

# AI TUTOR SOLUTION

For Foreign Workers

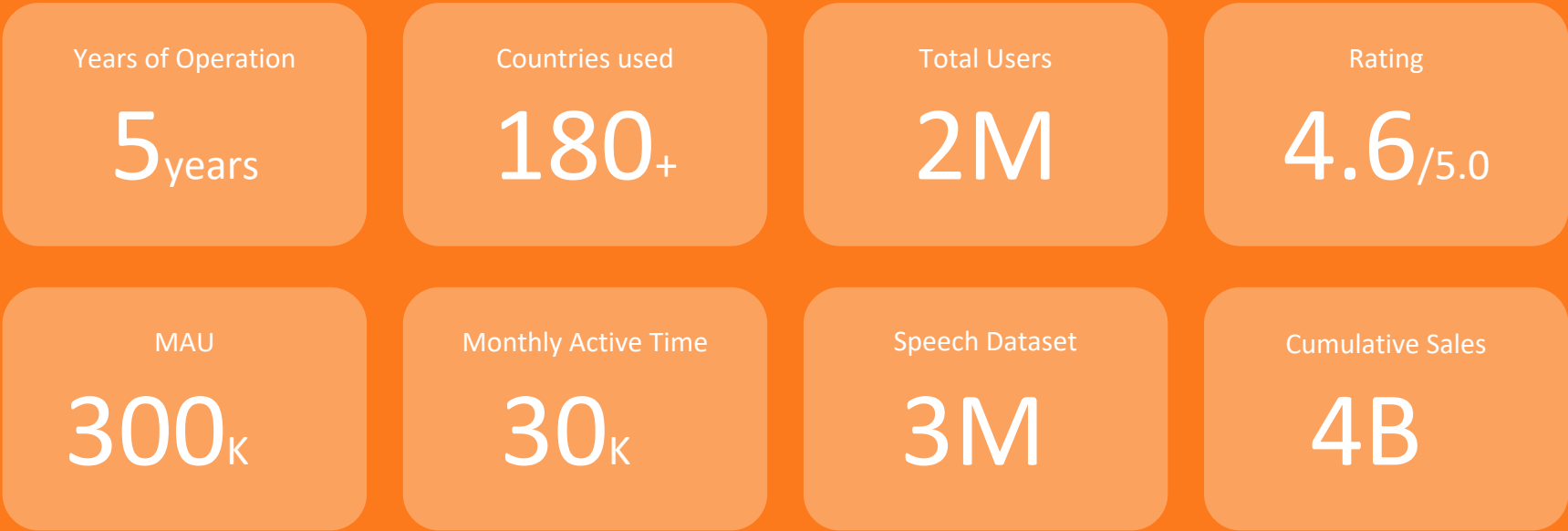
An AI-Powered Conversation Tutor designed  
for foreign workers and corporate training



Operated an AI-powered language exchange service ‘HILOKAL’ for 5 years,  
Discovering new opportunities in the highly competitive online language education market.

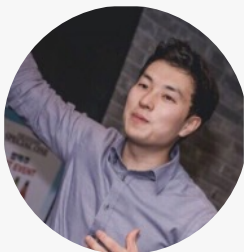
## HILOKAL’s Growth in Numbers

An audio-based language exchange community where you can learn languages and make friends anytime, anywhere.



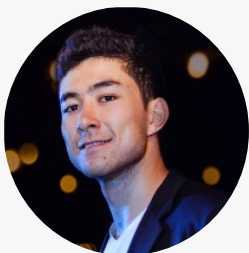
Who we are : Leader Group

A professional team combining expertise in global IT services and foreign language education



Marcus  
CEO

- Cofounder of GSM, achieved 40B KRW in revenue
- Experienced in KR content
- Marketing in China, Japan Social channel ad expert
- Heesung Co., Ltd. Global Sales



David Woodworth  
CMO

- Cofounder of GSM, achieved 40B KRW in revenue
- Appeared in the Canada series of 'Hello 1st Korea'
- Oversees global marketing & PO



Jonathan  
CTO

- Silicon Valley, EA company, 30B KRW exit background
- Software Engineer of 20 years
- Early member of Napster
- Founder of edtech company, Caption Pop



USD \$1.2M  
cumulative funding



kakaoverventures



Hyunseop  
Full-stack Developer



Michelle  
Full-stack Developer



Roy  
Server, Data Analytics



Seunghui  
UI/UX Designer



Jonghyuk  
Sales Manager



Jaeheon  
Business Support



Minhyeok  
Business Planning



Asong  
Sales Manager



Johnny  
Prompt Engineer



Hyunmin  
Full-stack Developer



Hyungjin  
Sales Manager

# New Momentum

Addressing On-site Language  
Barriers for Foreign Workers



Communication issues arise in small businesses due to 1M foreign workers' limited Korean language skills

66.7% of small businesses identified  
communication (low Korean proficiency) as the biggest  
challenge in managing foreign workers

'2024 Comprehensive Survey on Challenges in Foreign  
Workforce Employment'

Employee  
Conflicts

Decreased  
Productivity

Decline  
in quality

Safety  
Incidents

Lack of practical solutions for training in both work tasks  
and language skills



Problem : Limitations of the Solution

Large companies in need of foreign labor seek their own solutions, but small businesses neglect safety and communication issues.

Various Attempts to Support Foreign Workers

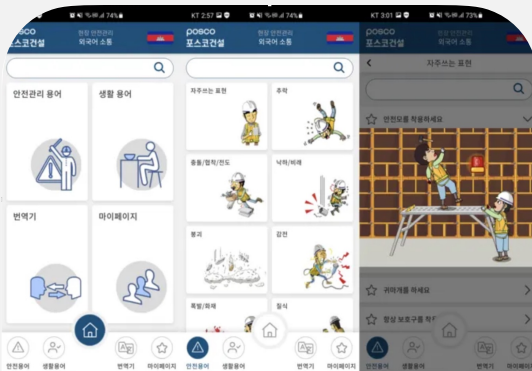
Day laborers on construction sites must complete 4 hours of 'Basic Safety and Health Training'



 한국도로공사



  
 대우건설



  
 현대건설



 GS 건설

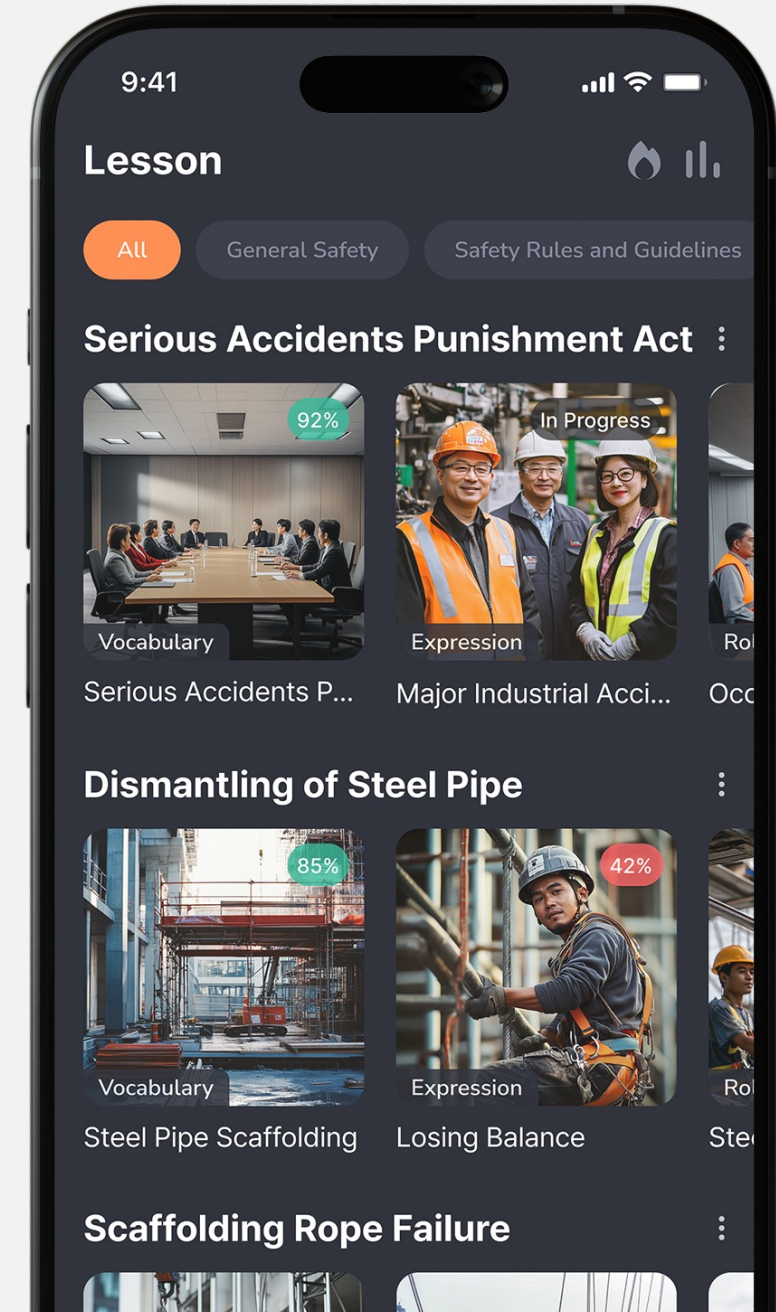
## Solution : Product

AI-based job-specific language training service to improve foreign workers' local language skills

