



CASE STUDY

COUNTRY OF ORIGIN

South Korea

FOUNDED DATE

July 31, 2020

LAST FUNDING DATE

December 2020

FUNDING STAGE

Seed

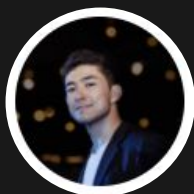
TOTAL FUNDING

\$200K

HIGHLIGHTS

Built offline language learning community of 140k people. Launching app Feb 2021

FOUNDING TEAM



David Woodworth
Co-founder & CMO

Originally from Canada, David has been in Korea for 6 years now. He focuses on performance marketing, growth strategies, and product management. He co-founded the events company, Global Seoul Mates (GSM) in 2015, the Terrace cafe chain in 2017 and HiLokal Edu-Tech company in 2020.

Marcus Yun
Co-founder & CEO

Cheong(Lucas) Shin is CSO of QSTAG. He graduated from Yonsei University with a major in chemistry and received a master's degree from KAIST with a major in nanotechnology. He is also enrolled in Sungkyunkwan University Professional MBA to improve his management competence. He joined QSTAG as an early member to study the healthcare startup ecosystem in depth. He is in charge of planning QSTAG Investment and overseas business.

DESCRIPTION

HiLokal is a mobile app that makes native speakers productive. Our p2p network gives language learners and teachers the opportunity to learn and earn. With one touch, users get on-demand access to students or teachers. Once connected, users enjoy subtitles & translations, voice corrections, and a customized experience. As a social network, the best teachers rise to the top and acquire student followers. There is no compelling creator's marketplace for language learning on the market. We are building it now. The online foreign language industry is booming and now is the time to enter the market. Existing platforms in this space are using old technologies and methods. We are employing emerging speech-to-text, and AI driven Natural Language Processing technologies. Our team has 4 years experience working together, 30m USD exit total, and 140,000 user database from an existing language community business. Our team is our unfair advantage.

OUR CONTRIBUTION

Mind the Bridge was able to connect HiLokal with 6 high-level people (in ~3 weeks) in the areas of focus expressed and shared by their co-founder David: UX/UI Design, AI/Machine Learning/Deep learning, Marketing and Fundraising. We managed to put them in front of 1 of the best accelerators on earth (500 startups, and planning to introduce them to LAUNCH) for them to get more insights before deciding whether to apply or not. We recommended a # of different accelerators and explained who is best known and for what. We supported them on a daily basis "advisors" style for the period of the program and guided them through the different meetings as well as potential channels of work. We helped them with a 100% makeover of their pitch deck discussing also which annexes to add for different potential conversations. We gave details on the pros and cons of getting funded by the government VS getting funded by VCs.

“ I have met great people, and made great connections”

- David Woodworth

