



lingokids  
BRAND DECK



**Our mission: Take down language barriers and provide equal opportunities for all kids around the world**

# Lingokids: English for children



Lingokids

Lingokids' **English** language learning program is aimed at 2 to 8 year old kids

Lingokids is present in +180 countries



# Our teaching method works!

\*WORDS LEARNED IN 1H

Lingokids

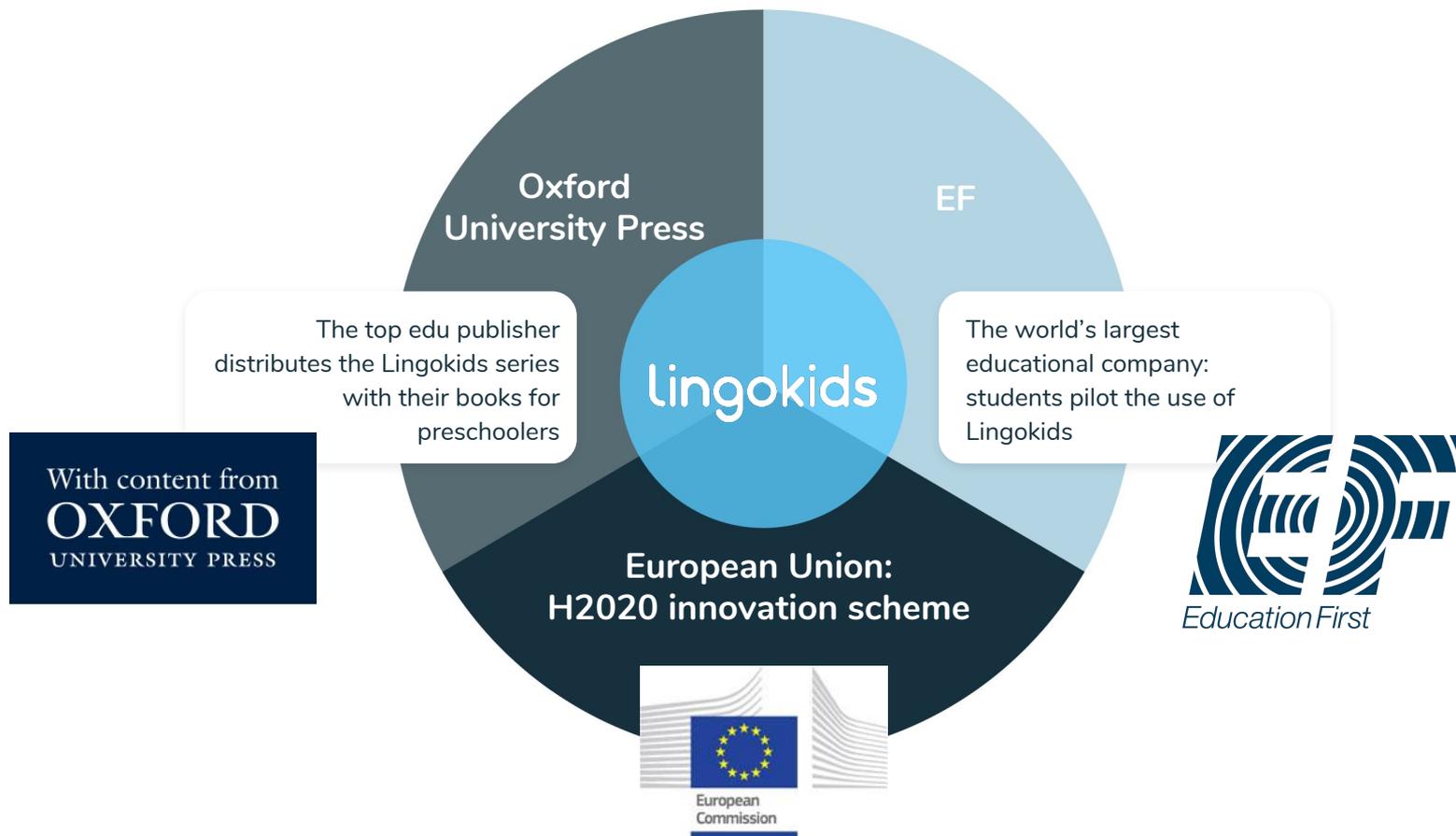
x5

Traditional Methods

x1



# Educational direction: partners



# Educational direction: Board of Education

## The Lingokids' Educational Board:

- Is a group of top experts in the field of Education and Language Learning
- Advises our Content team on roadmap, content, curriculum