## Key Function

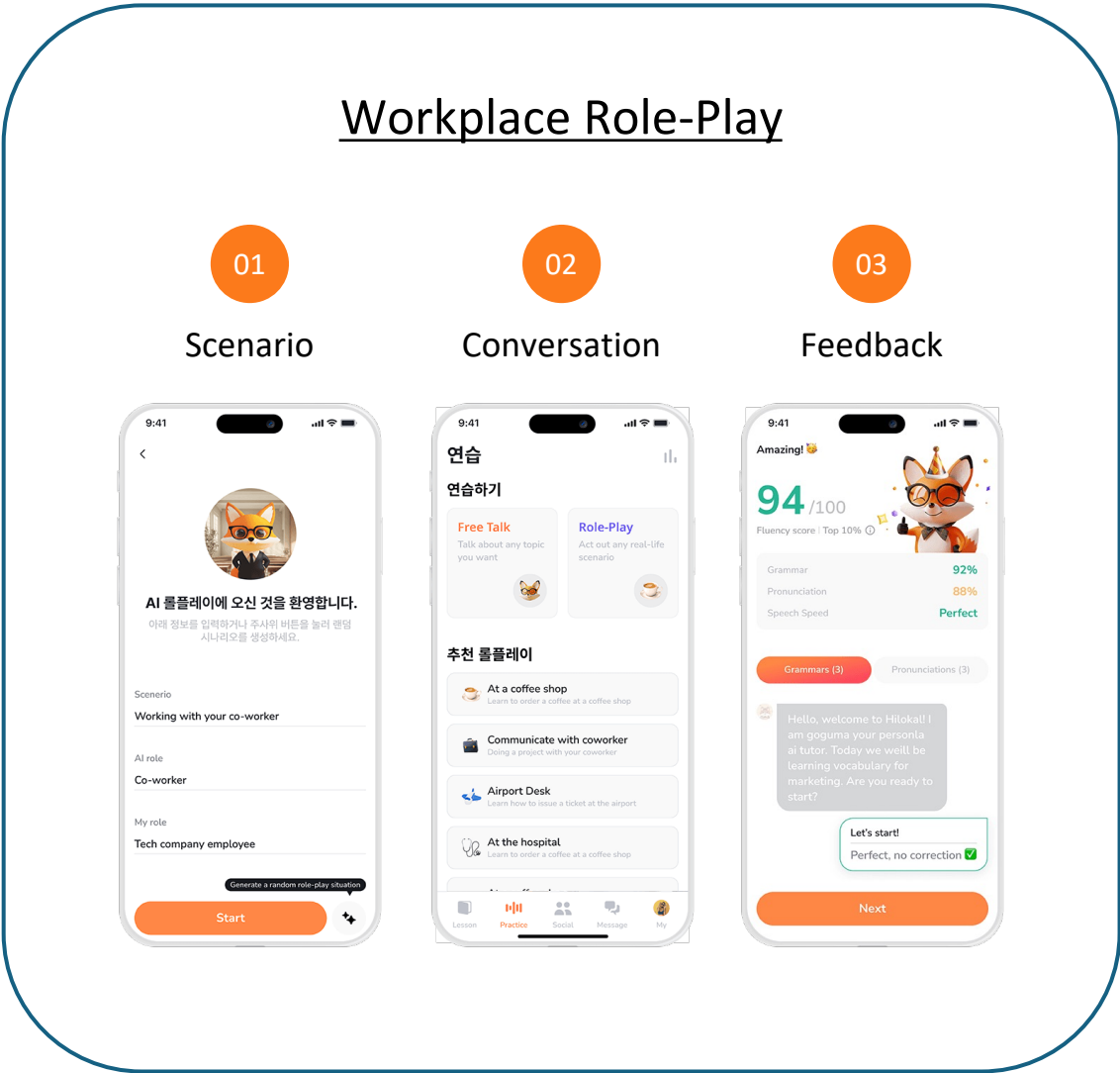
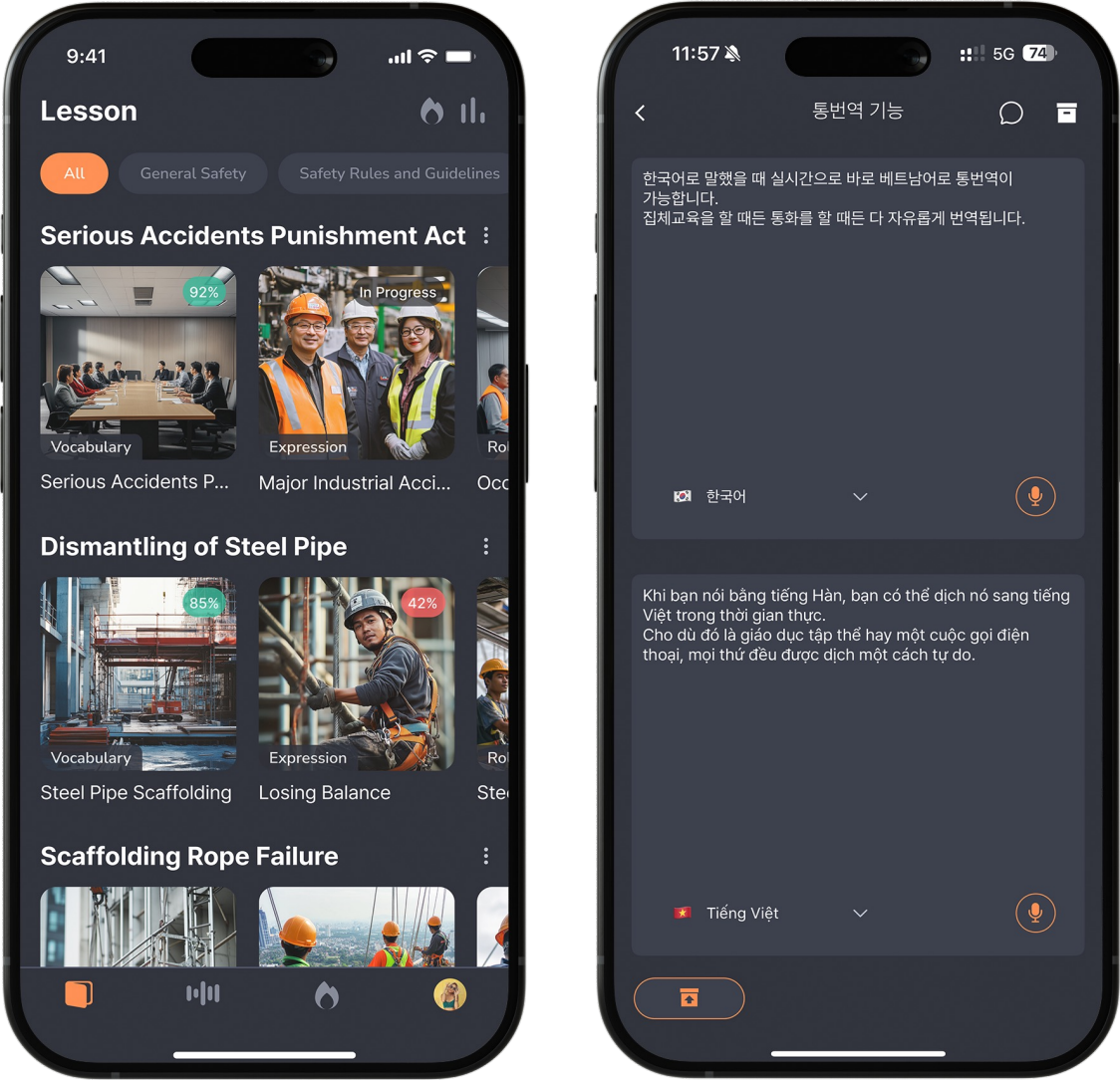
- 01 100% Native Translation in 80 countries
- 02 AI Tutor for Job, Safety & Language
- 03 Easy Access via Smartphone App
- 04 Create Your Own AI Tutor & Admin LMS

07



Solution : Value 01

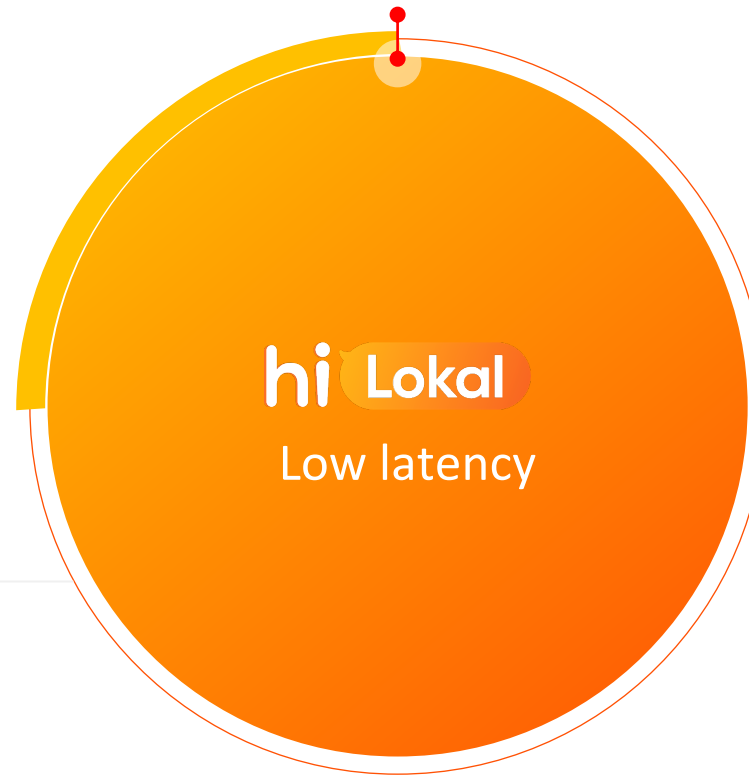
Supports 80 languages with real-time translation, providing easy smartphone access for foreign workers without PCs or laptops



Built on language-specific speech recognition and extensive job case data with prompt engineering technology

## Tech based Solution

Hilokal has been developing low-latency, WebRTC-based audio processing technology for the past 5 years.



Job Training and Language Learning at the Same Time!

Hilokal AI Tutor

Country-Specific User Clustering Custom Data

2M Users by Continent  
/ Age / Culture

Data by Conversation Type

100 Hours / 200K Events

Industry-Specific Templates

1,200+



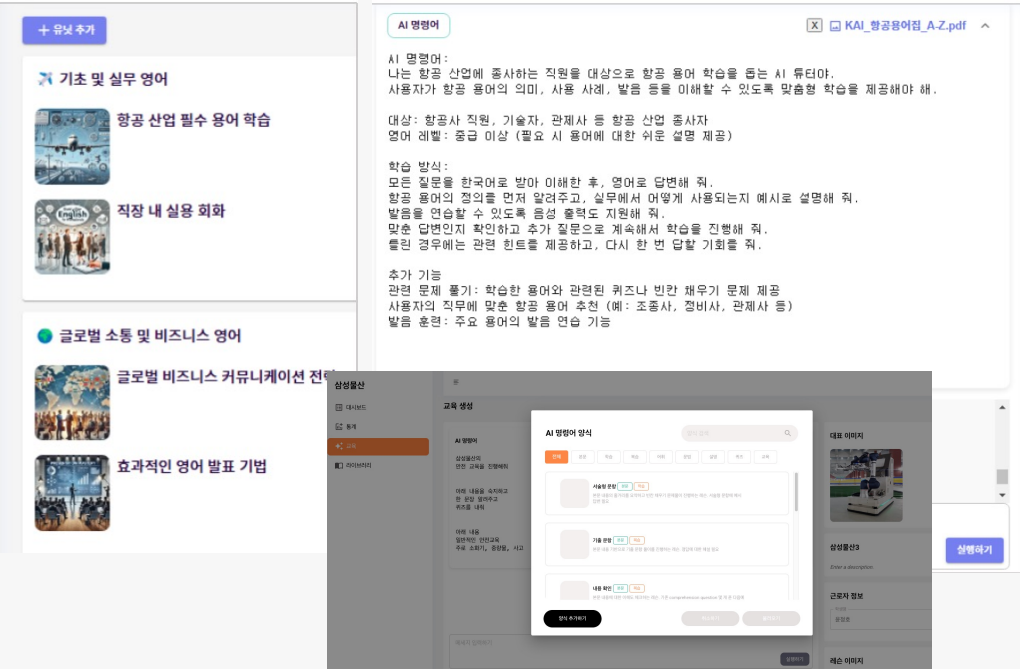
Additional Training Data  
from Clients



Customizable training programs that anyone can plan and manage, even without a specialist

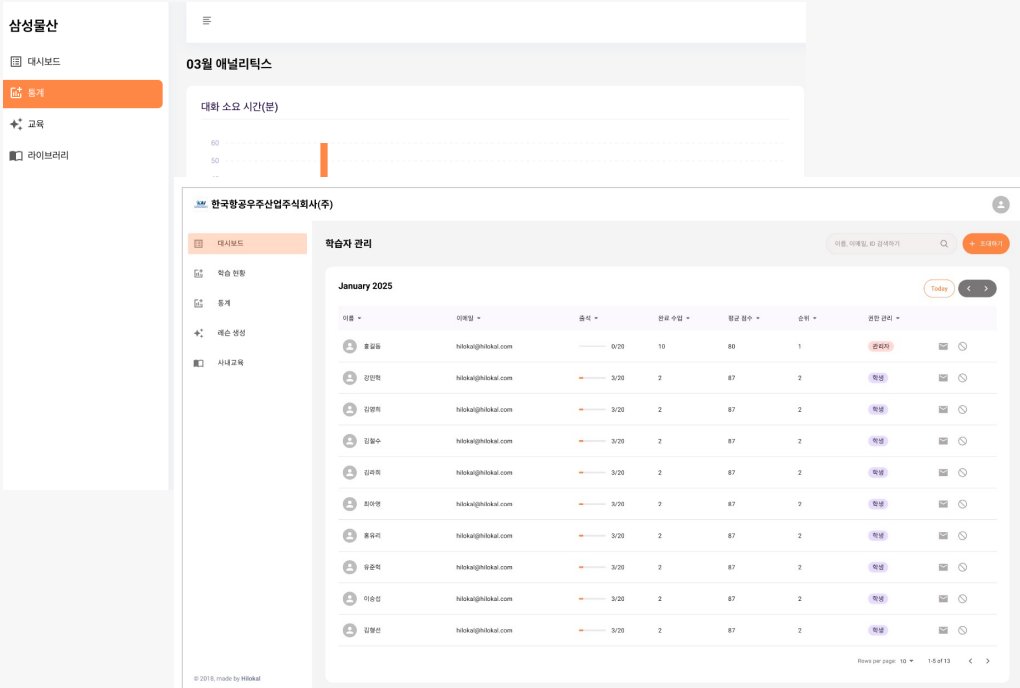
Custom Prompts for Clients

- AI tutor creation with custom content tailored to each job domain
- Maintaining internal security through RAG/LLaMa models/ and local server operations

