
LINGOCLIPS

Probelm

Although English is highly valued in Koreas, adult learners often struggle to maintain **consistent study habits**

Key Reasons Why Learners Struggle & Give Up

REWARD PSYCHOLOGY GAP

According to neurobiology of persistence (PNAS, 2006), persistence is strongly tied to activation of the brain's reward circuit (ventral striatum, orbitomedial prefrontal cortex).

When learners have strong intrinsic motivation, even neutral stimuli (≈90%) can activate the reward circuit, sustaining effort without external compensation.

- **Growth is slow and not immediately visible → learners feel discouraged and quit easily.**

LACK OF FUN & ENGAGEMENT

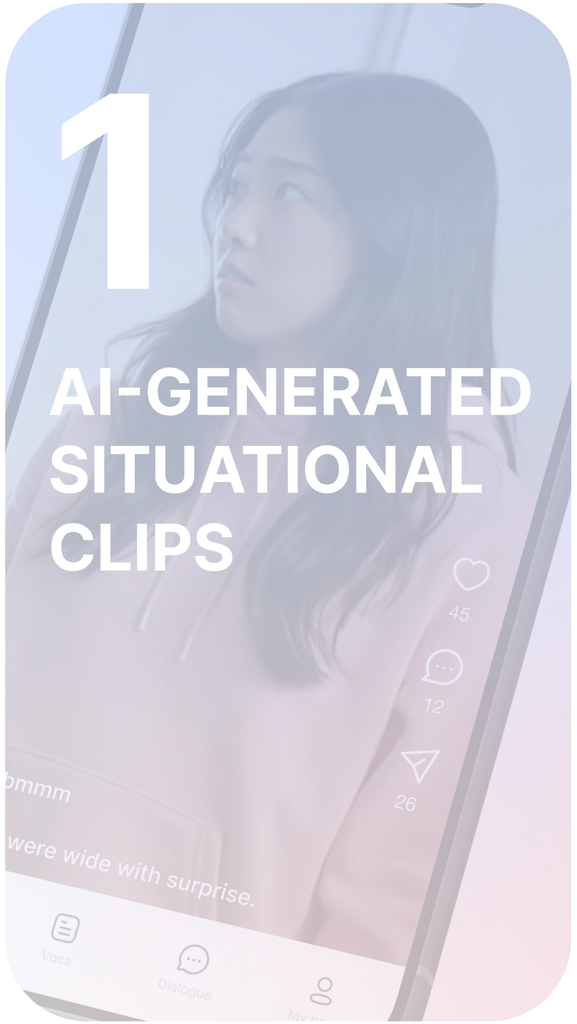
Implication for English learning: if learners don't enjoy English, or don't feel rewarded in the process, studying becomes unfun—just like with any other subject.

- **Simple, repetitive learning methods feel boring and don't sustain motivation.**

Solution Goal

Enjoy learning through
the gamification system
satisfy reward psychology
by **stimulating the desire to collect**

What We Create



What We Create

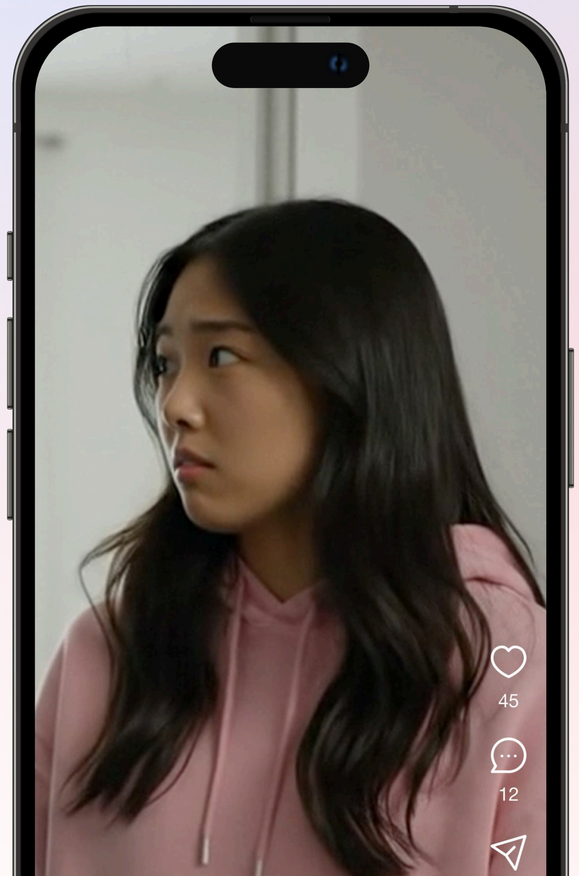
- After the user learns a word or expression, AI produces an interesting situational clips using that example.
- This makes learning memorable and fun, embedding language in a realistic context.

