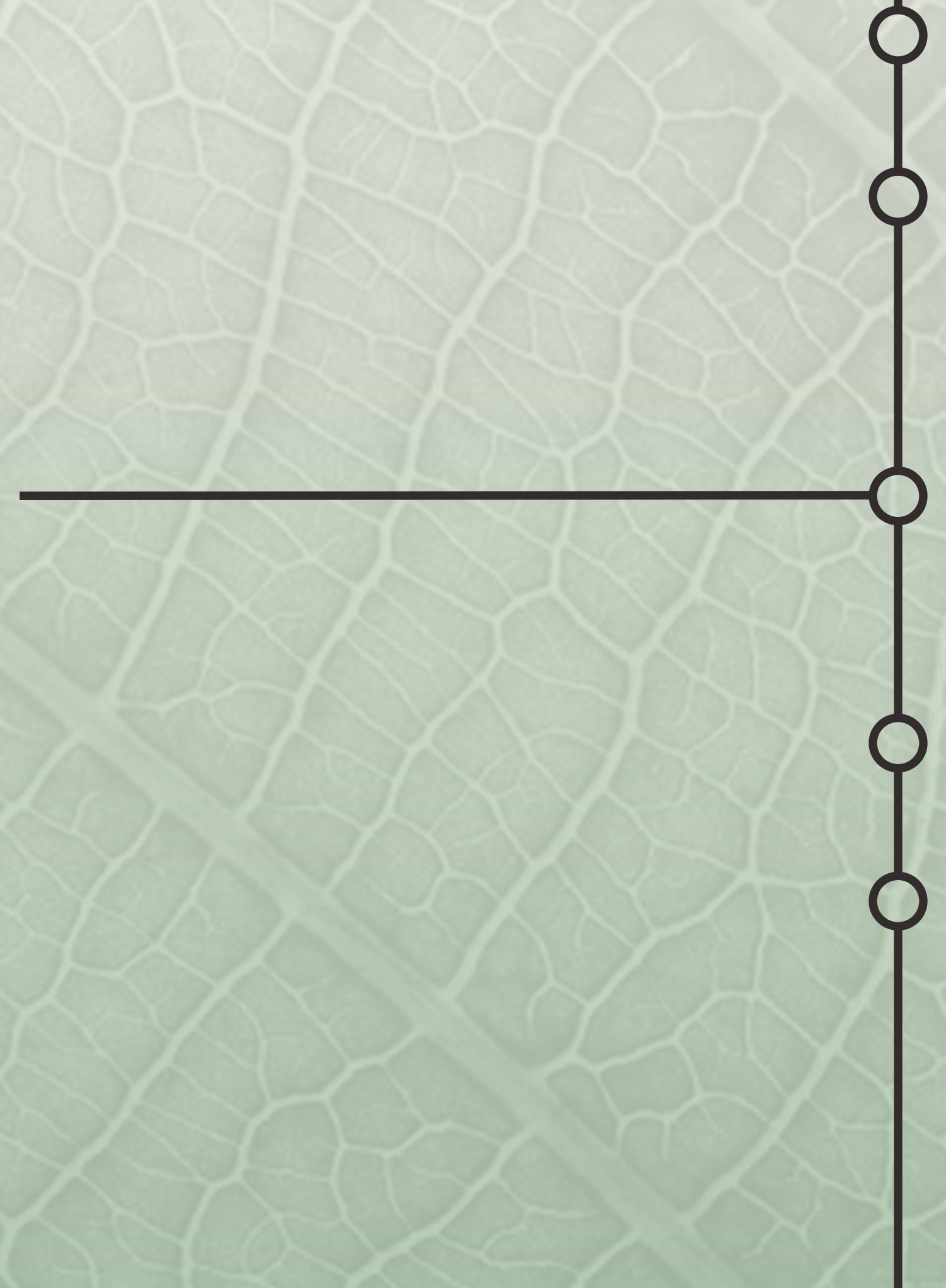
Time from first contact to signed pilot, and from pilot start to expansion