**Suzanne, PhD, VP Edu.**  
Board PBS & YT Kids  
VP Leapfrog (IPO)



**David Pearson, PhD**  
Dean of Education  
UC Berkeley



**Ellen A. Wartella, PhD**  
Director of the Center on  
Media and Human  
Development  
Northwestern University



**Yong Zhao, PhD**  
Foundation  
Distinguished  
Professor University  
of Kansas



**Elfrieda Hiebert, PhD**  
CEO TextProject



# Enabling opportunities for all children



## Jordan

200 students in disadvantaged areas of Jordan. Lingokids to be implemented in every public school across the country



## South Africa, Rwanda

40,000 preschool & primary students learning English with Lingokids videos



## Colombia

In partnership with Fundación Pies Descalzos, 300 students will use Lingokids in schools



# Reviews



## App Users

4.8/5 stars in Apple Store



## Parents

“Colors, songs, characters and everything very appealing to children. My babies still do not speak, but they liked it a lot and I'm sure that exposing them to language early will help in their learning” .

“The activities are engaging, fun. My son is 3 years old, has mild autism and has enjoyed learning English since he started to play”.

# The industry loves us: Awards



# Since launch in Feb 16'

**7M**  
families ww

**+1000**  
Activities

**+80**  
Animated  
Videos

**20 min**  
Avg. session

**6,000**  
Educators

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# Lingokids Originals: English Videos for Kids



# Lingokids Originals: Videos



We develop our own animated songs for 2-8 year old kids



New titles produced every week

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The approximate duration of each video is 2 min



We develop videos centered around +60 different topics



In pre productions: Animated series and Interactive series

**Lingokids animated songs:** centered around vocabulary learning, the songs are designed by our team of educators to teach kids English through a fun and immersive methodology.

Children pick up new words while having fun singing and dancing. All the songs are related to a specific topic (numbers, shapes, colors etc.) and the lyrics are quite simple so kids can learn them and sing along.



# Meet our characters!



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## Character Bible & Universe

# Cowy the Cow

She is really crazy, always happy, and she loves adventures. Really friendly and cheerful. She loves candies. She is the glue in this friends' group. She should appear to be the main character and leader to the players. She is also a risk taker, brave, but she sometimes needs help getting out of a predicament or getting back to where she started. She can be proud and reluctant to take advice. Other characters or the player has to help Cowy get to her goal. Her family includes a mother, father, grandpa and grandma, possible story line (Cowy, her friends and her family).



## Character Bible & Universe

# Lisa the Cat

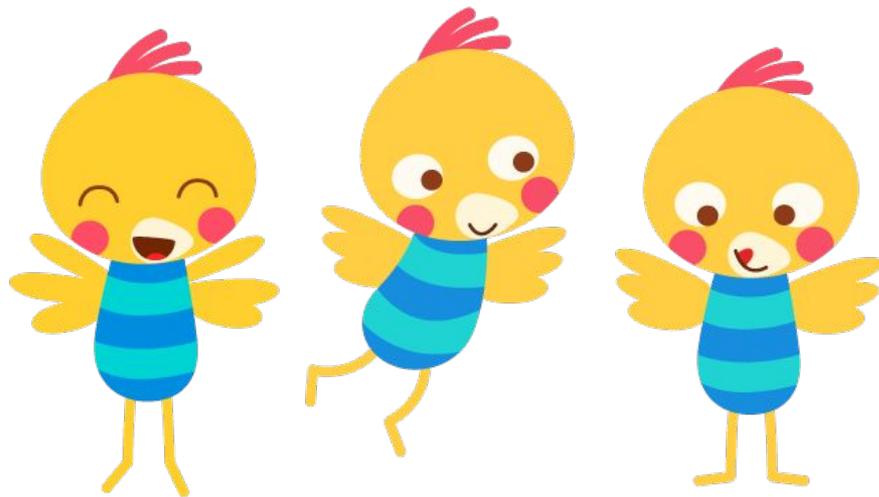
She is naive, cute, twee, and fragile. She loves pink and always wants to love good. She is really sweet and kind. Her hobby is flamenco dance, and when she dances, she turns really strong and she shows her tougher character (inner strength). She can be resilient when necessary. She loves her friends, initiates social events, such as a picnic, sleepover, party, etc. She may overreach when it comes to social events. Other characters like her so much that they overlook this and make sure things go well.