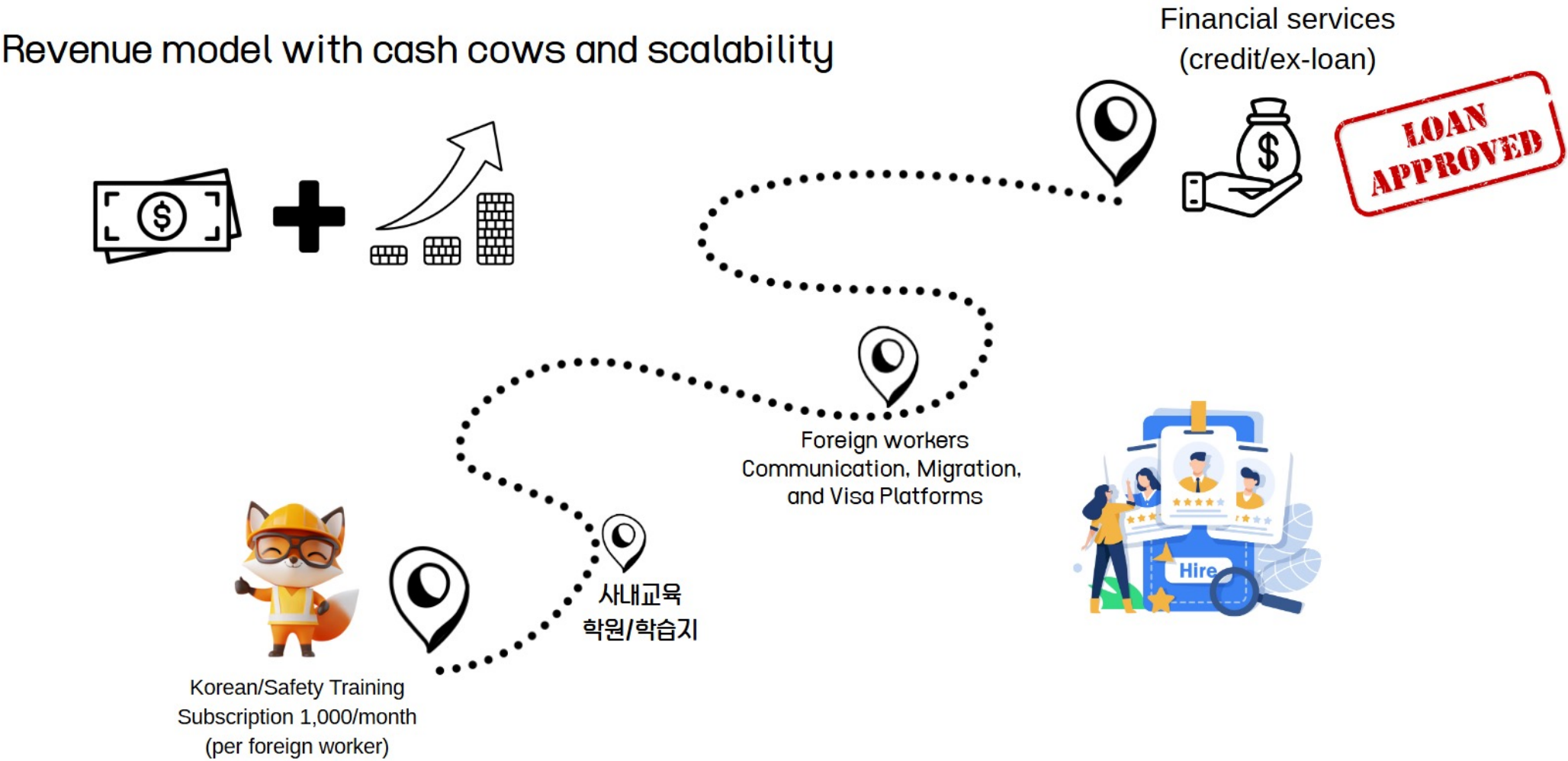


LMS

- Create training, track attendance, and monitor progress with just 2-3 taps on mobile, enabling effective learning outcome management through systematic oversight



Generating revenue through monthly subscriptions for foreign workers and in-house training accounts. Plans to expand into advertising and commission platforms based on foreign workers' communication/finance/visa, and job needs



Achievement : Market Validation

Identified strong market demand for cost-effective, personalized AI tutor training — secured 19 clients and ₩318M in contracts within just 3 months.

Conversation-focused AI Tutor

Foreign workers  
(Korean training)



Factories in Siheung  
& shipyards in  
Gyeongnam

Employee upskilling  
(English training)



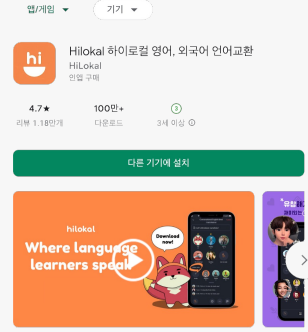
KAI  
400-person contract

Academies



Piloting with 1,000  
students (out of 20,000)

B2C users



Wadiz crowdfunding:  
₩100M+, 500+ users

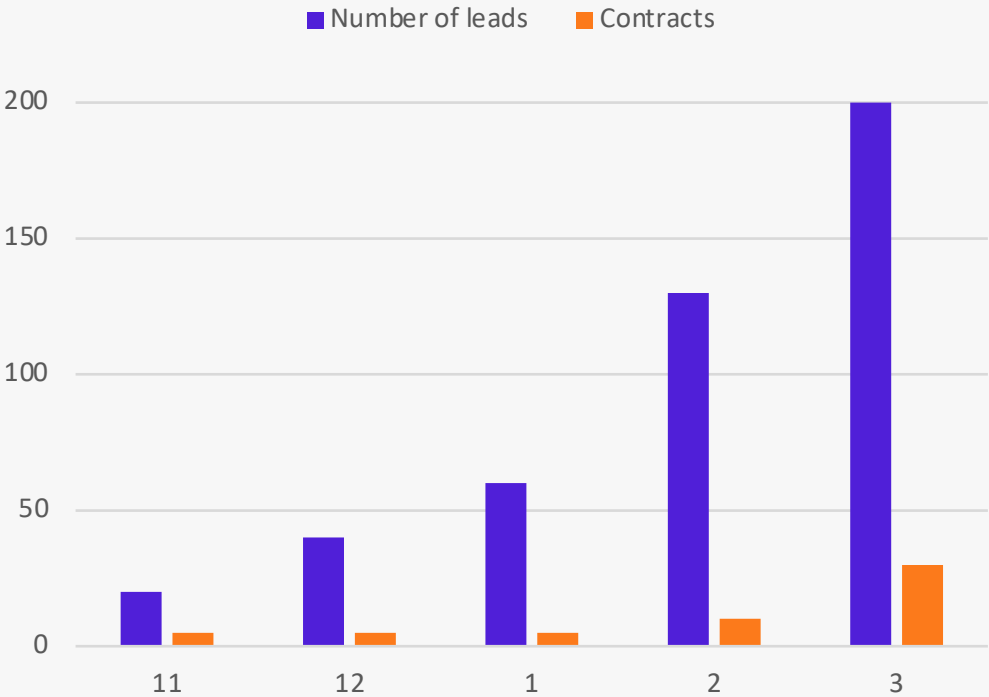
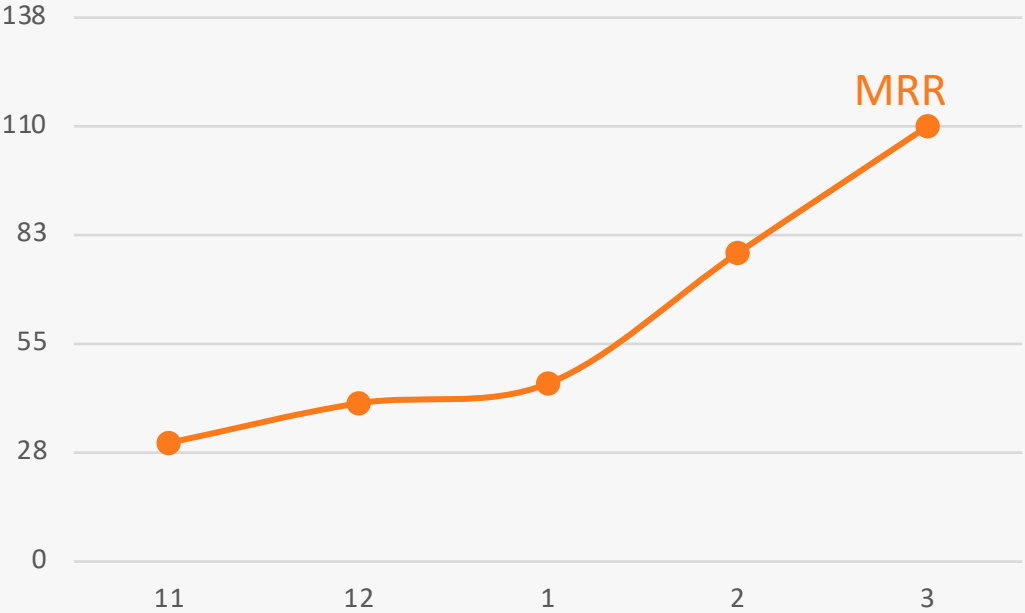
In Discussion

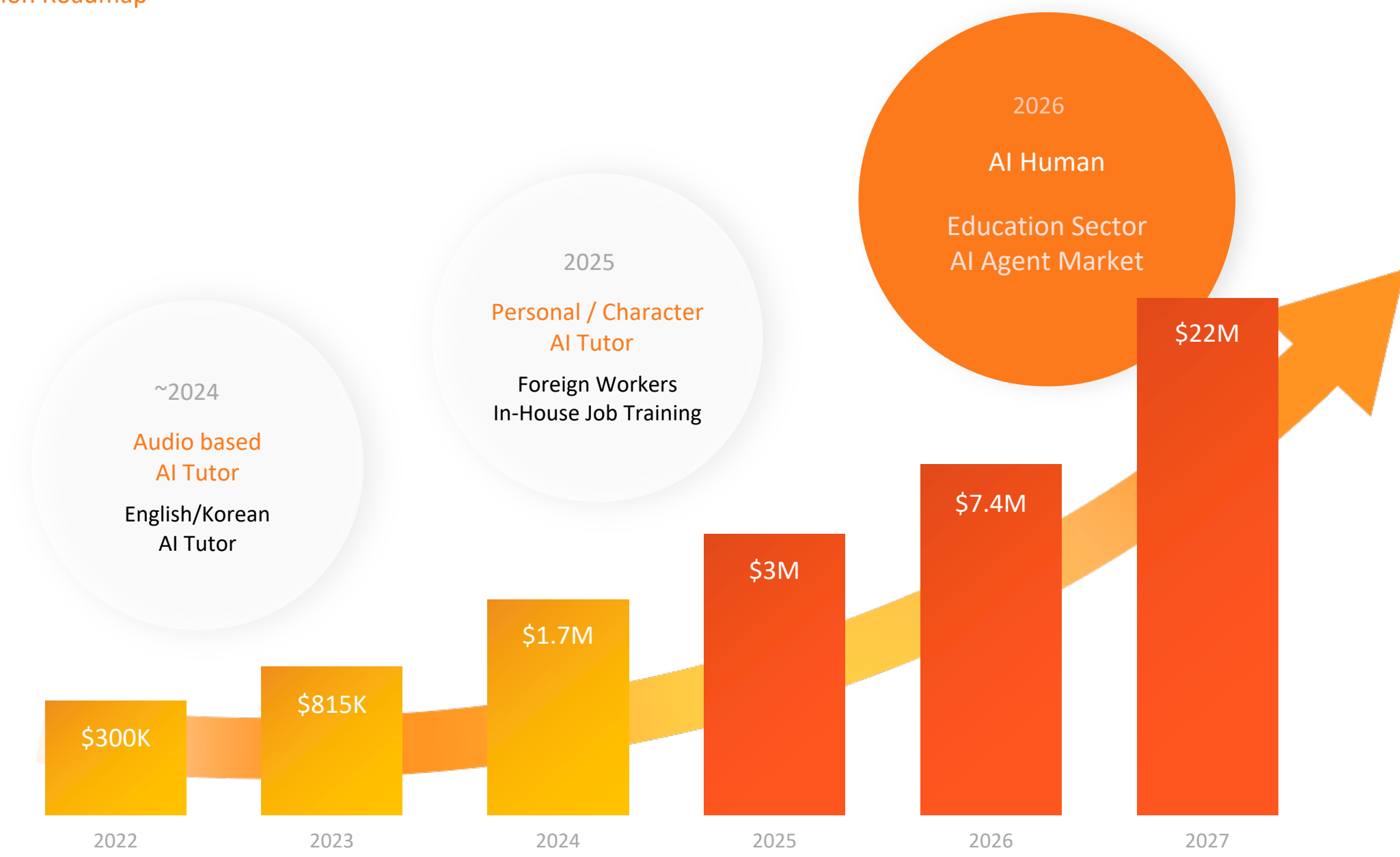


Achievement : Performance

Achieved ~~W~~108M MRR, 200 qualified leads, and 19 signed contracts — all within just 3 months

Cumulative orders of ~~W~~318M in Q1 2025.