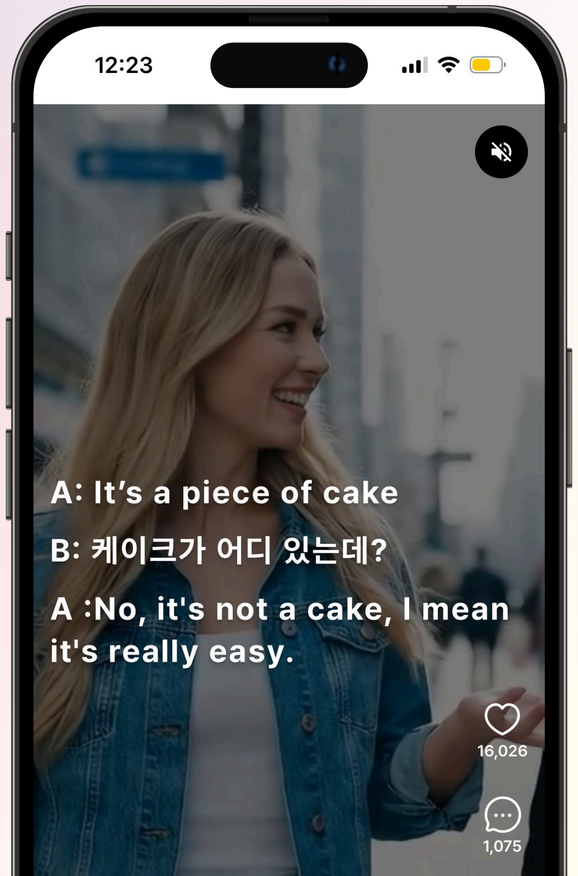


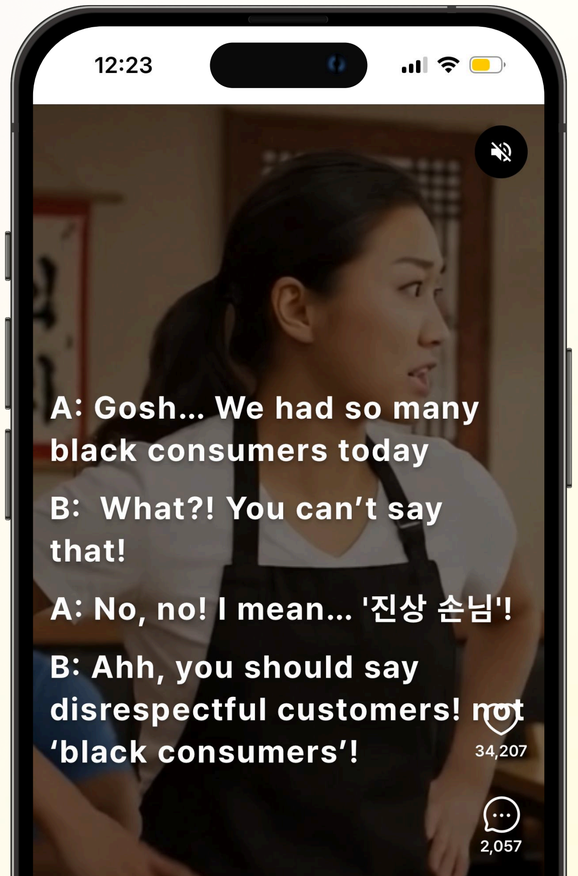
What We Create

- Collecting triggers the brain’s reward system (ventral striatum)
- Every new item gives a small dopamine hit, reinforcing the behavior.

