INVESTOR PRESENTATION · 2026 SEED ROUND

MemoLex

Spaced-repetition vocabulary for 15 languages, built on an AI word engine

memolex.org





Vocabulary is the bottleneck, and today's apps don't fix it

Course apps teach phrases

Gamified lessons leave learners short of the words they need to read, work and talk.

Flashcard tools make you build decks

Anki retains well, but learners create their own content, and the iPhone app alone costs $24.99.

English-centric by default

Speakers of Greek, Bulgarian, Ukrainian or Hebrew get few direct language pairs.

One card holds everything a learner needs to own a word

Front and flip

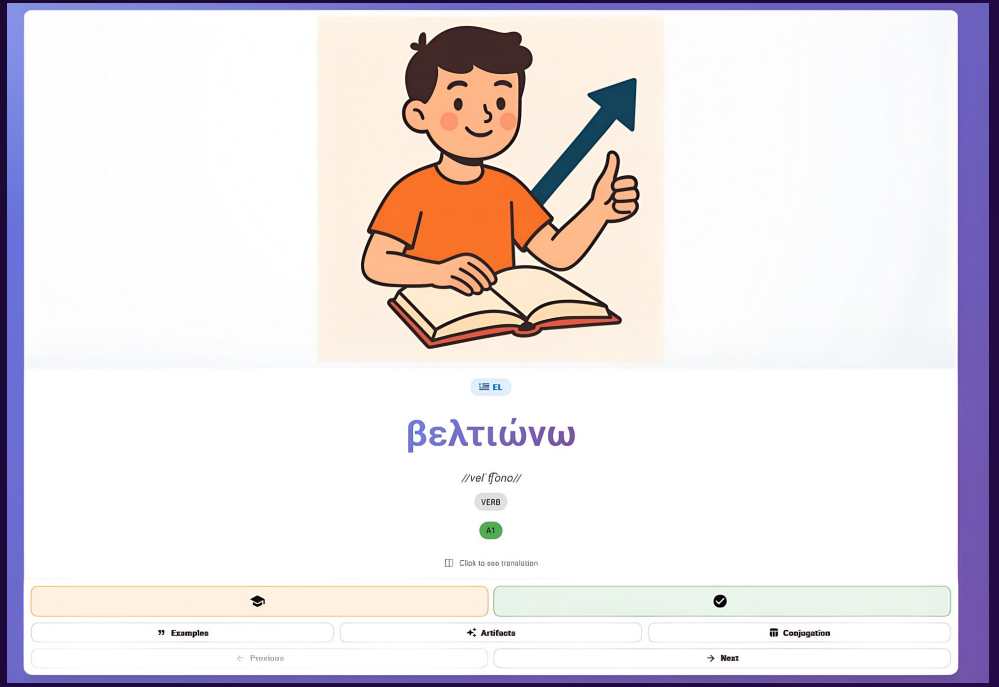
Illustration, transcription, part of speech and CEFR level on the front; translation on flip.

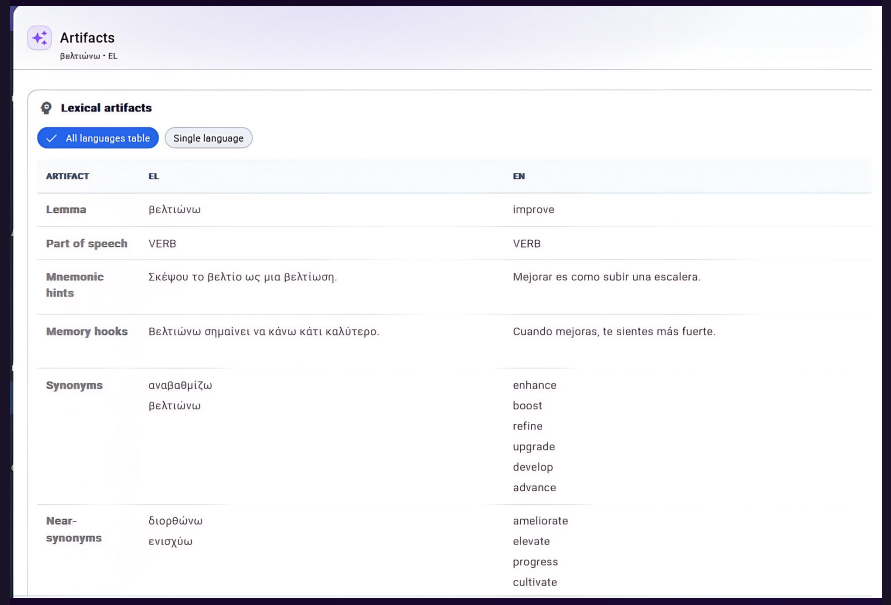
Depth one tap away

Examples, conjugation tables and AI lexical artifacts.

