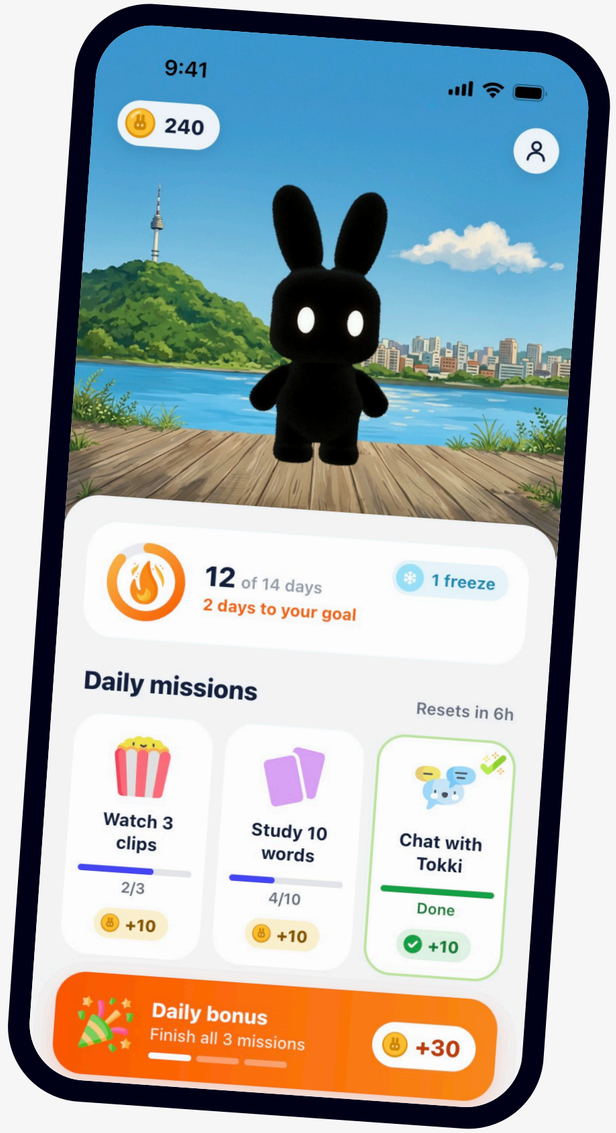
Tokki

PRE-SEED · 2026

Scroll to learn.

Tokki turns short Korean clips into words you keep, with spaced repetition built in.





WEB
gettokki.com

CONTACT
hind@gettokki.com

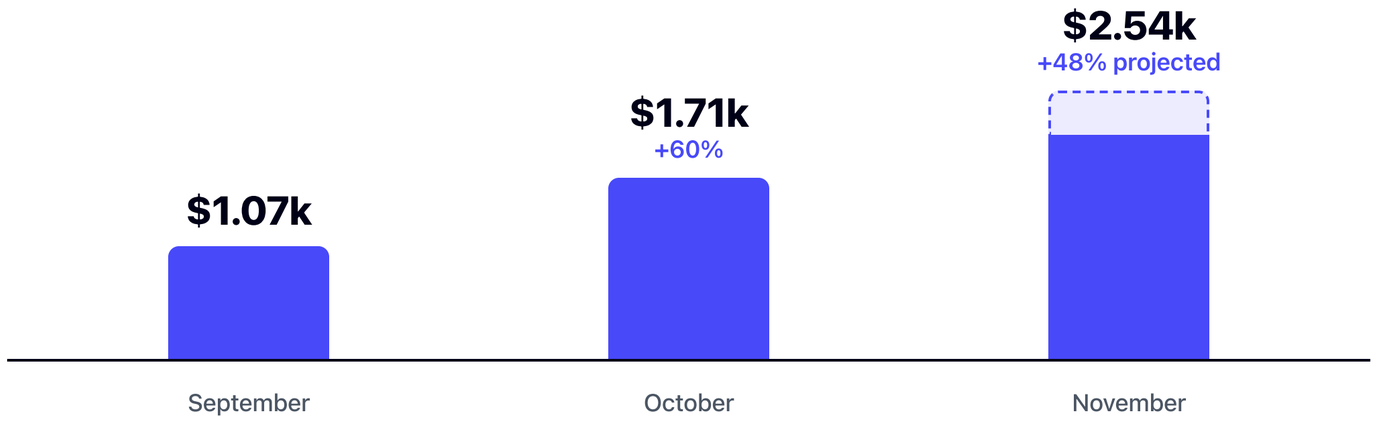
Revenue grew 60% in October and is on pace for +48% in November

7,600+
App installs in the first 12 weeks

220
Active paid subscriptions, plus 137 in trial

$4.9k
Total revenue since launch

MONTHLY REVENUE · USD



CONVERSION

90%
Install to paywall

17%
Install to trial or purchase

17%
Trial to paid

Launch Sep 1, 2026. Figures as of Nov 25, conversion rates as of Nov 17. November projected from Nov 1 to 25 ($2.12k).

Sources: RevenueCat, PostHog · Sep 1 to Nov 25, 2026

Gen Z spends 5.1 hours a day scrolling, not studying

Young generations spend hours scrolling through short-form content, yet struggle to dedicate consistent time to learning a new language.