Average contract value (ACV) and net seat expansion

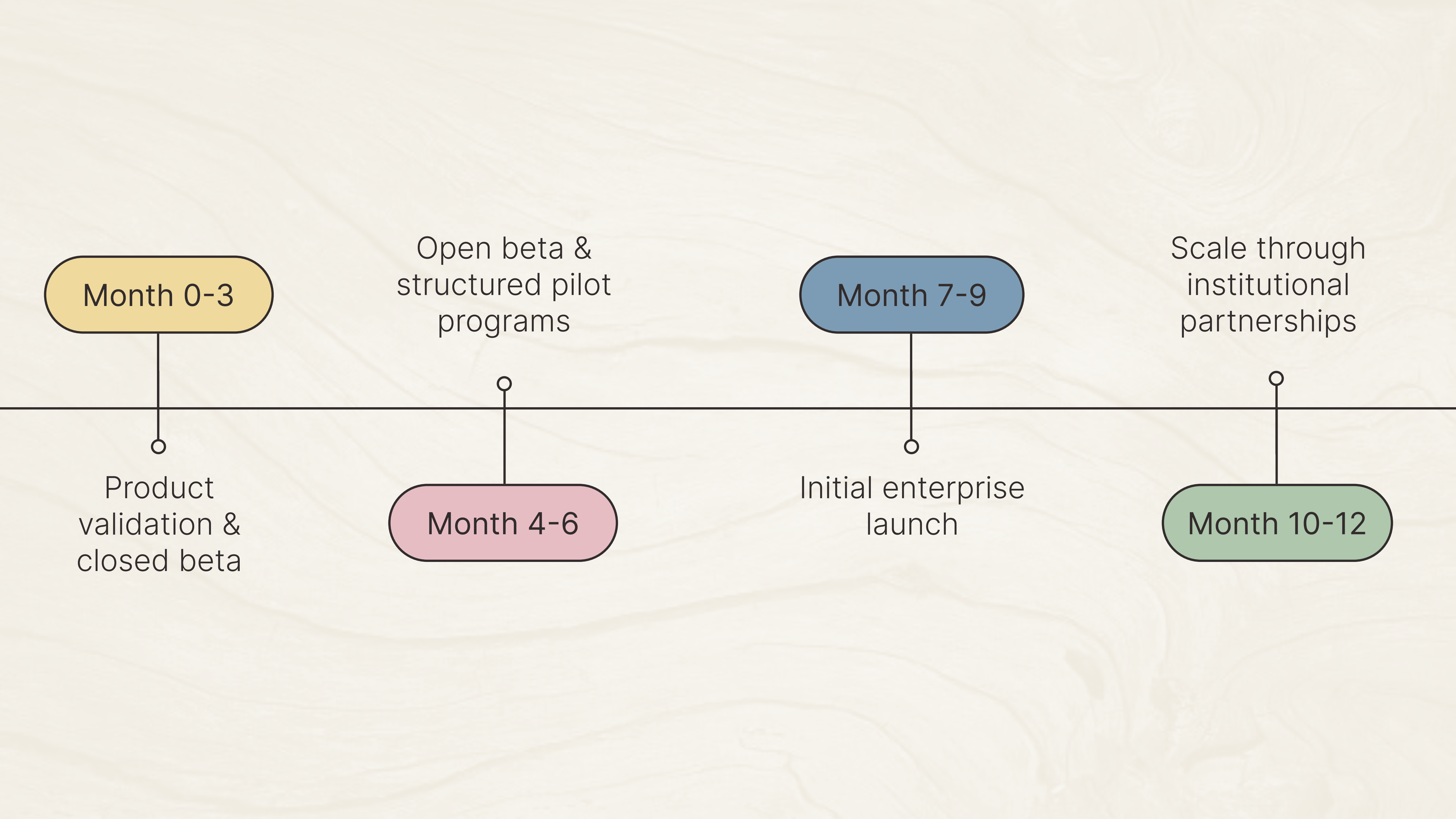
Economic Impact

GTM Strategy

What's Next?