Reviewed on time

Spaced-repetition scheduling reviews each word just before it is forgotten.





The AI word engine is the moat

EVERY LEMMA, EVERY LANGUAGE

Mnemonic hints, memory hooks, synonyms and near-synonyms, generated side by side.

ONE PIPELINE

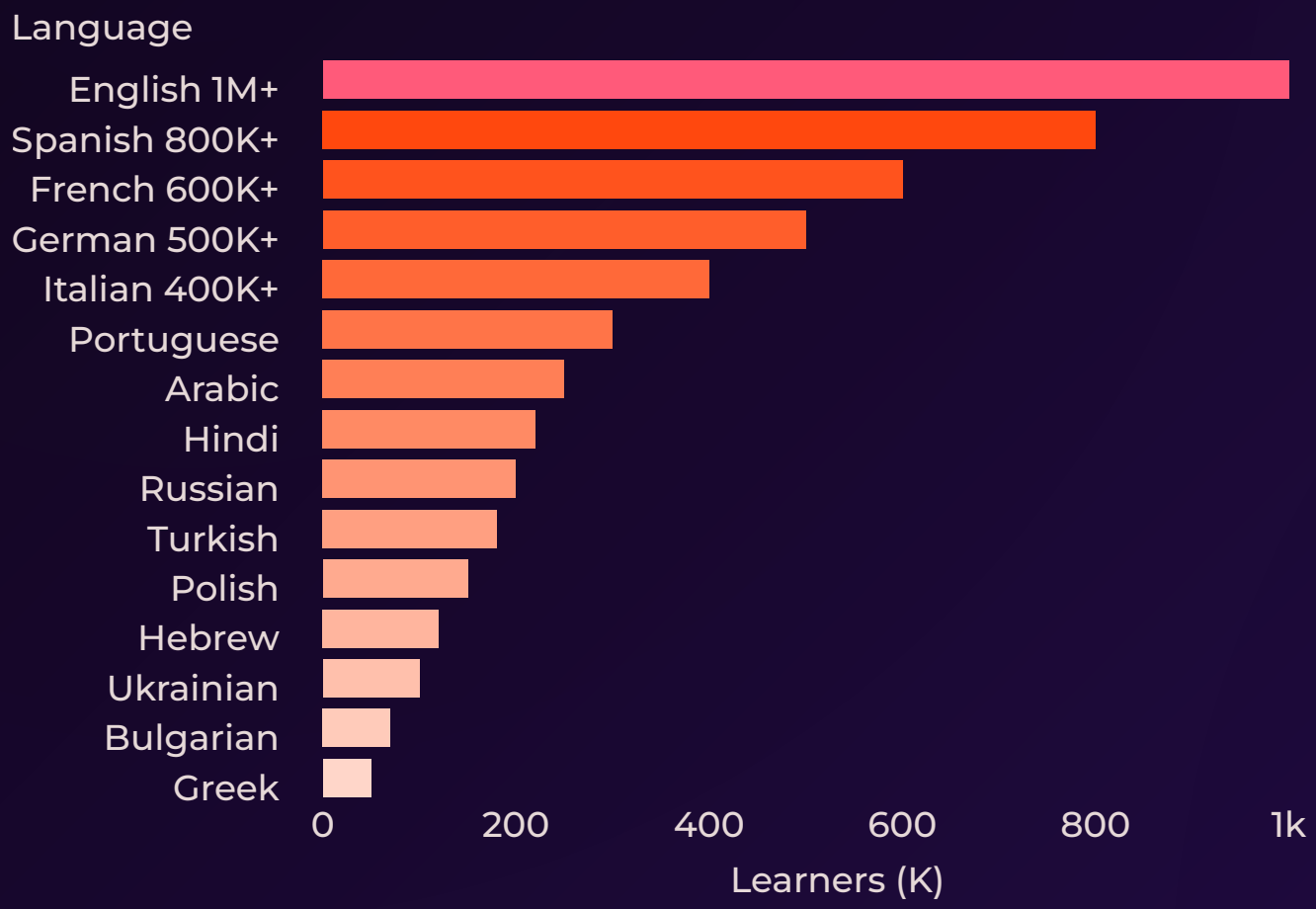
210 language pairs

15 × 14 pairs: each new language multiplies value instead of adding cost.