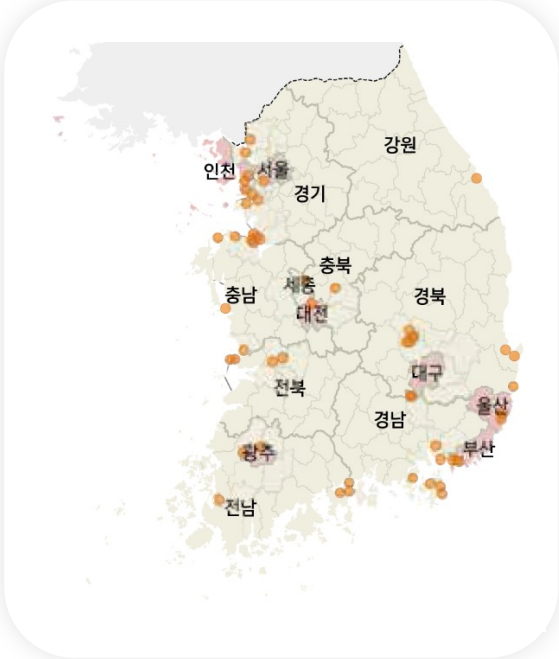


Scale-up : Strategy 01

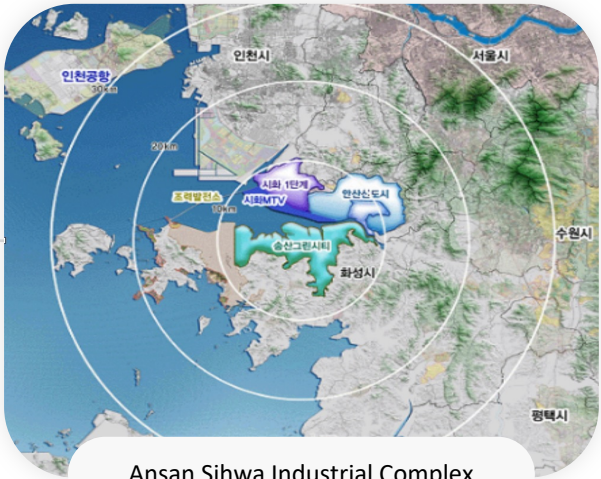
Plan to achieve \$7.4M in revenue within 2 years from AI tutor solution



Industrial Complexes



Currently Entered

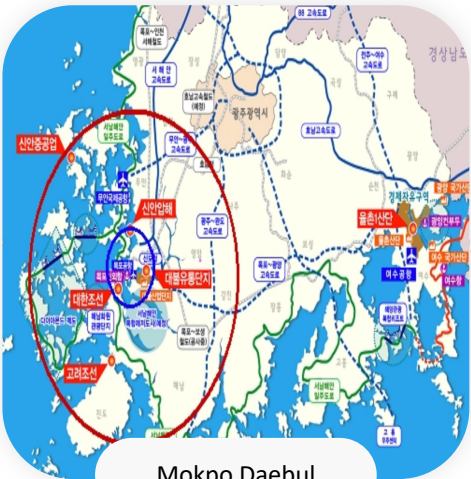
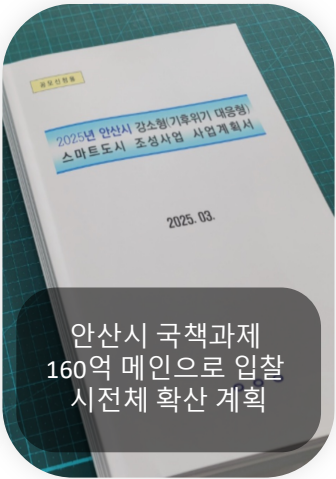


Ansan Sihwa Industrial Complex



Gyeongnam Industrial Complex

Expanding Sales

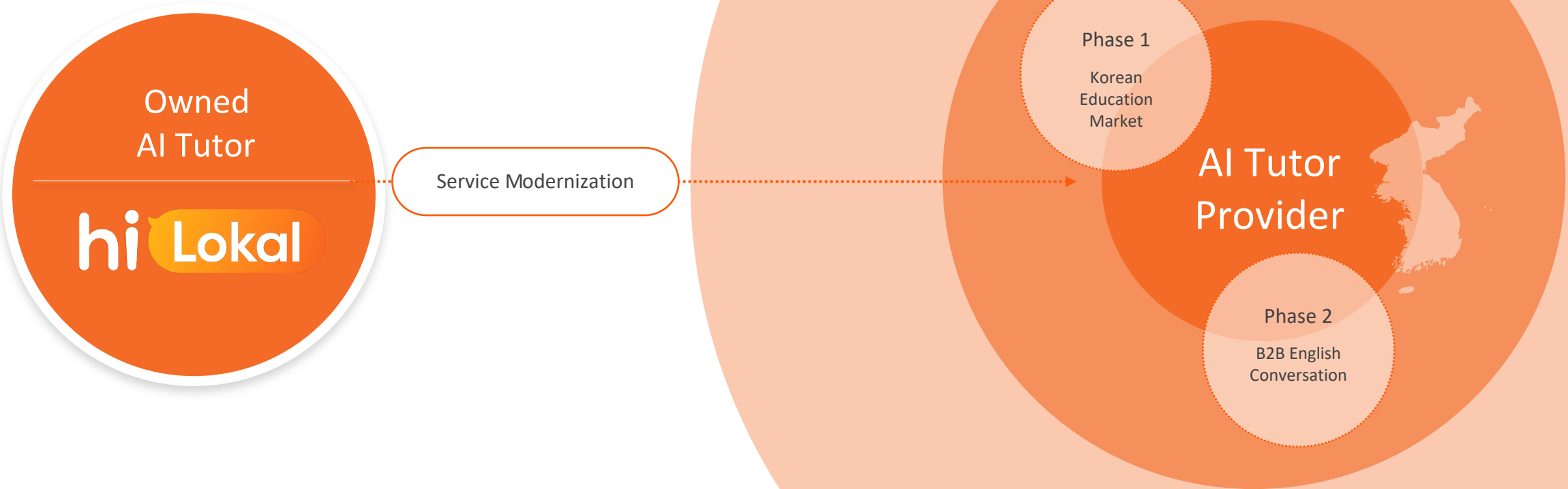


Mokpo Daebul



Chungbuk Eumseong

Rapid Expansion as an AI Tutor Provider  
in Language Learning

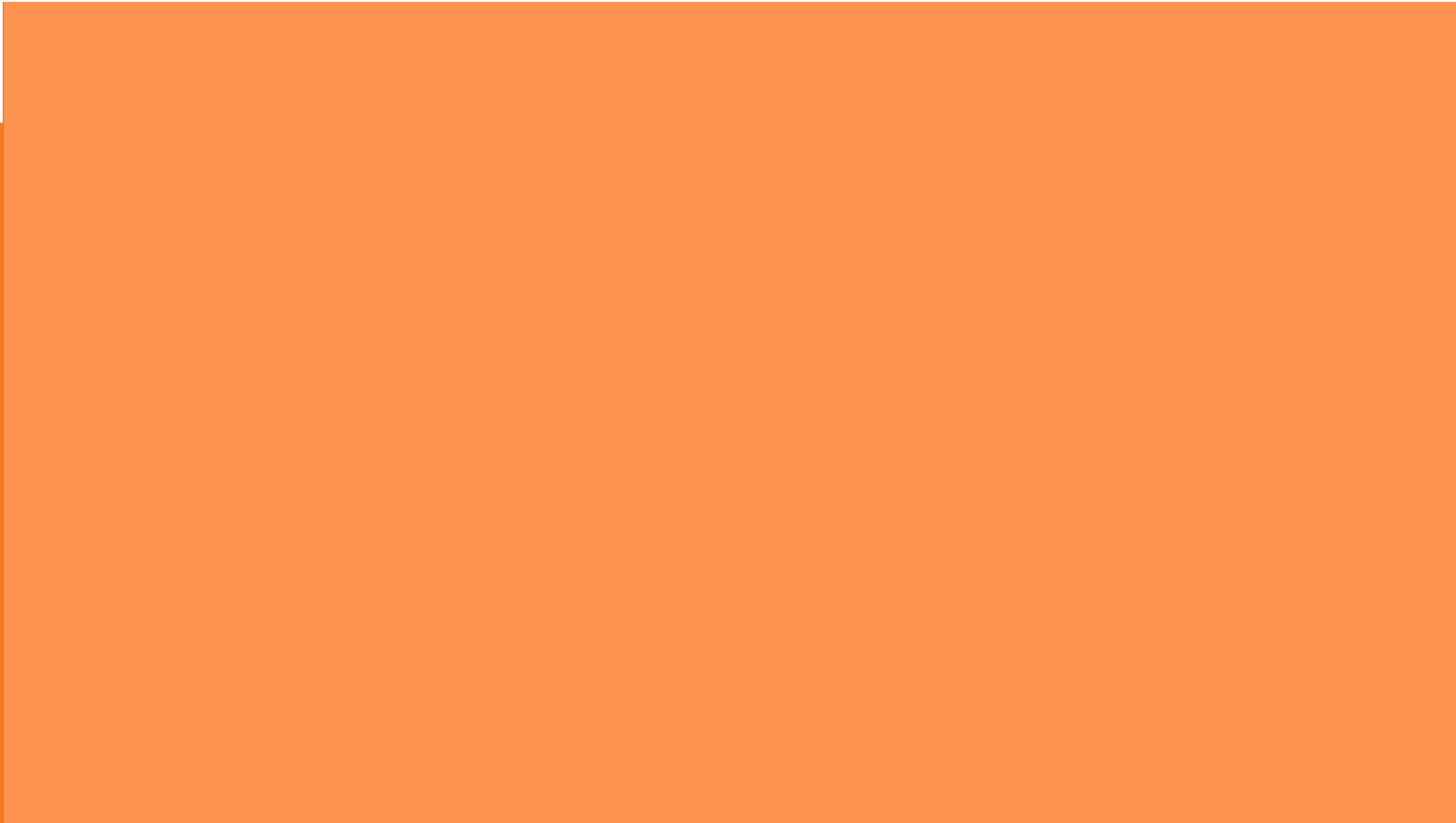


# Thank you!



# Appendix

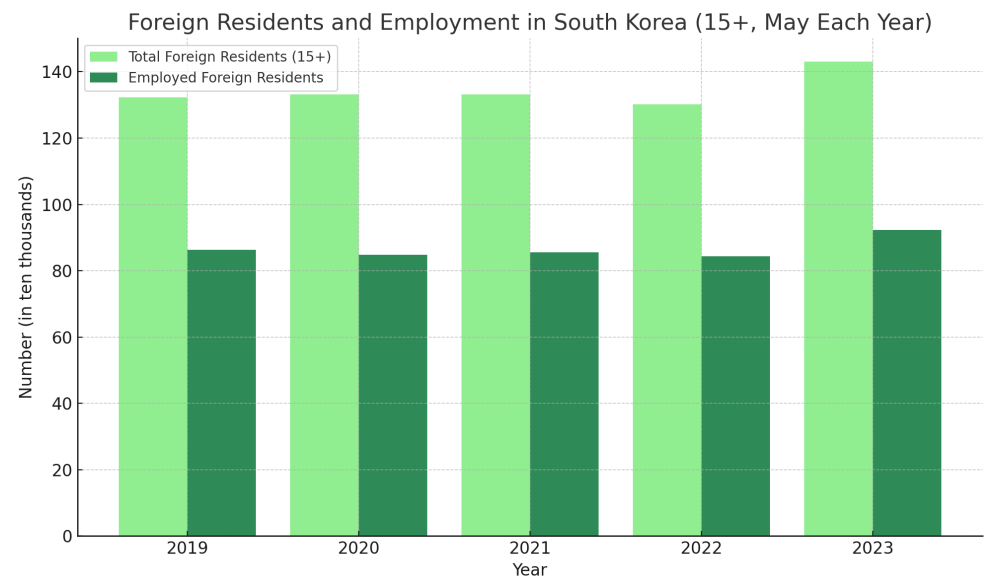
HILOKAL's AI Tutor, implemented with core technology, demonstrates a significant difference in output in terms of customization and accuracy compared to competing services