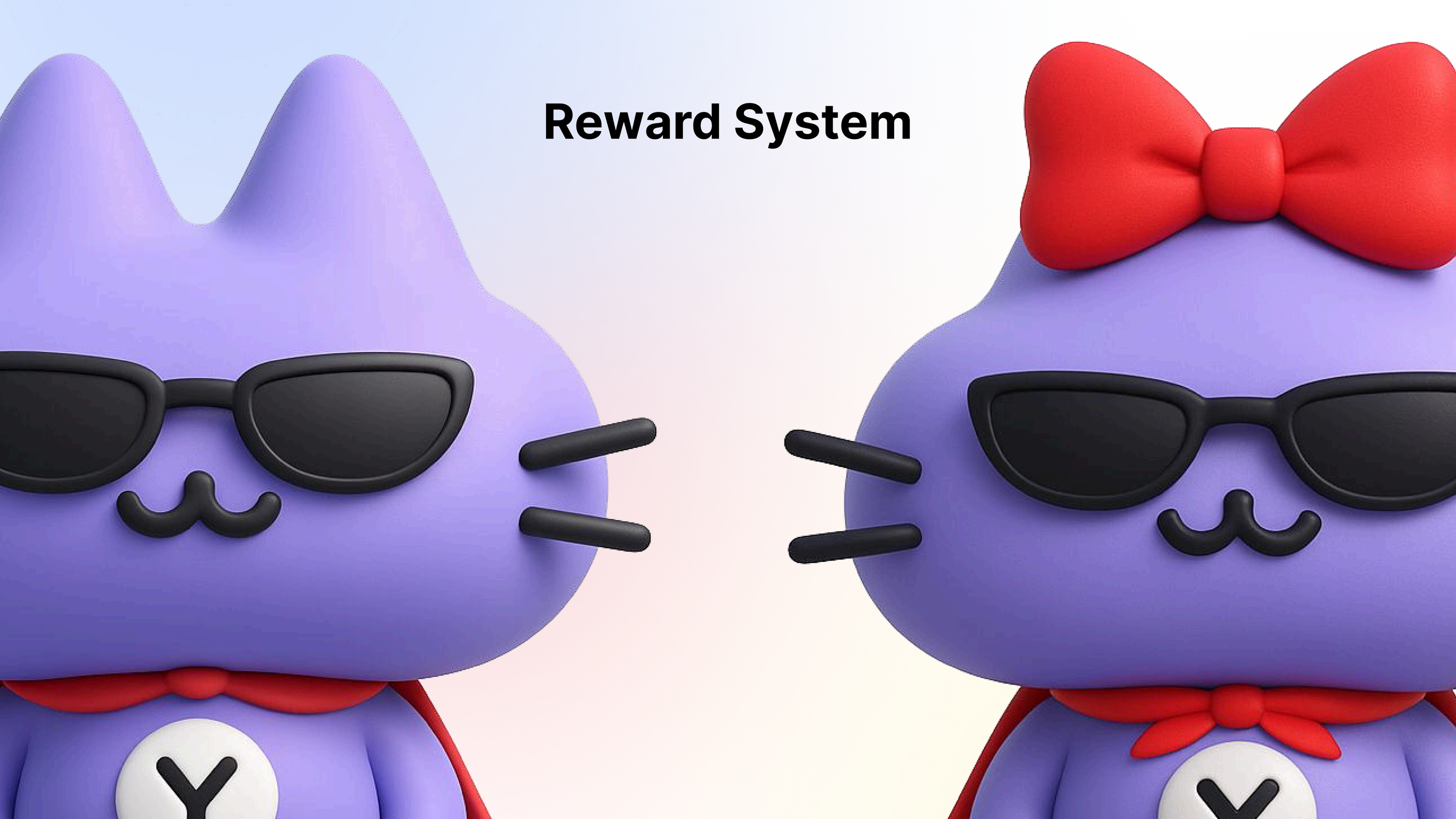
AI-Generated Situational Cliips







Reward System




12:15
LINGO
CLIPS
12:15
45
12
26
ybmmm
Her eyes were wide with surprise.
Home
Voca

