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Ian Butler

CEO

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The Nature of the Problem

“où est le singe”



Language Learning Materials are not based on

- *real-world*
- *relevant*
- *appropriate*
 - *current*
- *authentic material*

BIG IDEA?

Automatically Generate Language Learning Materials Real Content

- *More Interesting*
- *More Realistic*
- *More time for Teaching*

Let me show you!

Grammar Gapfill

Instructions: Fill in the gaps using the words listed below.

Grammar Highlighted: Modal Verb

will have | will form | would heap | may find | could break | can afford | will keep | could
decide | might give | will stick | will keep | would mean | will follow | will dominate

Europe watches as Greek voters go back to the polls

Greeks went to the polls today in an election that _____ whether their heavily indebted country remains in the euro zone or heads for the exit, potentially unleashing shocks that _____ up the single currency.

In an election fought over the punishing austerity package demanded by international lenders as the price for keeping Greece from bankruptcy, opinion polls showed the radical leftist SYRIZA party, which wants to scrap the deal, running neck and neck with the conservative New Democracy, which broadly backs it.

The European Union and International Monetary Fund have insisted that the conditions of the €130 billion bailout accord agreed in March must be accepted fully by a new government or funds will be cut off, driving Greece into bankruptcy.

All parties say they _____ Greece in the single currency, but SYRIZA leader Alexis Tsipras believes the agreement can be renegotiated without Greece having to leave, betting that European leaders _____ not _____ the turmoil that would be unleashed by cutting a member of the euro zone loose.

On the right, establishment heir and New Democracy leader Antonis Samaras says rejection of the EU/IMF bailout _____ a return to the drachma and even greater calamity, although he, too, wants to renegotiate some aspects of the package.

Opinion polls show Greeks, weary after five years of deep recession, overwhelmingly favour remaining in the euro, but there is bitter anger over repeated rounds of tax hikes, slashed spending and sharp cuts in wages.

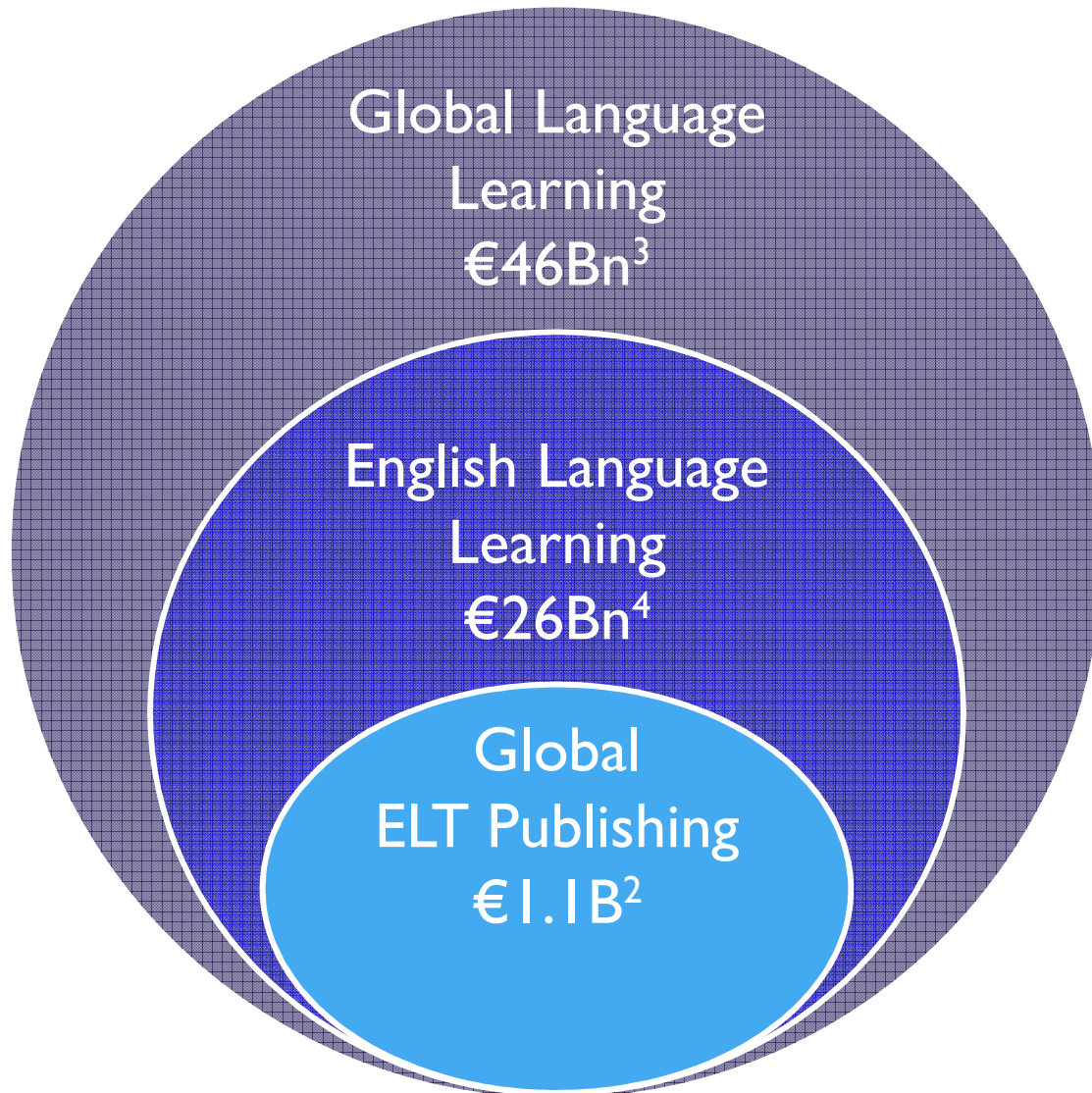
Many voters are also furious with New Democracy and the other traditional ruling party, the now severely weakened PASOK, blaming them for decades of corruption, waste and inefficiency.