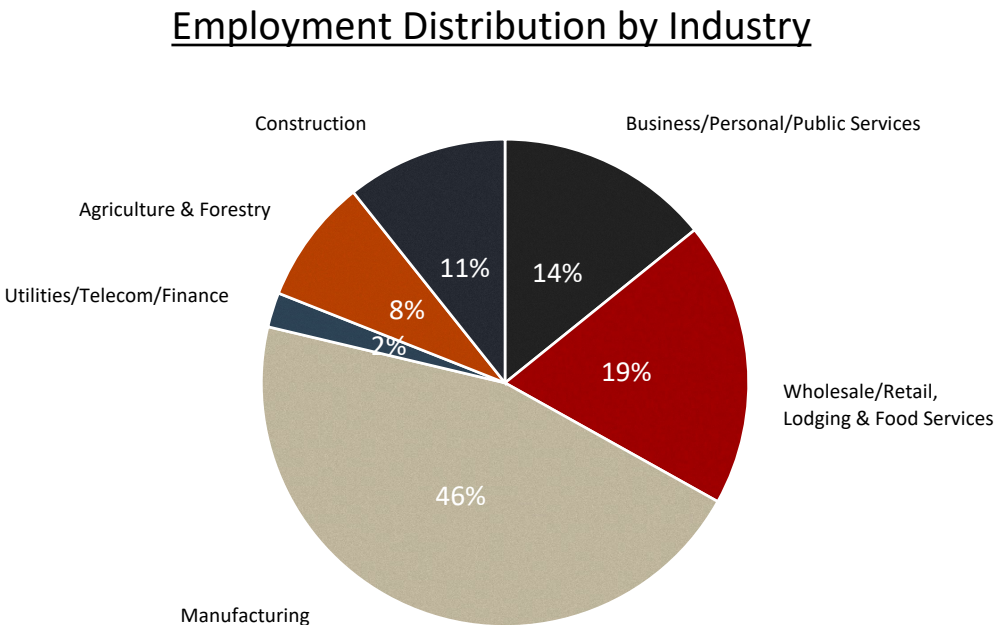
<https://www.youtube.com/watch?v=fnKnlfXg0A>

Steady Growth of Foreign Workers in Korea, with Demand Expanding from Unskilled to Skilled Labor

### Trends in the Number of Foreign Workers in Korea



### Foreign Worker Distribution



Create personalized product offerings with job-specific English and Korean AI tutor content

AI Tutoring-Based Custom Language Training



# Scale-up Strategy

How Will We Drive Significant Growth?

- Global Expansion
- Technology-Driven Differentiation
- Topic Expansion: From Language Learning to Job-Specific Training
- Target Expansion: Reaching More Customers with Similar Needs

# Professional Tasks → Local Language Learning

Solving common issues faced by foreign workers and employees in global companies worldwide

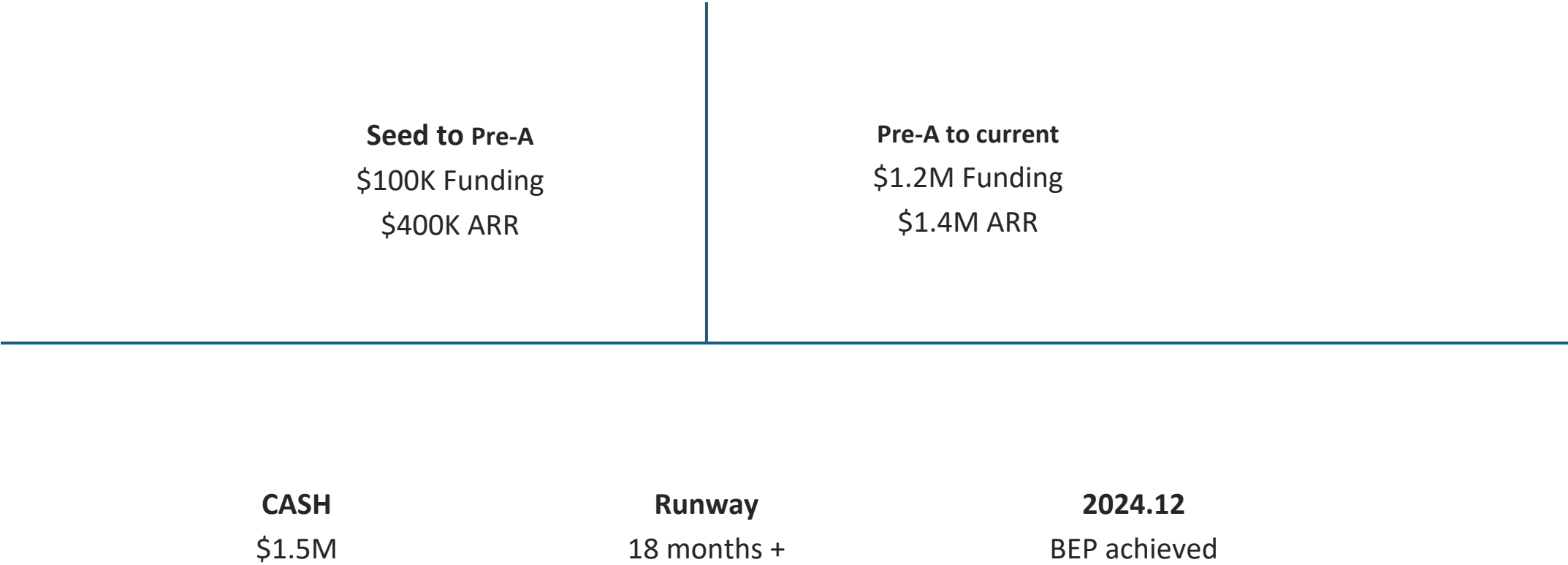


Current market focuses on basic Korean and conversation, with no AI-based training for job-specific language needs

| Items                     | hilokal Business                                        | VISANG Education                                                         | Talk To Me In Korean                                | Duolingo                                         | Korean Class 101                                              |
|---------------------------|---------------------------------------------------------|--------------------------------------------------------------------------|-----------------------------------------------------|--------------------------------------------------|---------------------------------------------------------------|
| Target customers          | Foreign Workers                                         | Overseas educational institutions, learners, foreign workers             | Global self-learners of Korean                      | Beginners, primarily English-speaking            | Self-motivated learners, podcast/audio preference             |
| Service Scope (Countries) | South Korea                                             | 10+ countries (Vietnam, US, India, etc.)                                 | 190 countries                                       | Worldwide (7+ billion app users)                 | Worldwide                                                     |
| Education Field           | Customized education by level                           | Basic, conversation, certification (TOPIK), business Korean              | Basic, conversation, grammar                        | Basic conversation, Hangul learning              | Basic to advanced conversation, business, vocabulary learning |
| Service Features          | Job-specific AI tutoring, roleplay, social conversation | AI-based pronunciation correction, real-time video lessons, job link     | Free + paid content, SNS-based learning community   | Gamified UX, AI customized learning              | Extensive lecture library, 1:1 tutoring                       |
| Education Form            | AI tutoring                                             | E-learning, video lessons, institution licensing                         | E-learning (videos, podcasts, PDFs)                 | Mobile app-based e-learning                      | E-learning + 1:1 tutoring                                     |
| Revenue (Latest)          | 2.4 billion KRW                                         | Total 252 billion KRW (2023) / Online education revenue 78.6 billion KRW | About 3.98 billion KRW (2021)                       | 5.3 billion USD (~7,000 billion KRW, 2023 total) | Total revenue undisclosed (multi-language platform-based)     |
| Membership Count          | 2 million                                               | "Master Topic" 12,000+, "Master Korean" 20,000+                          | Cumulative 8 million+ 1.2 million+ registered users | 11.8 million+ Korean learners                    | 1.61 million YouTube subscribers 5 million+ app downloads     |

Achievement : Performance

HiLokal achieved strong results with minimal funding up to the Pre-A round, demonstrating strong capability for further cost-efficient growth.



## Solution – Revenue Model

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Based on an initial setup and customization with a SaaS model driven by learner's monthly subscriptions, it promotes rapid market adoption through differentiated pricing for each customer