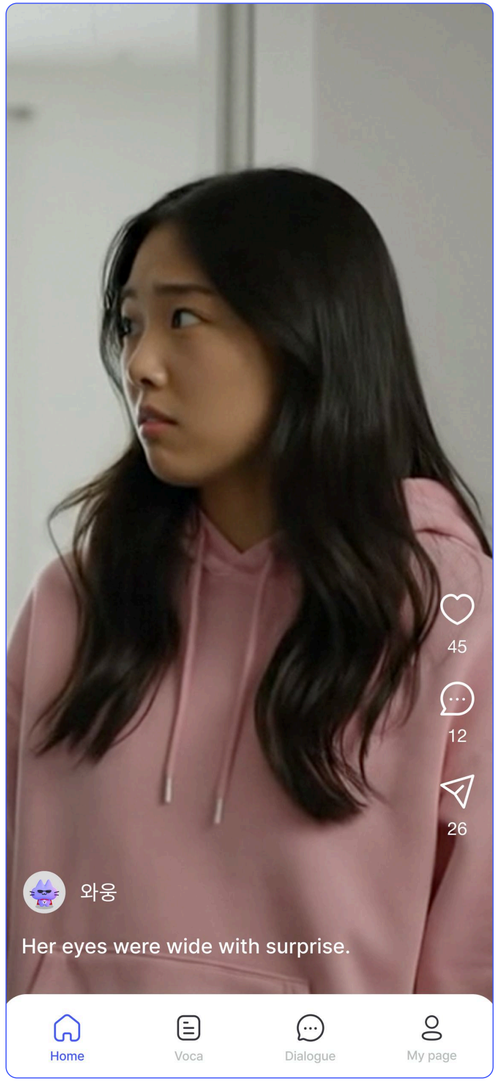
Home

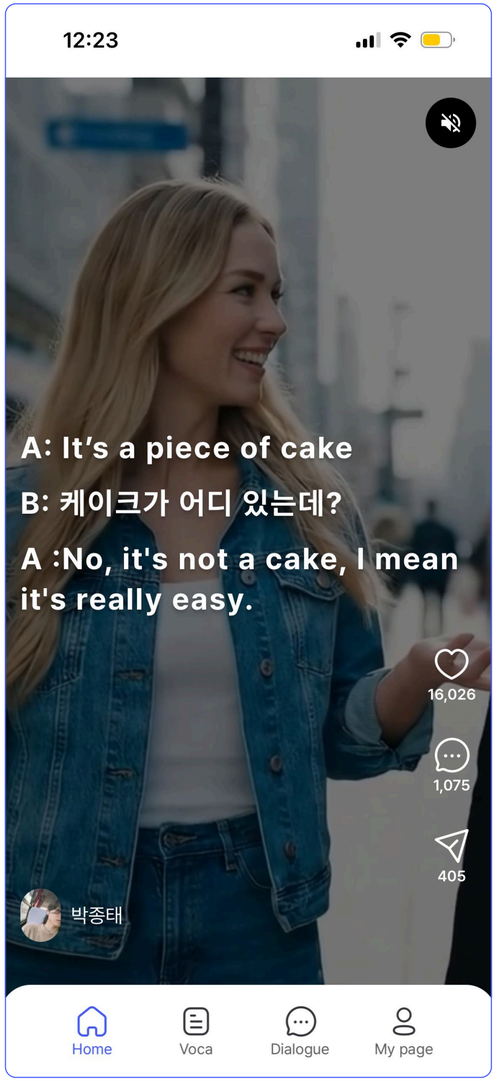
Entertaining short-form English

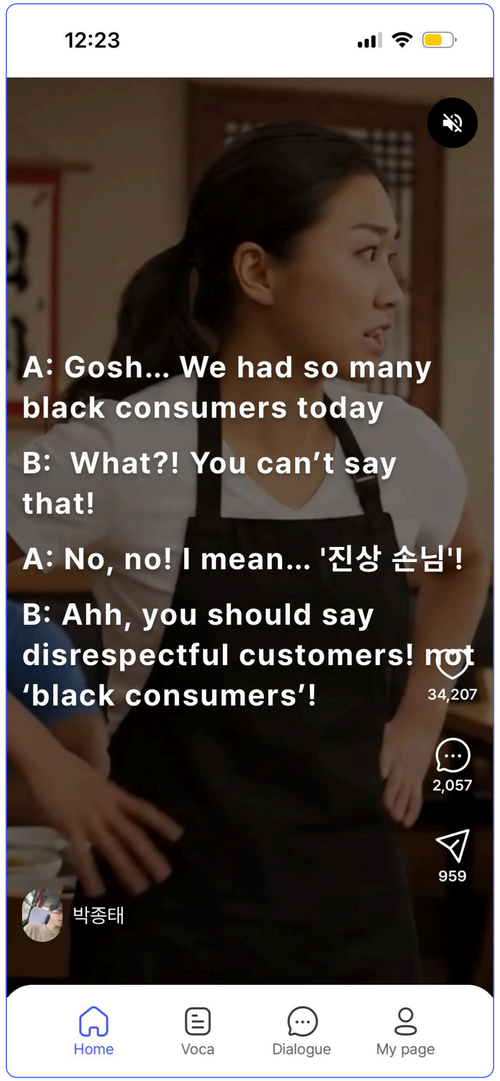
1. It teaches everyday English in an easy to remember way.

    a. series: English expressions that Koreans often make mistakes
    ex) 에어컨, 아르바이트

2. Rather than simply reading text,
   it **stimulates both sight and hearing, making it more memorable**







Ok then,
How we create it?