## Character Bible & Universe

# Billy The Chick

Billy is the smartest character. He always knows everything and sometimes he is ashamed of what his friends do, even of the mistakes the players do (check his animation of “no”). He is a bit of a snob and more serious than his friends. At the same time, he is the youngest one and is lovable. He could be animated to show disdain or disbelief—“Can you believe they did that?” He is physically quick—can run fast, get into small places easily. This can help with certain predicaments.





## Character Bible & Universe

# Bobby the Dog

You can see him always wearing his coat, even when in the summertime. We don't know if he is cold or he just wants to hide all the time. He is scared about everything. He lives in a cold place, perhaps Russia or the Arctic pole. He can dance the “cosaco dance” very well! His favorite game is hide and seek! He dislikes conflicts, so he can be a good problem solver. But he'll resist conflict at first—he might hide inside his hoodie. He can be the just-in-time fixer or problem solver.



## Character Bible & Universe

# Elliot the Panda

He is super silly. He is slow, he doesn't get jokes, he doesn't always understand what's going on, but he laughs a lot. He's good-natured, steady, persistent, doesn't give up easily. There is one thing that makes him fast and awake: FOOD! He loves eating! He is fan of Michael Jackson, and he can dance his songs very well. He knows more than he thinks he does, so has to be encouraged or prompted. He can solve some problems because he is larger, or because he's more intuitive. He thinks differently, which make some people think he is stupid but he is not. He is just distraught and in his own world a lot. He can come with creative solutions, so crazy they just might work!



## Character Bible & Universe

# Ricky Raccoon

Ricky is a more mature character. He's good with his hands. He can serve as a guide on the side. He can also serve as an omniscient character, an observer, but he doesn't get terribly involved with the others and their problems. He could be a catalyst for stories or activities, such as telling characters about a beached whale.

Note: The troublemakers for story setups can evolve out of other existing characters, with Raccoon observing.



# Secondary Characters

Cowly lives with her parents and grandparents.  
Other characters have parents who play minor roles.