"It's the first time I feel depressed after voting, knowing that I voted again for those who created the problem, but we don't have another choice," said 66-year-old English teacher Koula Louizopoulou.

"I voted for the bailout because these are the terms that _____ us in Europe," she said.

A win for Greece's national soccer team in a game last night at Euro 2012 provided some lift for voters but there was little sign of enthusiasm at the polling booths, which close at 7pm.

The Market opportunity



11M English Teachers¹

1.2B Learners¹

CAGR = 6%²

Sources: ¹ British Council 2006, ² Outsell 2010, ³ Time.com 2009 ⁴ FP Foreign Policy 2009

Who is your customer?



Getting to our customers

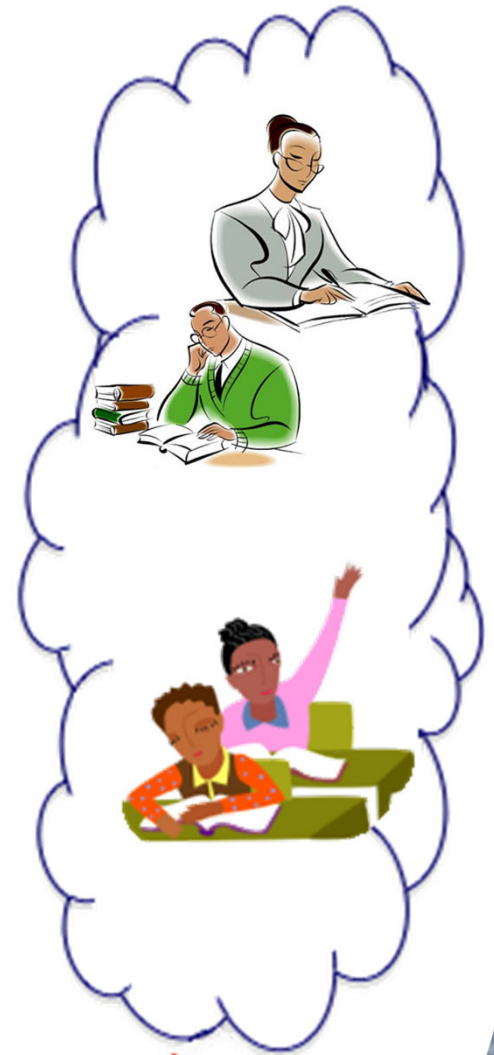
Lingle

Teachers & Private Language Schools








Learners

Revenue Partners

Local Publishers
International Publishers
Self study providers
Teacher Training Schools
Large School Chains
VAR



Competition

	Search Tools	Levelled Authentic Text	Automatic Linguistic Analysis	Source Diversity	Volume
	✓	✓	✓	✓	✓
	✗	✓	✗	✗	✗
	✗	✗	✗	✗	✓
	✗	✓	✗	✗	✗
	✓	✓	✗	✓	✗
	✓	✓	✗	✓	✓
	✓	✗	✗	✗	✗

Key Financials

'000	2012	2013	2014	2015	2016
Revenue €	20	500	2000	4000	6000
EBIT €	(150)	(80)	350	1000	2000

*all amounts are given in '000s

Interest

Partnership

Publishers

Schools

VARs

Investment

Second round funding



www.lingleonline.com

Ian Butler

CEO

ian.butler@lingleonline.com

PH. +353 (0)1 895 8978

MOB. +353 (0)86 609 0384

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