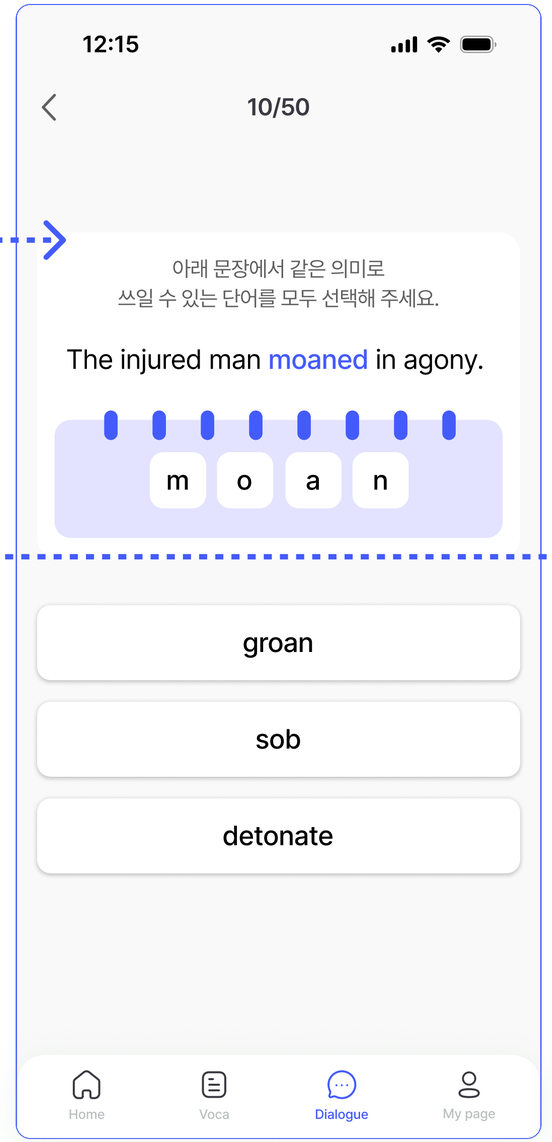
Dialogue

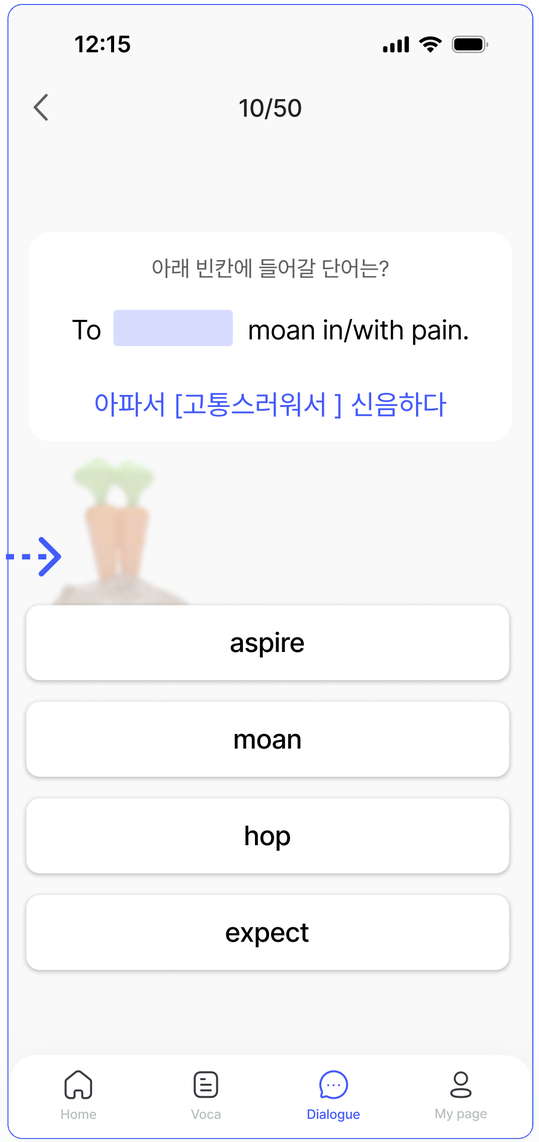
Select Categories

Select Learning Mode

Choose between **selecting synonyms** and **filling in the blanks** learning modes