Month 0-3

Product
validation &
closed beta

Open beta &
structured pilot
programs

Month 4-6

Month 7-9

Initial enterprise
launch

Scale through
institutional
partnerships

Month 10-12

Month 0-3

Product
definition &
beta

Open beta &
structured pilot
programs

Month 4-6

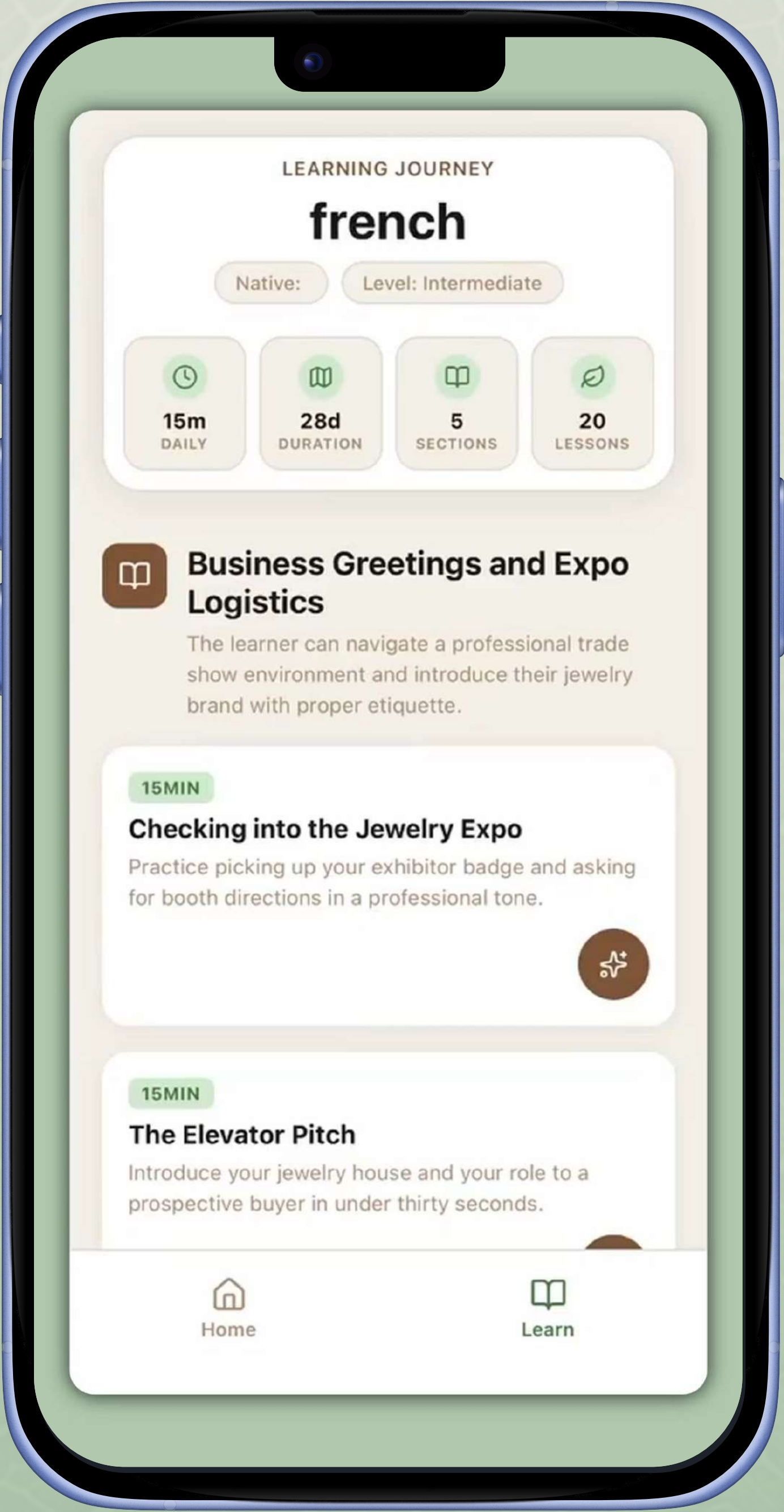
We are here

Month

Initial en
laun

	Q1/26	Q2/26	Q3/26	Q4/26	Q1/27	Q2/27	Q3/27	Q4/27	Q1/28	Q2/28	Q3/28	Q4/28	Q1/29		
Cost per Subscription	7.03	7.33	7.66	7.99	7.99	7.93	7.98	7.98	7.09	6.99	7.56	7.96	7.93		
Beginning Monthly Users	1,000	1,672	3,434	6,240	11,285	22,383	36,686	62,775	104,999	172,315	281,583	456,354	744,504	Conversion	50.00%
New Users	1,080	1,844	3,488	6,298	11,337	22,407	23,582	33,937	68,792	140,565	227,888	389,873	682,572	Cum. Growth	60.00%
Churn	-208	-363	-663	-1,254	-2,302	-4,077	-6,978	-11,620	-19,560	-31,287	-50,808	-92,723	-134,268	Churn	10.00%
Ending Monthly Users	1,872	3,434	6,240	11,285	20,360	38,693	62,775	104,669	172,315	281,583	456,354	744,504	1,027,870		
QoQ Growth	87%	81%	82%	81%	80%	80%	71%	87%	85%	80%	83%	82%	82%		
Premium Subscribers	170	312	567	1,026	1,851	3,334	5,708	9,377	15,653	25,590	41,664	67,675	106,799	Penetration	8.00%
Penetration (%)	31%	17%	17%	16%	16%	16%	16%	15%	16%	15%	15%	19%	18%	QoQ Growth	1.00%
MRR	\$1,365.00	\$2,402.88	\$4,558.71	\$9,587.14	\$18,795.49	\$35,548.81	\$62,009.84	\$105,044.83	\$175,147.37	\$284,591.34	\$431,686.36	\$694,703.15	\$1,077,287.01		
ARR	\$16,380.00	\$28,834.56	\$54,704.52	\$115,045.68	\$225,545.88	\$426,585.72	\$744,118.13	\$1,260,538.00	\$2,101,768.44	\$3,415,096.07	\$5,180,236.32	\$8,336,437.80	\$12,927,444.12	2Y CAGR	73.80%

	Q1/26	Q2/26	Q3/26	Q4/26	Q1/27	Q2/27	Q3/27	Q4/27	Q1/28	Q2/28	Q3/28	Q4/28	Q1/29		
Cost per Subscription	7.99	7.99	7.99	7.99	7.99	7.99	7.99	7.99	7.99	7.99	7.99	7.99	7.99		