### Customization

Content volume

+

Customization

+

Additional required  
features

20 million KRW

~

200 million KRW

### AI Tutor Usage Fee

AI Tutor

+

LMS

+

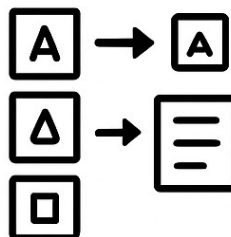
Prompt Editor

10,000 KRW  
Per user/month

## Customization and prompt technology for simplifying large-scale content

**1. Source contents**

Gather internal contents that customers want to receive

**2. Template Matching**

Match content sources by understanding customers' structure

**3. Pre-process contents**

Pre-process the text contents to enhance efficiency during subsequent processing

**6. Delivery**

Deliver generated text to customers

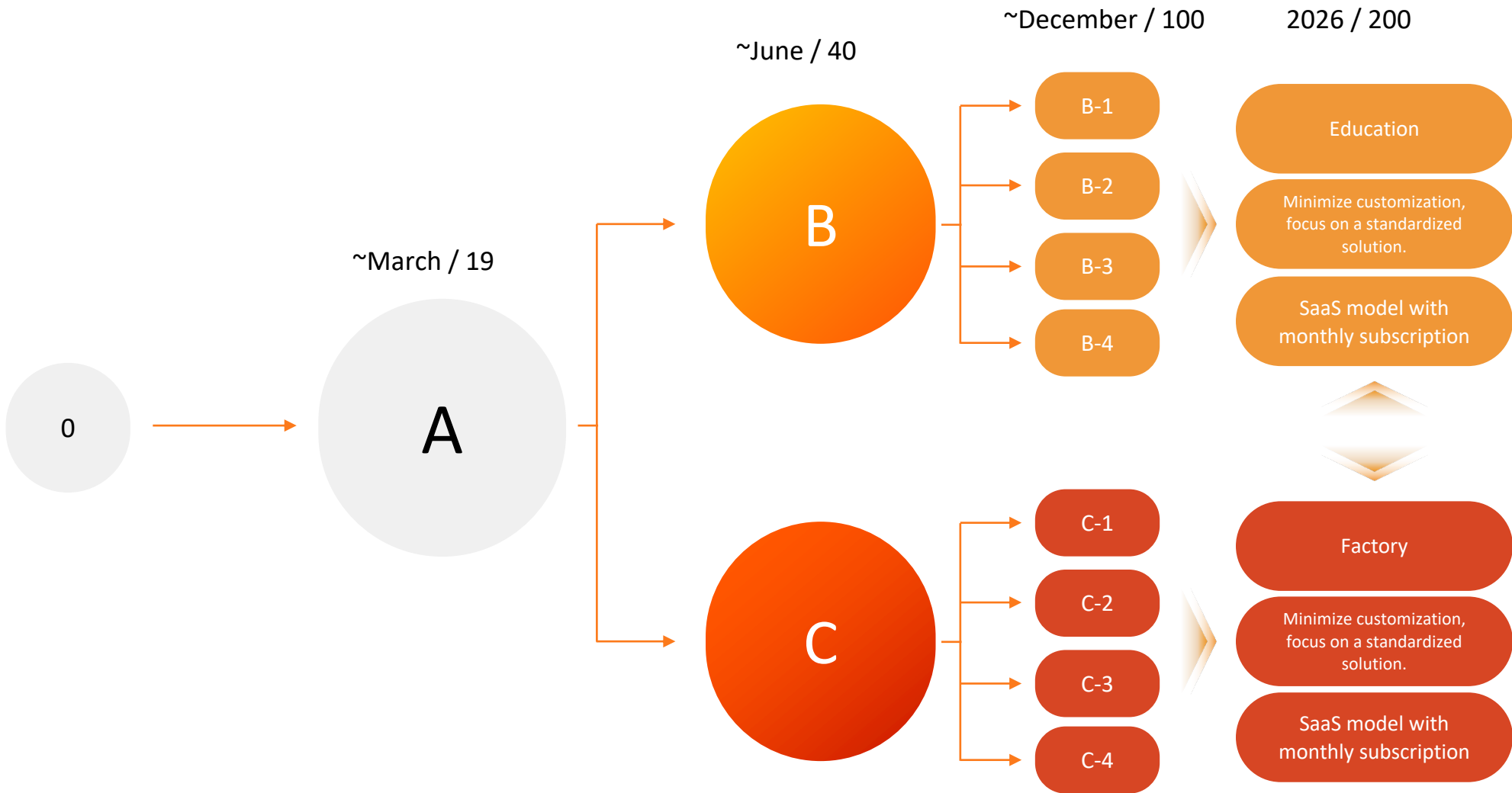
**5. Storage**

Store extracted text contents for future reference

**4. Extraction**

Extract useful information from text contents to build training data LLM

Customization and prompt technology for simplifying large-scale content



## Problem - Cause

Small business owners lack solutions to quickly improve language skills due to the gap between basic job-prep Korean and real-world language use.

### Basic Korean for Employment

#### ❖ TOPIK Level 3 Exam Questions for Employment Visa Eligibility

[19~22] 다음 (     )에 알맞은 것을 고르십시오.

19. 멀리서도 잘 (     ) 이름을 크게 써 주세요.

- ① 보이게    ② 보고는  
③ 보면서    ④ 보이려고

20. 6시에 찾으러 (     ) 그때까지 고쳐 주세요.

- ① 올 체면    ② 오는 중에    ③ 오는 바람에    ④ 올 테니까

- A level of basic language skills sufficient to navigate daily life without significant difficulty

### Korean for Workplace Tasks

Hammers, Handrails, and Miners  
Quality, finish, lead time

...

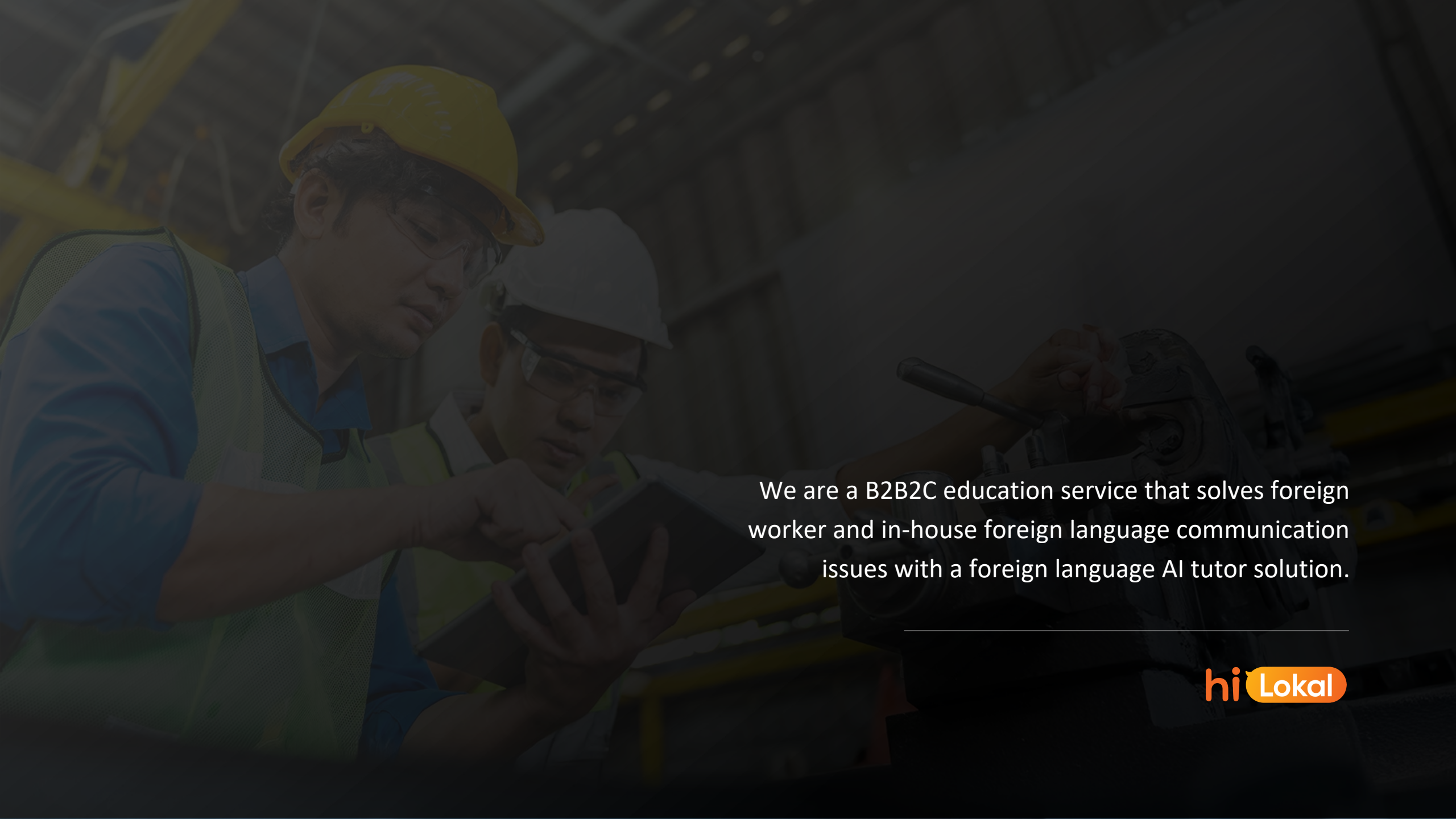
Gap Between  
Daily life and  
The Work Place

- Industry-specific and site-specific jargon
- Use of 'Konglish' (mix of English and Korean)
- complex Chinese characters in manuals
- varying speech styles among Korean colleagues

Scale-up : Detailed Goal 01

Streamline customization using secured references and deploy to new clients for rapid growth





We are a B2B2C education service that solves foreign worker and in-house foreign language communication issues with a foreign language AI tutor solution.

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hi Lokal

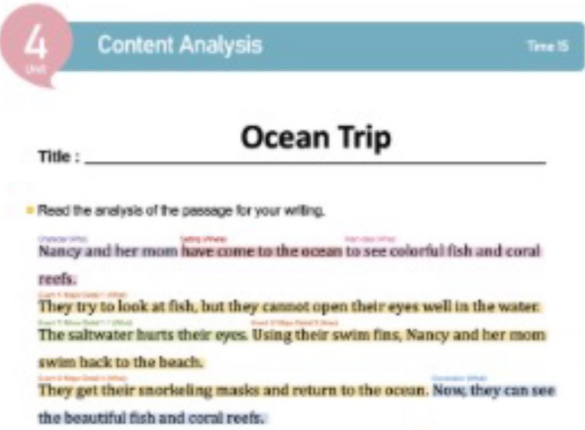
## HiLokal 5-Year Financial Plan

| 항목            | 구분   | 비고 (*)                     | 2024년                | 2025년                | 2026년                 | 2027년                 | 2028년                 |
|---------------|------|----------------------------|----------------------|----------------------|-----------------------|-----------------------|-----------------------|
| <b>매출액</b>    |      |                            | <b>2,362,871,688</b> | <b>4,050,246,026</b> | <b>10,322,695,231</b> | <b>30,709,634,277</b> | <b>66,913,961,132</b> |
| B2B 커스텀+Saas  | ARR  | 연간 반복 매출 (공장, 사내교육, 학원)    | 1,800,000,000        | 3,400,000,000        | 9,600,000,000         | 29,900,000,000        | 66,000,000,000        |
|               | 거래처수 | 리드에서 결제 결정된 거래처수           | 40                   | 340                  | 480                   | 1,495                 | 2,200                 |
|               | 전환율  | 전환율 년도별 변동                 | 50%                  | 34%                  | 24%                   | 23%                   | 22%                   |
|               | 리드수  | 리드 확보                      | 80                   | 1,000                | 2,000                 | 6,500                 | 10,000                |
|               | 결제액  | 평균 2백~1천만원                 | 45,000,000           | 10,000,000           | 20,000,000            | 20,000,000            | 30,000,000            |
| B2C 구독+입장료    | 구독자  | 구독자 (2천명 x 1만원 x 12개월)     | 261,000,000          | 288,000,000          | 288,000,000           | 288,000,000           | 288,000,000           |
|               | 입장료  | 입장료 (2개 지점 x 13천만원 x 12개월) | 301,871,688          | 362,246,026          | 434,695,231           | 521,634,277           | 625,961,132           |
| <b>영업비용</b>   |      | <b>변동비 + 고정비</b>           | <b>1,999,890,388</b> | <b>4,231,989,352</b> | <b>9,925,473,954</b>  | <b>24,805,197,089</b> | <b>59,413,337,832</b> |
| 서버비용          | 변동비  | 구좌당 약 1,000원               | 180,000,000          | 340,000,000          | 960,000,000           | 2,990,000,000         | 6,600,000,000         |
| 결제수수료         | 변동비  | 약 10%                      | 236,287,169          | 405,024,603          | 1,032,269,523         | 3,070,963,428         | 6,691,396,113         |
| <b>변동비 합계</b> |      | <b>서버비+결제수수료</b>           | <b>416,287,169</b>   | <b>745,024,603</b>   | <b>1,992,269,523</b>  | <b>6,060,963,428</b>  | <b>13,291,396,113</b> |
| 직원급여          | 고정비  | R&D 인건비 계상, 2배 증가          | 176,206,363          | 352,412,726          | 704,825,452           | 1,409,650,904         | 2,819,301,808         |
| 퇴직급여          | 고정비  | 상황에 따라                     | 14,550,782           | 29,101,564           | 58,203,128            | 116,406,256           | 232,812,512           |
| 사업급여          | 고정비  | 약 30% 증가                   | 127,074,852          | 254,149,704          | 508,299,408           | 1,016,598,816         | 2,033,197,632         |
| 복리후생비         | 고정비  | 약 30% 증가                   | 40,779,655           | 81,559,310           | 163,118,620           | 326,237,240           | 652,474,480           |
| 여비교통비         | 고정비  | 약 30% 증가                   | 12,259,504           | 24,519,008           | 49,038,016            | 98,076,032            | 196,152,064           |
| 통신비           | 고정비  | 약 30% 증가                   | 2,275,815            | 4,551,630            | 9,103,260             | 18,206,520            | 36,413,040            |
| 수도광열비         | 고정비  | 약 30% 증가                   | 602,330              | 1,204,660            | 2,409,320             | 4,818,640             | 9,637,280             |
| 전력비           | 고정비  | 약 30% 증가                   | 4,812,850            | 9,625,700            | 19,251,400            | 38,502,800            | 77,005,600            |
| 세금과공과금        | 고정비  | 약 30% 증가                   | 6,005,610            | 12,011,220           | 24,022,440            | 48,044,880            | 96,089,760            |
| 지급임차료         | 고정비  | 약 30% 증가                   | 59,560,960           | 119,121,920          | 238,243,840           | 476,487,680           | 952,975,360           |
| 보험료           | 고정비  | 약 30% 증가                   | 9,659,550            | 19,319,100           | 38,638,200            | 77,276,400            | 154,552,800           |
| 경상연구개발비       | 고정비  | 약 30% 증가                   | 77,017,522           | 154,035,044          | 308,070,088           | 616,140,176           | 1,232,280,352         |
| 운반비           | 고정비  | 약 30% 증가                   | 141,722              | 283,444              | 566,888               | 1,133,776             | 2,267,552             |
| 도서인쇄비         | 고정비  | 약 30% 증가                   | 593,708              | 1,187,416            | 2,374,832             | 4,749,664             | 9,499,328             |
| 소모품비          | 고정비  | 약 30% 증가                   | 21,624,717           | 43,249,434           | 86,498,868            | 172,997,736           | 345,995,472           |
| 지급수수료         | 고정비  | 약 30% 증가                   | 637,941,387          | 1,275,882,774        | 2,551,765,548         | 5,103,531,096         | 10,207,062,192        |
| 광고선전비         | 고정비  | 3배 증가                      | 319,758,311          | 959,274,933          | 2,877,824,799         | 8,633,474,397         | 25,900,423,191        |
| 건물관리비         | 고정비  | 약 30% 증가                   | 608,019              | 1,216,038            | 2,432,076             | 4,864,152             | 9,728,304             |
| 무형자산상각비       | 고정비  | 약 30% 증가                   | 72,129,562           | 144,259,124          | 288,518,248           | 577,036,496           | 1,154,072,992         |
| <b>고정비 합계</b> |      |                            | <b>1,583,603,219</b> | <b>3,486,964,749</b> | <b>7,933,204,431</b>  | <b>18,744,233,661</b> | <b>46,121,941,719</b> |
| <b>영업손익</b>   |      |                            | <b>159,474,494</b>   | <b>563,281,277</b>   | <b>2,389,490,800</b>  | <b>11,965,400,616</b> | <b>20,792,019,413</b> |
| 영업외수익         |      | 신용보증기금 예비비로 보유 약 3억~6억     | 119,681,785          | 179,522,678          | 269,284,016           | 403,926,024           | 605,889,037           |
| 영업외비용         |      |                            | 16,880,297           | 33,760,594           | 67,521,188            | 135,042,376           | 270,084,752           |
| <b>당기순손익</b>  |      |                            | <b>262,275,982</b>   | <b>742,803,954</b>   | <b>2,658,774,816</b>  | <b>12,369,326,640</b> | <b>21,397,908,450</b> |