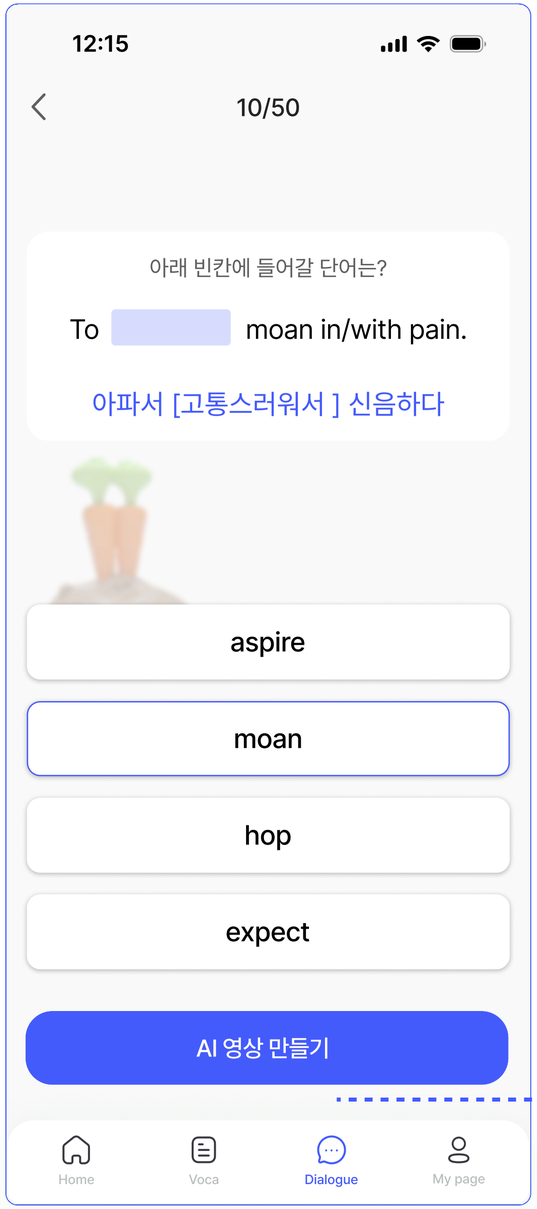


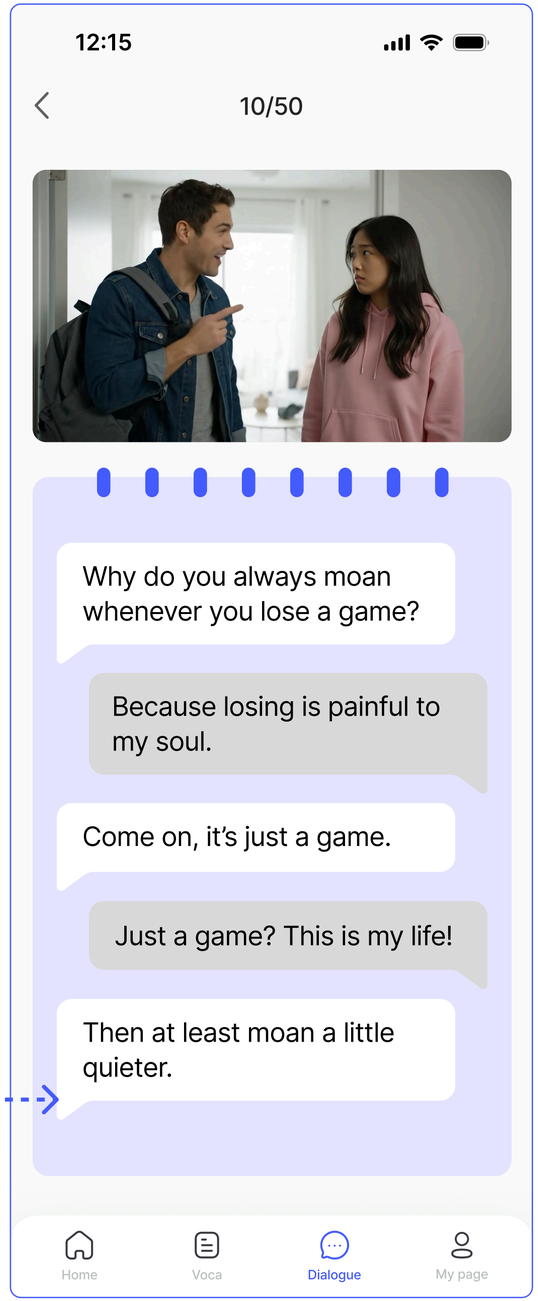


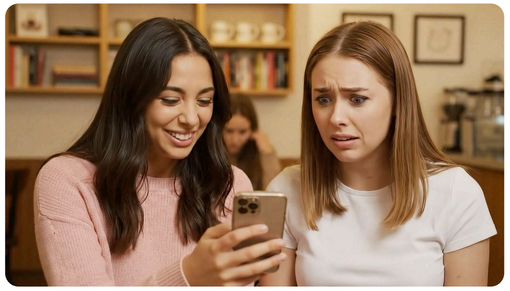
Dialogue

AI automatically creates a situational play for the example sentence.

Users can learn content visually and auditorily in real time making it more memorable than reading simple text







Script

A: "It's a **piece of cake**"