Cowly's Mom



Cowly's Dad

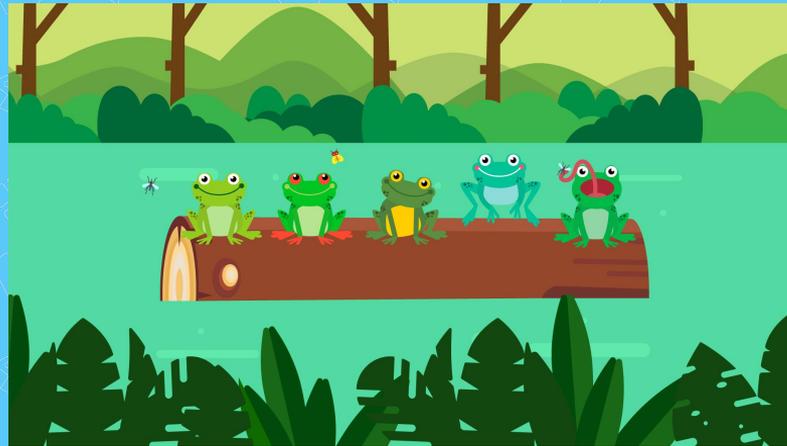


Cowly's Grandma

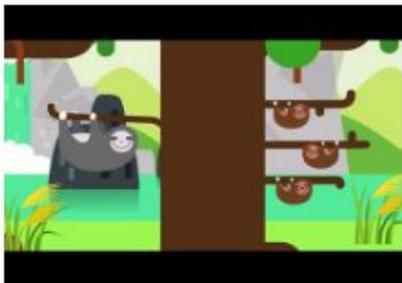


Cowly's Grandpa

# Content catalogue



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## Baby Animals Song

The Baby Animals Song is a great opportunity to teach your little one about the different habitats there are on earth and the animals that live there. Also, it could be great practice to learn numbers!



## Five Little Ducks Song

Five Little Ducks is a lovely nursery rhyme that all children love, with its soft music and catchy lyrics, this is one of the most known songs for kids around the world.



## She'll be coming round the mountains' Song

Let's take a trip around the mountains with Cowy! "She'll be coming round the mountain" is a classic nursery rhyme that the little ones of the house will surely enjoy.



## The Ants Go Marching Song

As the ants keep marching, the little ant stops to suck his thumb, to tie his shoe, and to climb a tree! This is one of the songs for kids that can be used to teach the little ones the numbers in a fun way.



## Little Dinosaurs

With the "Little Dinosaurs" song your little ones will learn a bit more about these interesting prehistoric animals as they practice the numbers!



## What Did Dinosaurs Eat?

They were big, they lived a long time ago, and kids love them... What are they? Dinosaurs, of course! With this song, with it your little ones will learn about what did dinosaurs eat as they sing along and have fun!



## A Tisket, A Tasket - Song

Classic nursery rhymes are amazing! With this lovely version of the classic "A Tisket, A Tasket" the little ones will learn about this important topic in a natural way!



## Five Green and Speckled Frogs

The speckled frog song is certainly an awesome way for the little ones to start getting acquainted with math concepts in a fun and enjoyable way. Check out this nursery rhyme and let's sing along!



### Happy Birthday Song

In this song for kids, your little ones will join Cowy the Cow in the celebration of her birthday, where they'll learn new vocabulary about this fun topic!



### If You Are Wearing Red - Song

Learning about the colors is essential for the little ones. Let's practice colors and clothing with a fun song in English for children!



### This is the Way - Song

Actions are an important part of language. With this lovely song for children, they can start practicing the most common action verbs in English in a fun, natural way!



### Walking Walking - Song

Action words are really important for English learners. With this song, your little one will learn some of the most common ones in a fun, natural way!



### Adjective Words Song

The adjective words song "Get me a hat" is a great way to introduce this topic to your child as you have fun singing!



### If You're Happy And You Know It, Clap Your Hands

This song is a great way for children to learn about emotions in English in a natural, fun way, as they sing and dance!



### Fairy Song

In this song for children, they will find a magical story about responsibility, that will also be ideal to practice subtraction and addition in a natural way!



### This is the way we wash our clothes

With this song, the little ones will be able to expand their vocabulary as they learn about a very common task that all people do: washing their clothes!



## I'm a Little Teapot

Children love classic songs! Help your little one learn action verbs in English while making a delicious cup of tea with this fun tune!



## Getting Dressed

Learning how to get dress is a huge milestone for a child. Help your little one learn more about this important daily routine in a fun way!



## Clean Up Song for Children

Cleaning up doesn't need to be boring! Help your little one learn about this important, healthy habit while singing and dancing.



## Bathroom Routine

Learning a bathroom routine is essential for kids, help your little one learn about it with this fun song!



## Clothes vocabulary

In the video, Teacher Meredith says that Lisa is wearing a pink dress and that Bobby is wearing a blue coat. Then, Teacher Meredith tells us she's wearing a grey shirt. How about you? Let's learn clothes name and colors!



## Body parts name

Elliot and Cowy have a special song to sing. In the body parts song, they tell you to touch your head, legs, and arms. Then, to clap your hands! Let's sing!



## Animal Sounds

Learning animal noises is a fun way for kids to practice an animal's name in English. Let's sing Animal sounds song!