ADAPTIVE QUEUE

AI recommendations tune each learner's study queue to their performance.

TRACTION: 4.9M LEARNERS ACROSS 15 LANGUAGES



4.9M

Learners, as reported by MemoLex

59,100

Cards, from 3,100 (Bulgarian) to 5,000 (English) per language

95%

Reported retention on the spaced-repetition schedule

01

The market

How big the opportunity is, and who has already proved it

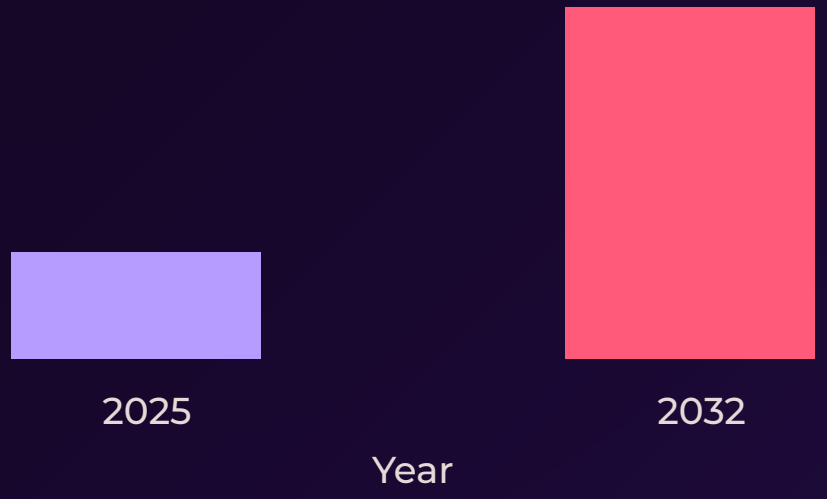
A $12.8B market growing 18.5% a year to $42.1B by 2032