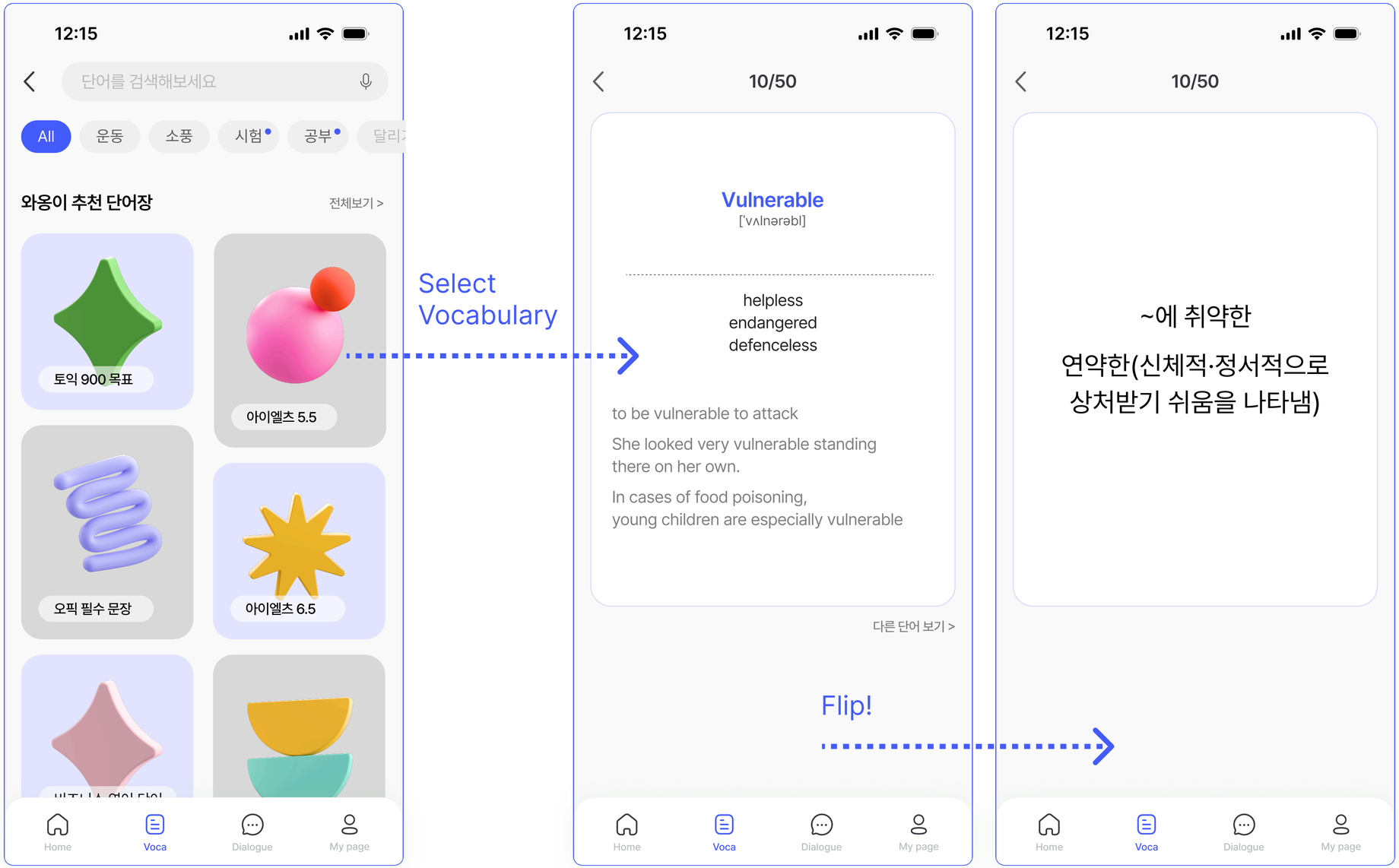
B: "케이크가 어디 있는데?"