## Farm animals

Learn about animals that live on a farm: a horse, a pig, a hen... Encourage your child to sing along the farm animals song!



## Numbers counting

Have your child sing along with the numbers counting song so that they can practice saying numbers in English. Let's play Octopus song!



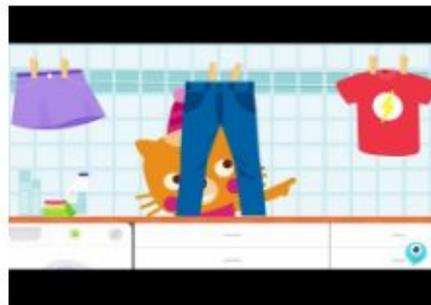
## Family Relationship Names

In this song, Cowy asks who is behind each door... It's her mum, dad, grandma, and grandpa! Let's learn about family members in English!



## Rainbow colors song

Watch the video and sing along with Cowy the Rainbow colors song!



## Clothes name

Watch the video to hear Lisa and Elliot sing about clothes. While they are doing laundry, they sing about trousers, shoes, a skirt, and shirts. Let's learn clothes in English!



## Toys and Names of the Colours in English Song

Help your little one practice English vocabulary in a fun way with this lovely song about toys and colours.



## Prepositions: On, In, Under, By

When talking about location, we use prepositions of place like: on, in, under or by. Sing along with Teacher Meredith and practice prepositions!



## Prepositions: In Front of, Behind, Between

These prepositions tell us about something's location: In front of, Behind or Between. Sing about prepositions with Teacher Meredith



## Prepositions of Place

In the video, Teacher Meredith is playing a game of hide and seek with Bobby and Billy. Let's sing prepositions of place song!



### Food Names Song

It's important for children to understand that food can make us healthy and strong as we grow. Since practicing English is fun when we can sing and dance, let's sing along with Lisa and Billy to learn food names in English!



### Numbers Song

Learning numbers is an important way for children to start developing mathematical skills. Let's watch the video and learn to count in English!



### Bananas Numbers Song

Counting objects helps children to develop math skills from a young age. Let's learn how to count in English with this fun song and Teacher Meredith!



### Dinosaurs Numbers Song

Learning numbers with your children can be easy and fun! There's always something to count. Let's sing the song and practice saying numbers in English with Teacher Emma!



## The Farmer in the Dell Song

Listen and sing this nursery rhyme with your little ones! It's not only a song, but it can also be a fun singing game to play as a family. Let's get to know the story of the farmer in the dell!



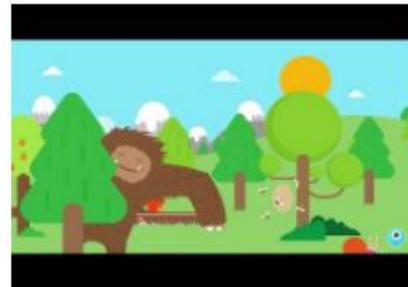
## Seasons Song

Songs are great for kids learning. Here you'll find a great song to practice the seasons vocabulary with your little ones.



## On Top of Spaghetti Song

On Top of Spaghetti is a funny song to sing as a family to practice your little one, it has a catchy tune with simple lyrics that even the youngest ones in the house can learn to sing. Let's start singing!



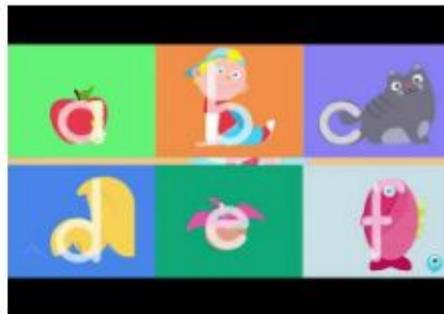
## Wild Animals Song

Help your little one learn about wild animals singing this song! Let's learn about goats, fireflies and dragonflies, frogs and ponds.



## The Wheels on the Bus

Learn about the animals and their sounds with this fun song!



## ABC Alphabet

Watch the video to hear the ABC song and learn the alphabet letters!