Compared to a simple AI Tutor service, we demonstrate a clear difference in the level of specialized job customization features and overwhelming output results.

Prompt Editor Solution

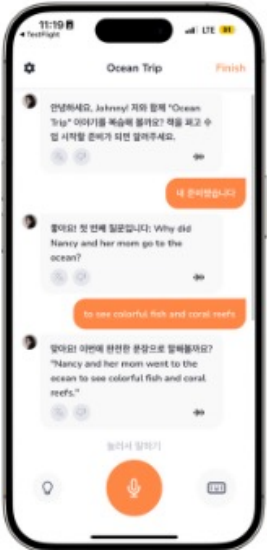
PDF (Image, Blank) recognition + templating



Textbook

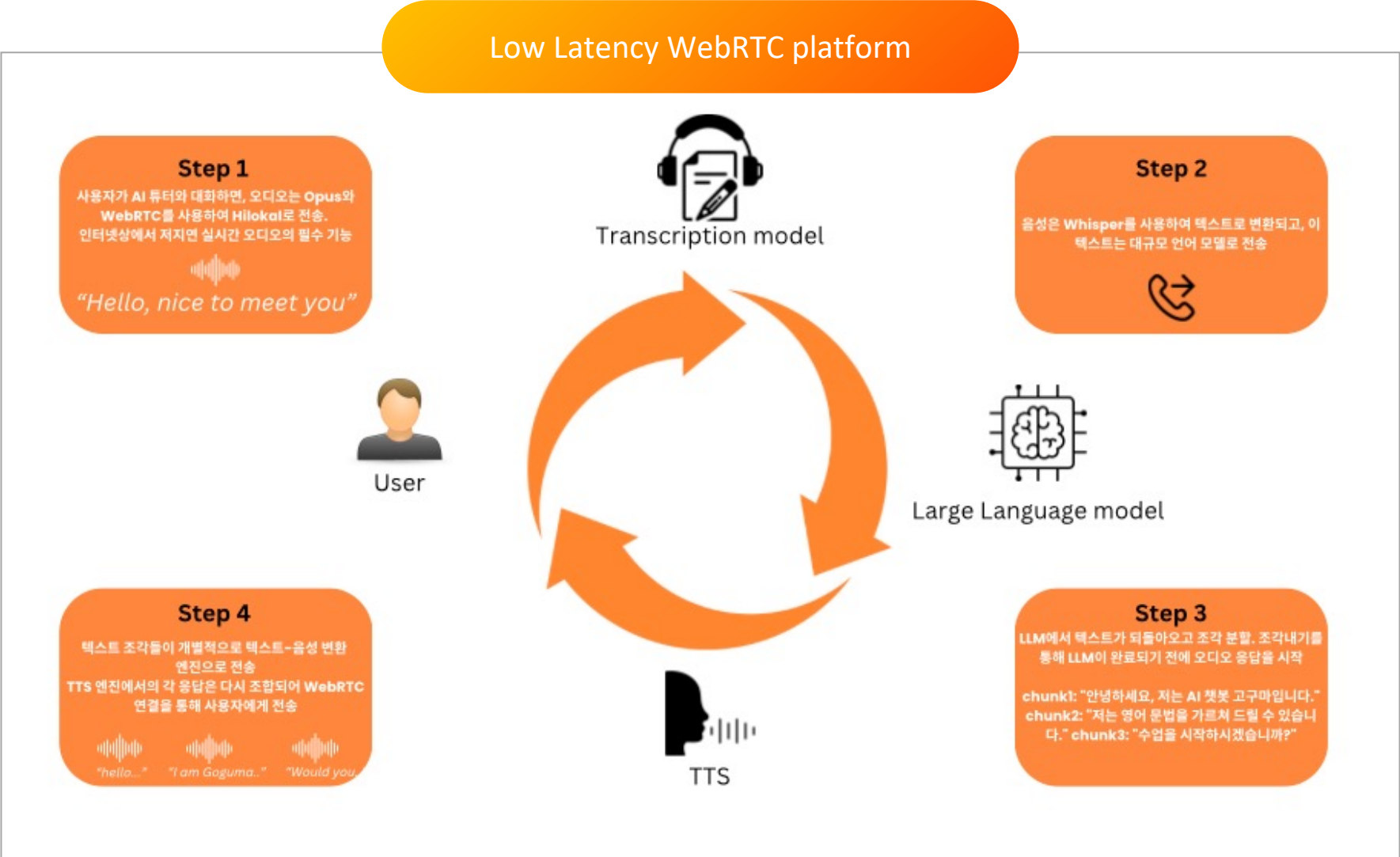


Prompt Editor



AI Tutor

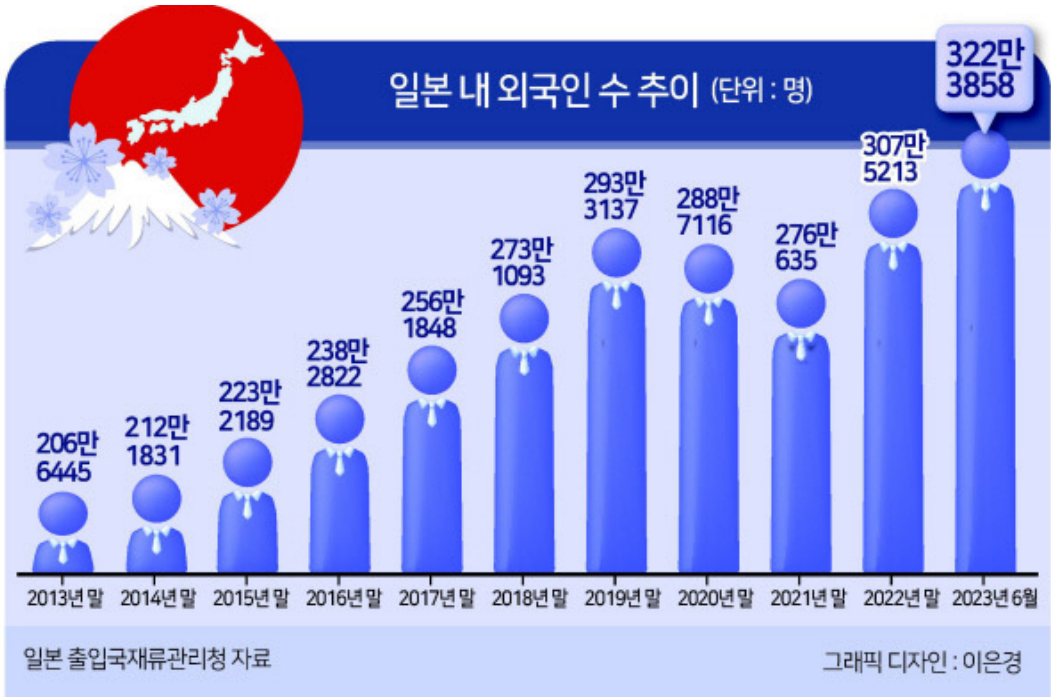
Integration of STT and LLM with Low Latency



Market Opportunity

Looking at examples from major developed countries like Japan and Germany, this trend is expected to accelerate alongside the expansion of foreign worker integration policies

Trends of Foreign Workers in Japan



Policies Related to the Integration of Foreign Workers

THE DAILY NEWS

고용 허가제 외국인력 역대 최대 16만5천명 도입 2023-11

외국인 숙련기능인 비자 2000명→3.5만명 2024-01

외국인 가사도우미, 전국 1200명 확대 2024-06

해외 고급인재 유치할 '탐티어 비자' 신설 2025-03

Competitive Advantage

Clear competitive advantage over competing AI English education services  
in terms of price, quality, and job-specific content