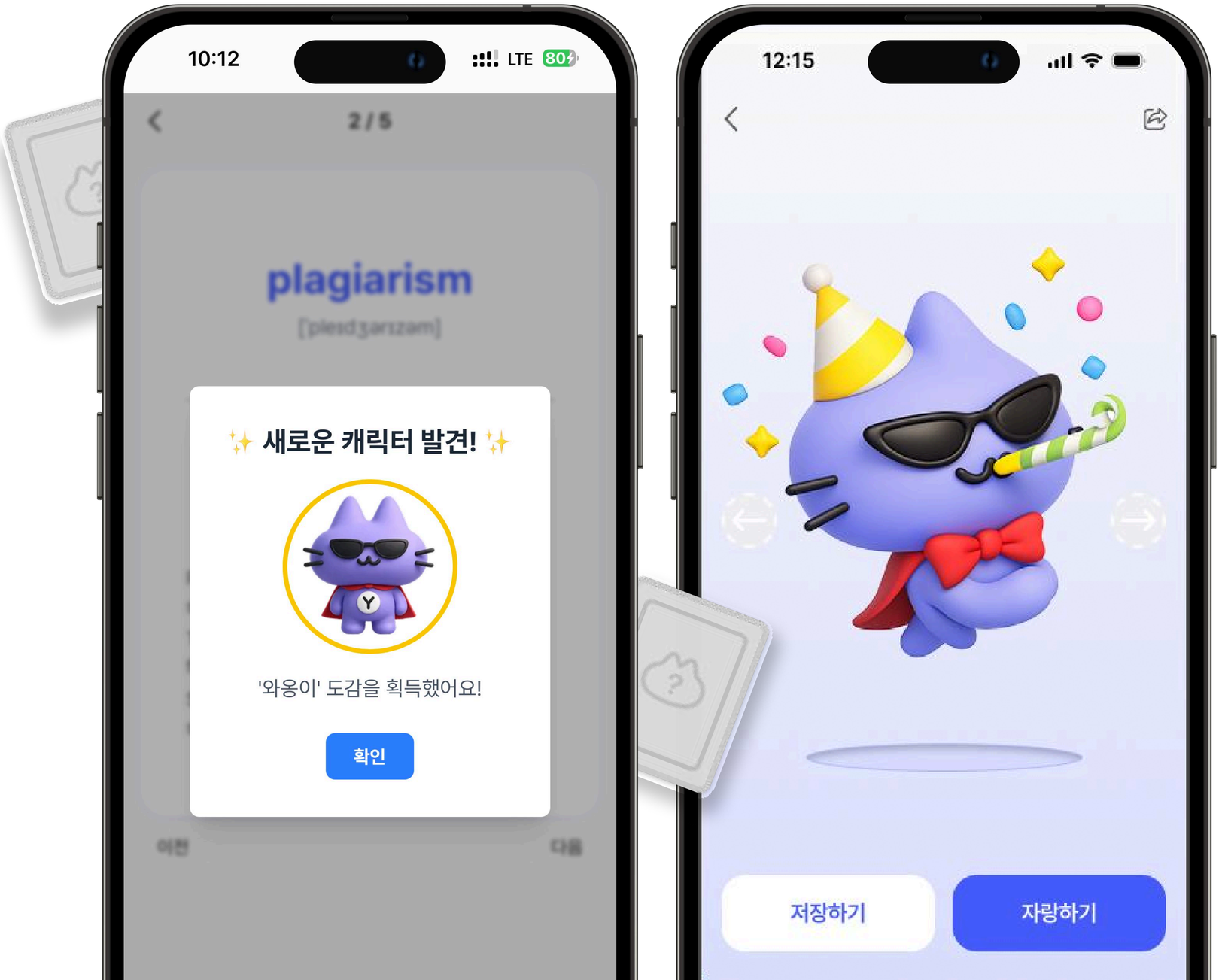
A :"No, it's not a cake,
I mean it's really easy."

Vocabulary

You can create your own vocabulary list for the field you want to study, such as TOEIC, OPIC

You can also save the vocabulary provided by YBM.







Already proven market demand !

According to Sensor Tower, domestic market sales of Idle game have steadily increased, rising from 6.6% in 2023 to 16% in 2024.

BM











Nameko Cultivation Kit, a representative of idle games

has surpassed 3.5 million domestic downloads and 60 million global downloads as of March. Currently, due to the popularity of cute characters, goods business and pop-up events are also underway.

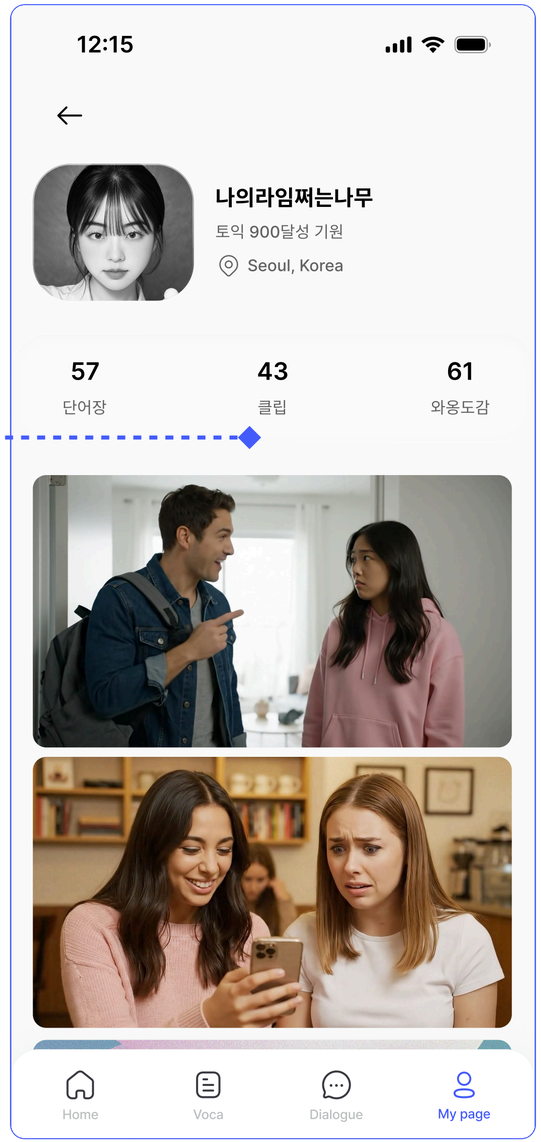
My page

A collection of vocabulary

clip storage

we can save the clip we created and share it with users.







Character collection

the collection build accomplishment of the book completion

QNA