A woman with long brown hair, wearing a light green top, is sitting on the floor and looking at a red tablet. A young child with blonde hair, wearing a blue and white striped shirt, is sitting next to her, also looking at the tablet and smiling. The background is a bright, indoor setting with a window. A large blue diagonal overlay covers the left side of the image, featuring a repeating pattern of white icons: a rocket, a star, a game controller, a speech bubble, and a brain.

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App

# Lingokids Kids

## Recommendations

Personalized learning path

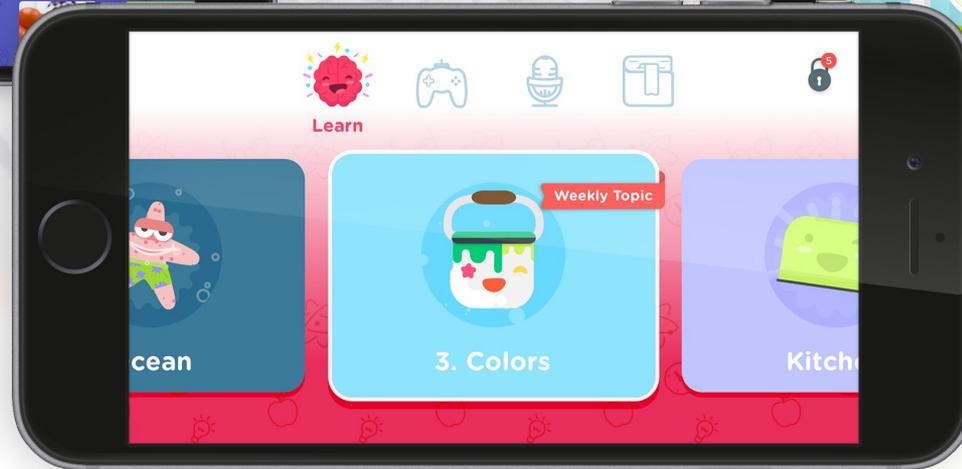


## Lesson play

Immersive & playful experience



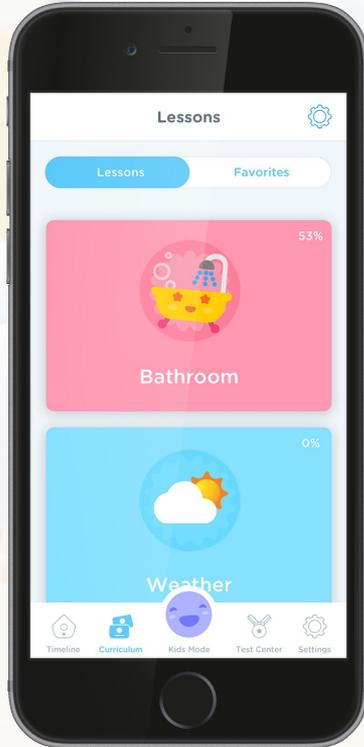
Explore & Featured  
Self-directed learning



# Lingokids Parents

## Lessons

Curriculum overview & study plan



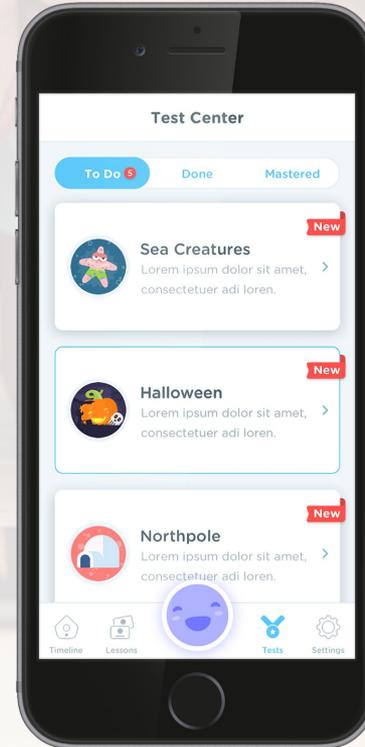
## Timeline

Get Progress reports & updates



## Test Center

Sit with your child and help practicing





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