2025

$12.83B

2032

$42.14B



Language learning apps, USD billions, 18.51% CAGR

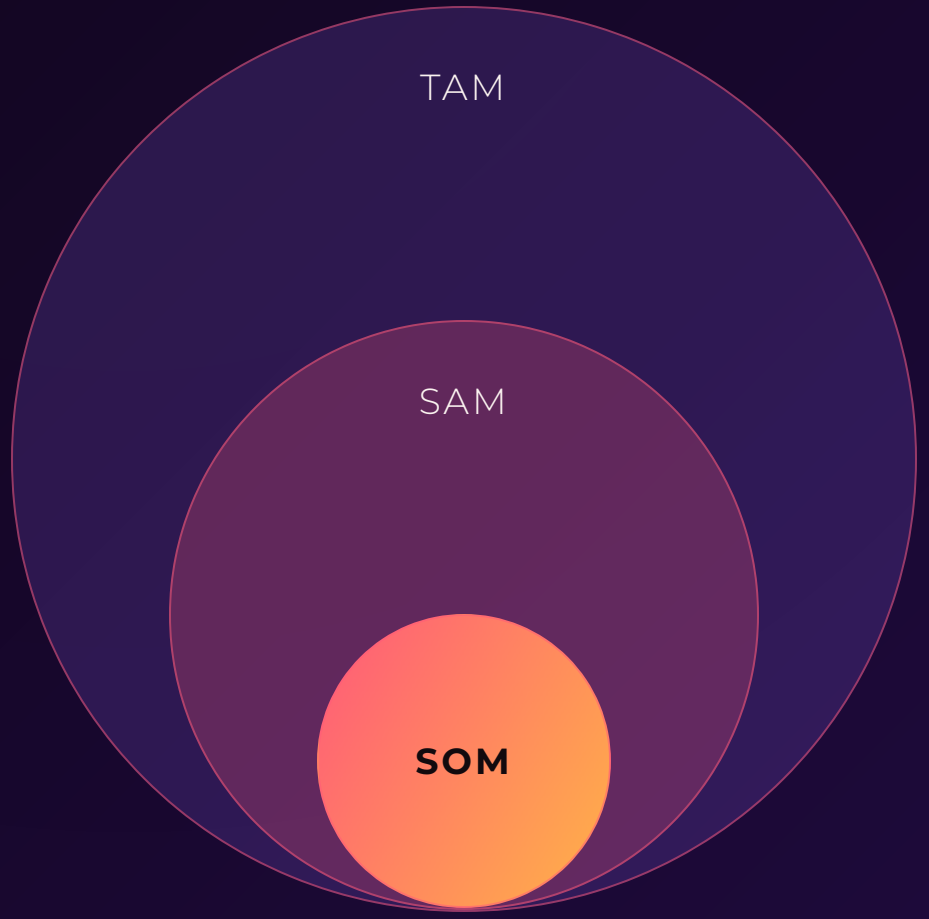
2025 BY REGION

Asia Pacific	$4.24B
North America	$3.96B
Europe	$3.46B

51.7% of demand is non-English, where MemoLex's 14 further languages compete. English holds 48.3%.

Source: pmarketresearch.com

TAM, SAM, SOM: a focused €10M target inside a $42B market



TAM

$12.83B

Global language-app spend in 2025

SAM

$3.46B

European app market, where 13 of our 15 languages are spoken

SOM

€9.75M ARR

Year 3 company plan, about 0.3% of the European market

Duolingo proved the freemium model at $1.04B revenue

$1,037.6M

FY2025 revenue, up 39%

12.2M

Paid subscribers, with 52.7M daily users

8.8%

Paid share of monthly users, Q4 2024

A 29.5% adjusted EBITDA margin shows the category scales profitably.

How MemoLex compares

	MemoLex	Duolingo	Babbel	Memrise	Anki
Model	Freemium cards	Gamified courses, freemium	Paid-only courses, about $83/year	Video + vocabulary	$24.99 iOS
Ready content	✓ Illustrated cards	✓	✓	✓	—
Spaced repetition	✓	—	—	✓	✓ Strong
Vocabulary depth	✓ AI lexical artifacts	Limited	—	—	—
Language pairs	✓ 210, native UI	—	—	—	—
Revenue	Seed stage	$1.04B	~$254M est.	~$14.2M est.	—