Beginning Monthly Users	1,000	1,872	3,434	6,240	11,285	20,360	36,690	62,775	104,699	172,315	281,583	458,354	744,504	Conversion	60.00%
New Users	1,080	1,944	3,499	6,299	11,337	20,407	33,060	53,557	86,762	140,555	227,699	368,873	597,574	Conv. Growth	80.00%
Churn	-208	-382	-693	-1,254	-2,262	-4,077	-6,975	-11,633	-19,146	-31,287	-50,928	-82,723	-134,208	Churn	10.00%
Ending Monthly Users	1,872	3,434	6,240	11,285	20,360	36,690	62,775	104,699	172,315	281,583	458,354	744,504	1,207,870		
QoQ Growth	87%	83%	82%	81%	80%	80%	71%	67%	65%	63%	63%	62%	62%		
Premium Subscribers	170	312	567	1,026	1,851	3,335	5,706	9,517	15,663	25,596	41,664	67,675	109,795	Penetration	9.00%
Penetration (%)	17%	17%	17%	16%	16%	16%	16%	15%	15%	15%	15%	15%	15%	QoQ Growth	1.00%
MRR	\$1,358.30	\$2,492.88	\$4,530.33	\$8,197.74	\$14,789.49	\$26,646.65	\$45,590.94	\$76,040.83	\$125,147.37	\$204,512.04	\$332,895.36	\$540,723.25	\$877,262.05		
ARR	\$16,299.60	\$29,914.56	\$54,363.96	\$98,372.88	\$177,473.88	\$319,759.80	\$547,091.28	\$912,489.96	\$1,501,768.44	\$2,454,144.48	\$3,994,744.31	\$6,488,679.00	\$10,527,144.60	2Y CAGR	736%



9:31



How do I order food

To order food in Japanese, you would typically say "Kore o kudasai" (これをおください) which means "I'll have this, please," pointing to the menu item you want. Alternatively, you can simply state the item you want, such as "Ramen o onegaishimasu" (ラーメンをお願いします) meaning "I'll have ramen, please."

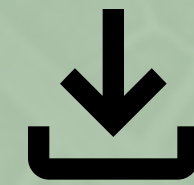
Can I also say ラーメンください

Yes, you can absolutely say "Ramen kudasai" (ラーメンください) – it's a perfectly acceptable and common way to order ramen! However, adding "o" (を) after "Ramen" makes it a bit more polite and natural.

now offline



now offline



downloadable lessons



offline chat



instant and available



full data privacy