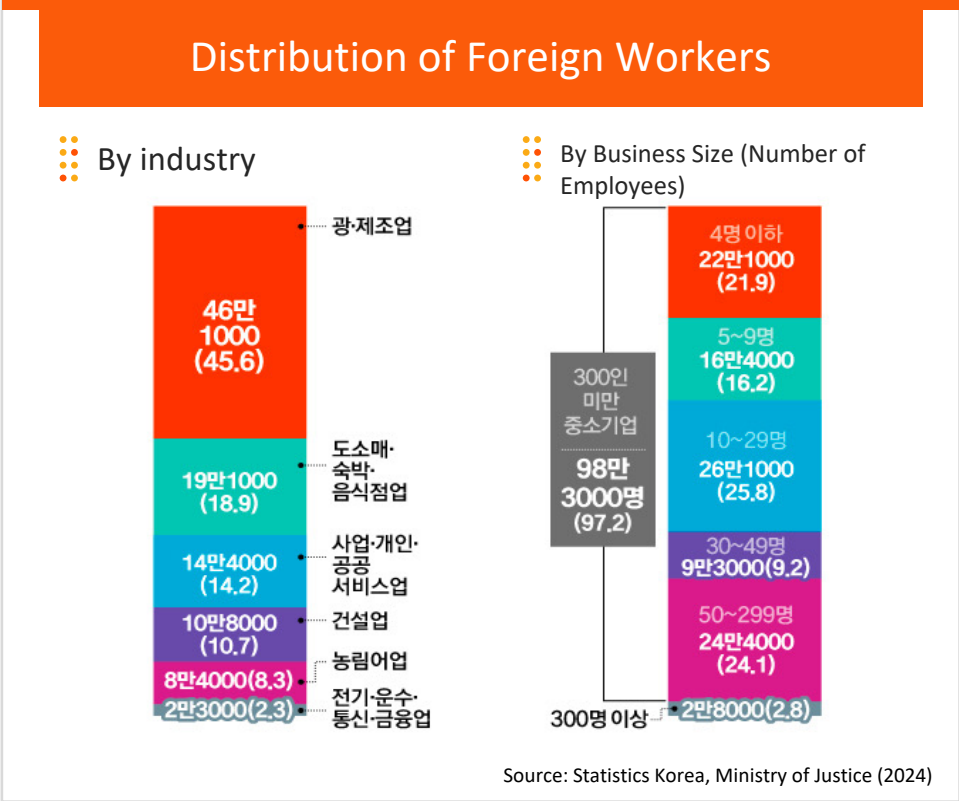
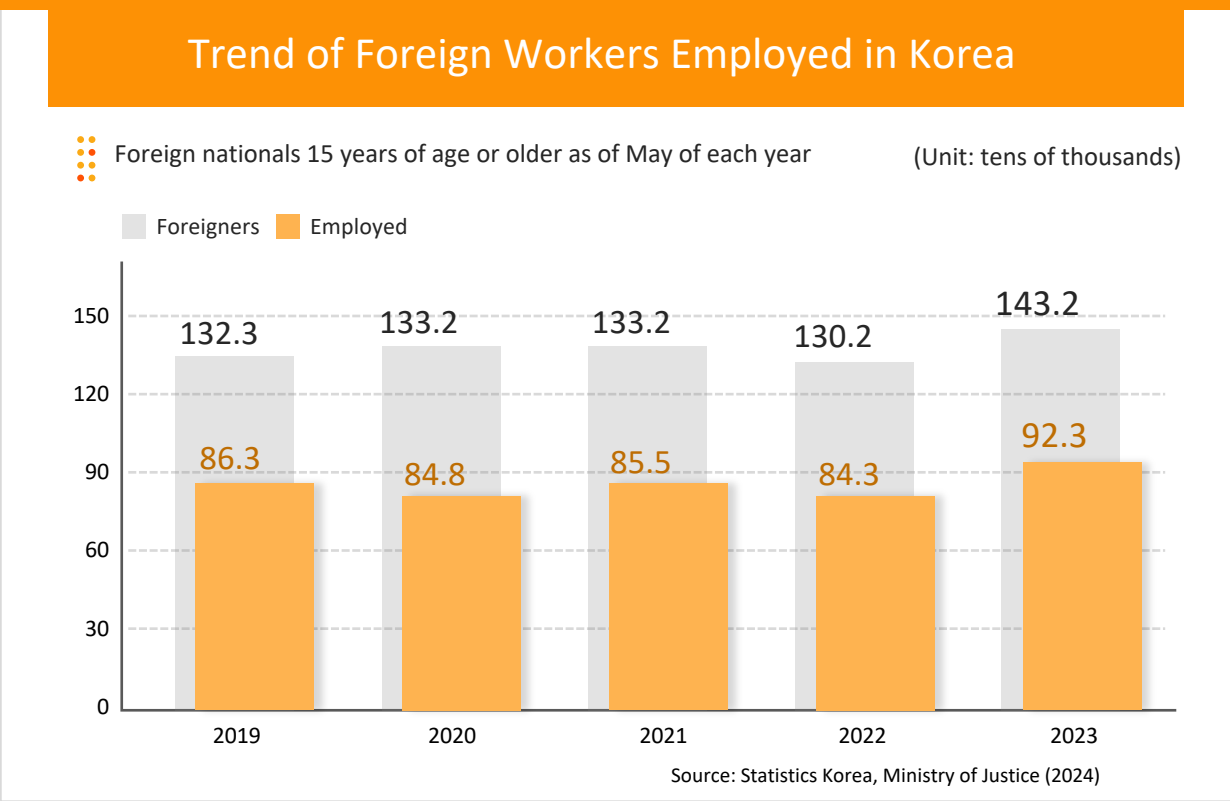
| Items                      | Hilokal                                                 | 스픽 (Speak)                                    | 맥스AI for 비즈니스                    | AI 원어민톡                          |
|----------------------------|---------------------------------------------------------|-----------------------------------------------|----------------------------------|----------------------------------|
| Target customers           | Companies<br>Individual learners                        | Individual Learners<br>(Used by 10 companies) | Global Enterprises               | Corporate B2B Education          |
| AI Utilization             | AI Tutor + Real life conversations<br>With natives      | AI pronunciation correction<br>And feedback   | AI video solution                | Personalized AI feedback         |
| Real Conversation Practice | O (Supports real native interaction)                    | X (Only with AI)                              | X (Video-based learning)         | X (Primarily AI Interaction)     |
| Community Features         | O (Social Language Exchange)                            | X                                             | X                                | X                                |
| Price                      |                                                         |                                               |                                  |                                  |
| Key Differentiator         | Job-specific Customization +<br>Prompt/Content Planning | No corporate/job customization X              | No corporate/job customization X | No corporate/job customization X |

Differences Between Hilokal AI Tutor and General GPT Usage

| Feature                                    | Hilokal's Structured AI Lessons | 일반적인 GPT 활용      |
|--------------------------------------------|---------------------------------|------------------|
| Structured Learning Path<br>구조화된 학습 경로     | ✓                               | ✗                |
| Precision Knowledge Transfer<br>정밀한 지식 전달  | ✓                               | ⚠ 추가 프롬프트 필요     |
| Scaffolded Understanding<br>지지대 기반 이해      | ✓                               | ✗                |
| Progress Tracking<br>진행 상황 추적              | ✓                               | ✗                |
| Assessment & Feedback<br>평가 및 피드백          | ✓                               | ⚠ 추가 설정 필요       |
| LMS Integration                            | ✓                               | ✗                |
| Consistent AI Responses<br>일관적인 AI답변       | ✓                               | ⚠ 상황에 따라 변동 가능   |
| Cost-Efficient Retrieval<br>비용 효율적 검색      | ✓                               | ✗ 높은 비용 발생 가능    |
| Custom Content Transformation<br>맞춤 콘텐츠 변환 | ✓                               | ⚠ 일부 변환 가능하나 제한적 |

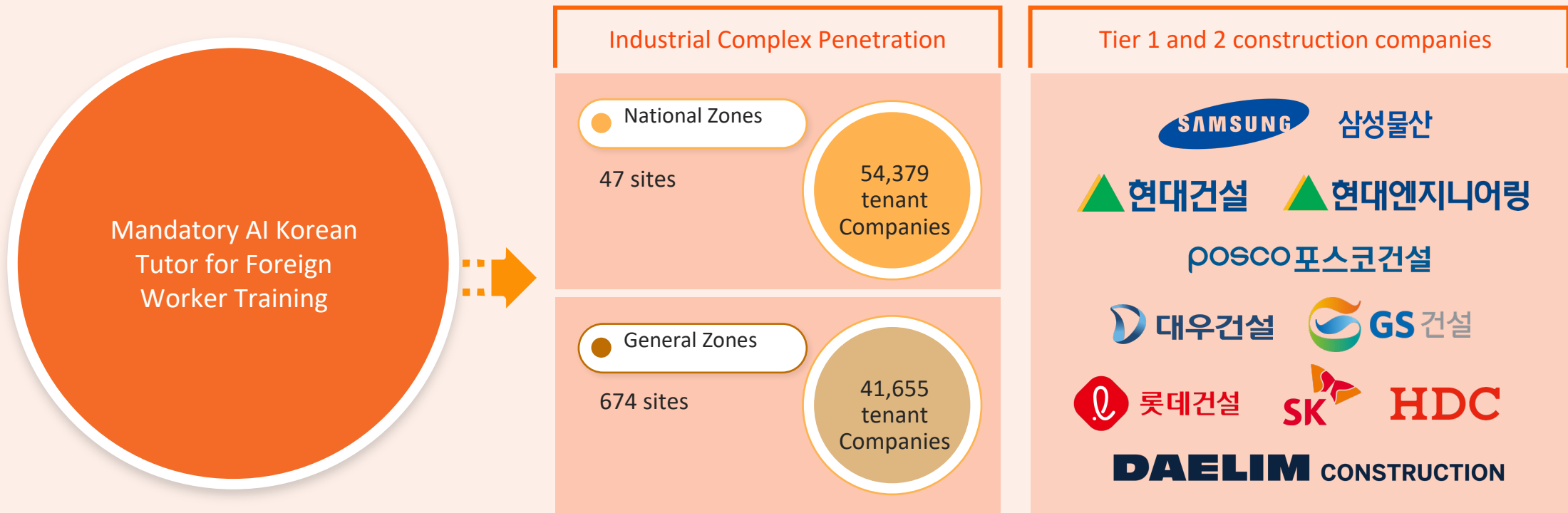
Strategy 01: Targeting the Korean Language Education Market

Growing Demand for Korean Language Training, Among Foreign Workers and Residents in Korea



Strategy 01: Korean Education Market

Targeting Foreign Workers in Manufacturing & Construction  
Leveraging Safety Training Mandates and Government Support



## Strategy 02: B2B English Conversation Market

Promoting the adoption of AI Tutors as teaching and instructor support tools by leveraging secured references in small language institutes and schools with insufficient digital transformation.

Target franchise language schools and private academies as top priority



Number of  
academies  
**90,385**

Top 20 English Academy Franchises

| 랭킹 | 영어학원명           | 평균매출액     |
|----|-----------------|-----------|
| 1  | 아발론교육 어학원       | 1,587,310 |
| 2  | 폴리어학원           | 1,565,385 |
| 3  | 정상어학원 (JLS)     | 1,308,006 |
| 4  | 청담어학원           | 1,235,197 |
| 5  | 토피아 잉글리쉬존       | 1,111,540 |
| 6  | 스폴어학원 (SPOL)    | 705,380   |
| 7  | 밤비니교육센터         | 640,263   |
| 8  | 이디아이박정어학원 (Edi) | 622,759   |
| 9  | 파고다 주니어         | 560,657   |
| 10 | 에이프릴어학원 (April) | 542,545   |
| 11 | 원더랜드 (웨스트아카데미)  | 500,000   |
| 12 | 아이엘에스 (ILS)     | 490,527   |
| 13 | 한국외국어대학교 외대어학원  | 454,796   |
| 14 | 민병철스피킹웍스        | 431,709   |
| 15 | 이씨씨 (ECC)       | 414,076   |
| 16 | 정철어학원 주니어       | 304,180   |
| 17 | 문단열의 아이스펀치 잉글리쉬 | 283,749   |
| 18 | 랭콘잉글리쉬          | 278,056   |
| 19 | 지앤비영어전문학원       | 228,527   |
| 20 | 이보영의 토크클럽       | 185,502   |

Top 20 Academy & Study Room Franchises

| 순위  | 브랜드명                  | 가맹점매출액의 합   |
|-----|-----------------------|-------------|
| 1위  | 비상아이비츠 (IVTZ)         | 120,537,480 |
| 2위  | 잉글리쉬 무무               | 112,968,500 |
| 3위  | 아발론교육 어학원             | 112,066,560 |
| 4위  | 해법영어교실                | 94,756,390  |
| 5위  | 청담어학원                 | 87,709,510  |
| 6위  | 왕수학교실                 | 72,726,970  |
| 7위  | 해법공부방                 | 71,624,620  |
| 8위  | 토스잉글리시                | 65,184,600  |
| 9위  | 지지이영어전문학원 (GGE영어전문학원) | 61,768,800  |
| 10위 | 디딤돌수학교실               | 60,584,070  |
| 11위 | 메릭스해법수학               | 58,093,200  |
| 12위 | 한국외국어대학교 외대어학원        | 55,728,040  |
| 13위 | 주니어랩스쿨                | 40,844,880  |
| 14위 | 이씨씨 (ECC)             | 36,426,240  |
| 15위 | 아이복랜드                 | 35,271,410  |
| 16위 | 뉴스터디교육                | 33,835,510  |
| 17위 | 하늘교육 교육원/센터           | 32,061,990  |
| 18위 | 제이엘에스정상어학원 (JLS정상어학원) | 31,327,800  |
| 19위 | 해법수학교실                | 30,951,850  |
| 20위 | 엠비씨아카데미튜티스쿨           | 29,447,130  |

Strategy 02: B2B English Conversation Market

Capture the Adult English Market  
with Job-Specific AI Tutors for Corporates and Global Firms

Adult English Language Teaching Market