02

The business

Revenue model, growth plan, valuation and the ask

Four revenue streams on a free core

MemoLex Pro · €5.99/mo or €49.99/yr

Unlimited sessions, AI artifacts, conjugation, offline audio, analytics

Family · €79.99/yr

Up to 6 profiles

Schools and companies · €3/seat/mo

Class collections, teacher dashboards, progress reports

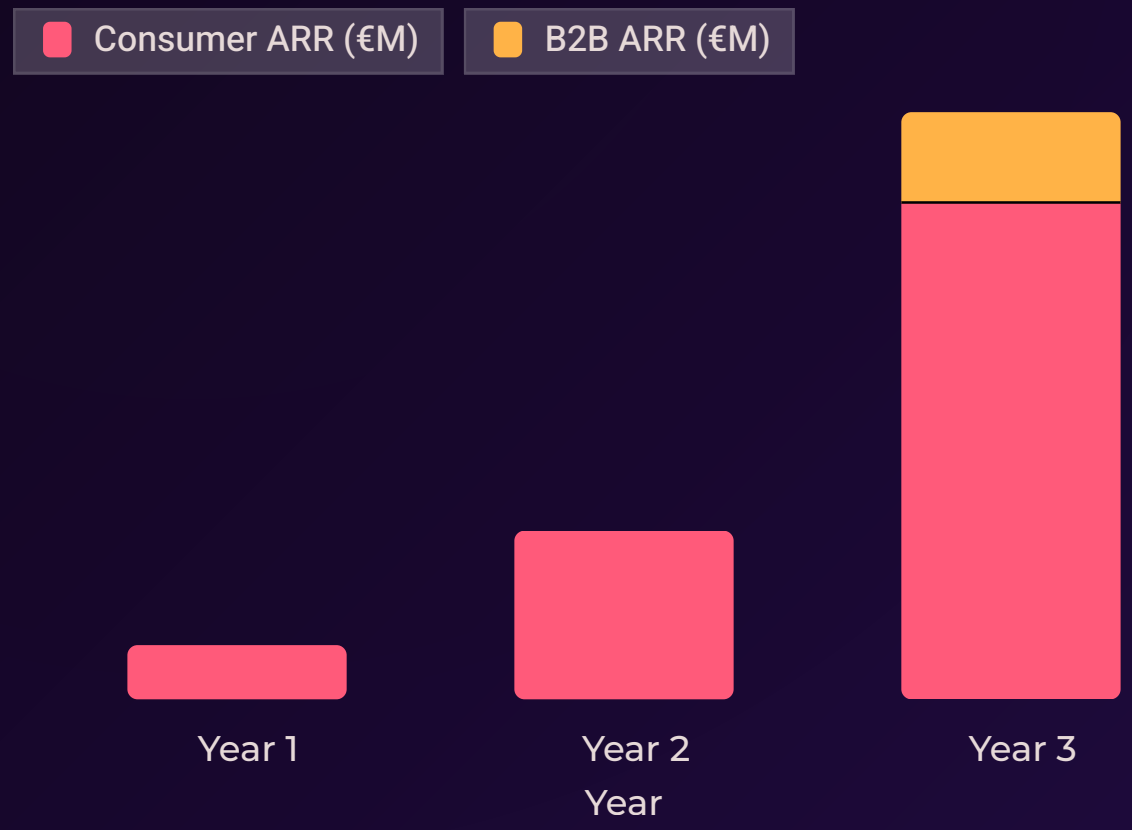
Free

Flip cards, spaced repetition, 20-card daily sessions

Pricing per company plan



Growth plan: €0.9M to €9.75M ARR in three years



Year 1 · €0.9M ARR

600K monthly users, 3% paid, 18K subscribers × €50

Consumer €0.9M · B2B €0M

Year 2 · €2.8M ARR

1.2M monthly users, 4.5% paid, 54K × €52

Consumer €2.8M · B2B €0M

Year 3 · €9.75M ARR

2.5M monthly users, 6% paid, 150K × €55

Consumer €8.25M + **€1.5M B2B**

Company plan. Paid share stays below Duolingo's 8.8% benchmark.

Valuation: €6M pre-money, anchored on EdTech multiples

EDTECH EV/SALES

6.3× · 9.4× · 11.8×

Pre-seed, seed and Series A

MOBILE SUBSCRIPTION APPS

~5×

Median EV/revenue

OUR ANCHOR · COMPANY PLAN

€5.7M

€0.9M Year-1 ARR × 6.3×

PROPOSED PRE-MONEY

€6M

YEAR 3 IMPLIED VALUE

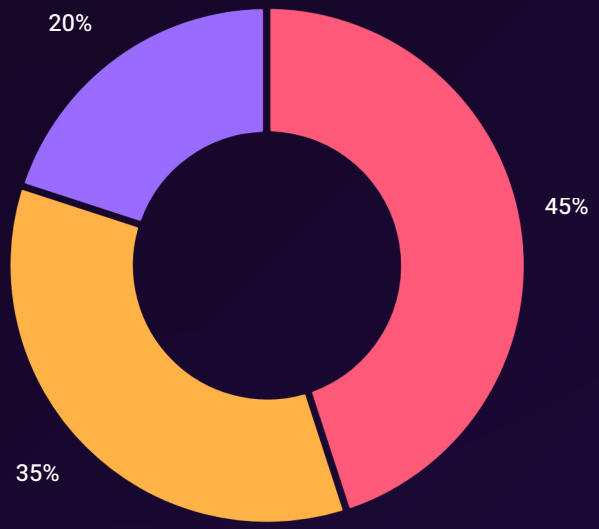
€48.75M

Company plan: €9.75M ARR × 5×, an 8× step-up

THE ASK

€1.5M

Seed for 18 months of runway



45% Product and AI

Word engine, iOS/Android parity, speech and audio

35% Growth

Creator partnerships and paid acquisition in Spain, Greece, Poland, Ukraine

20% B2B sales

School and corporate pilots

Milestone: 18K paying subscribers and €0.9M ARR.

Join us in owning the vocabulary layer of language learning

memolex.org

Start learning free across 15 languages.