> “I’ve been searching for a social media platform or app that has mainly Korean content, so I can learn through scrolling... the algorithm always sent me back to English videos.”
>
> TOKKI USER · STORE REVIEW

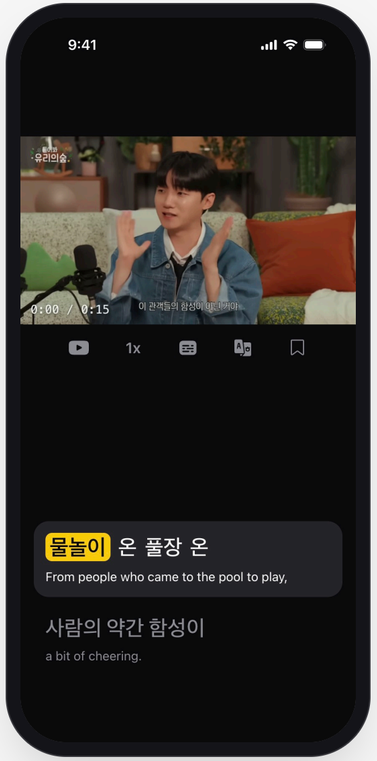
5.1 h/day
Average social media time among US Gen Z adults

1h 55m/day
Average short-form video time among US teen users

82%
of US teenagers watch short-form videos every day

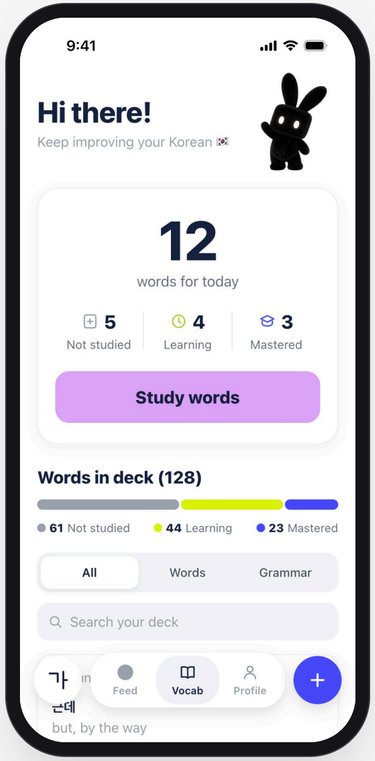
Sources: S&P Global Kagan (2025); Common Sense Media (2026)

Tap a word, save it, review it until it sticks



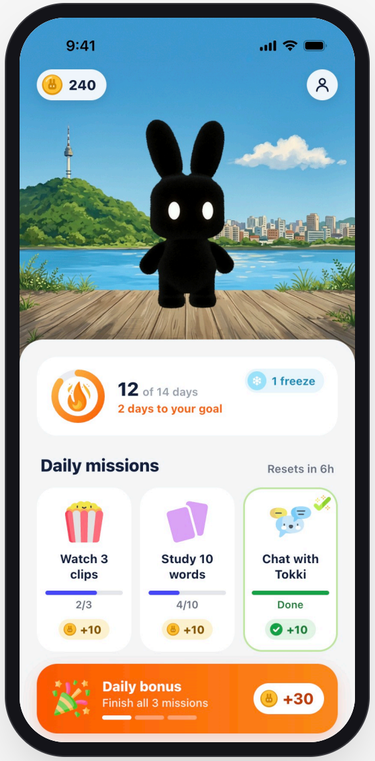
1. Watch and save

Real Korean clips. Tap any word to save it.



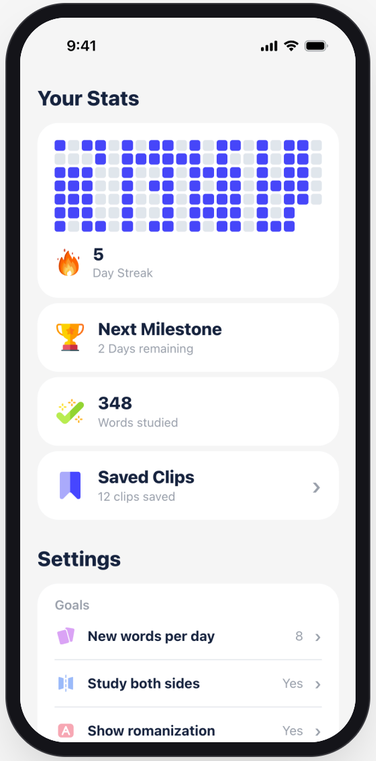
2. Review

Spaced repetition brings words back.



3. Chat

Chat with Tokki and finish daily missions.



4. Return

Streaks and milestones bring learners back.

Real screenshots from the iOS and Android app

AI now turns clips into lessons, and King Sejong students grew 135% since 2020

AI curates quality content at scale

Finding, cutting, subtitling and explaining a native clip used to take hours of work. AI now does it in minutes, for every word, in every learner's language.

24,000+
clips from 500 native videos

95%
thumbs up on 516 clip votes

The Korean Wave is at its peak

K-pop, K-drama, K-food and K-beauty export Korean culture worldwide. Millions of fans now want to understand what they watch.

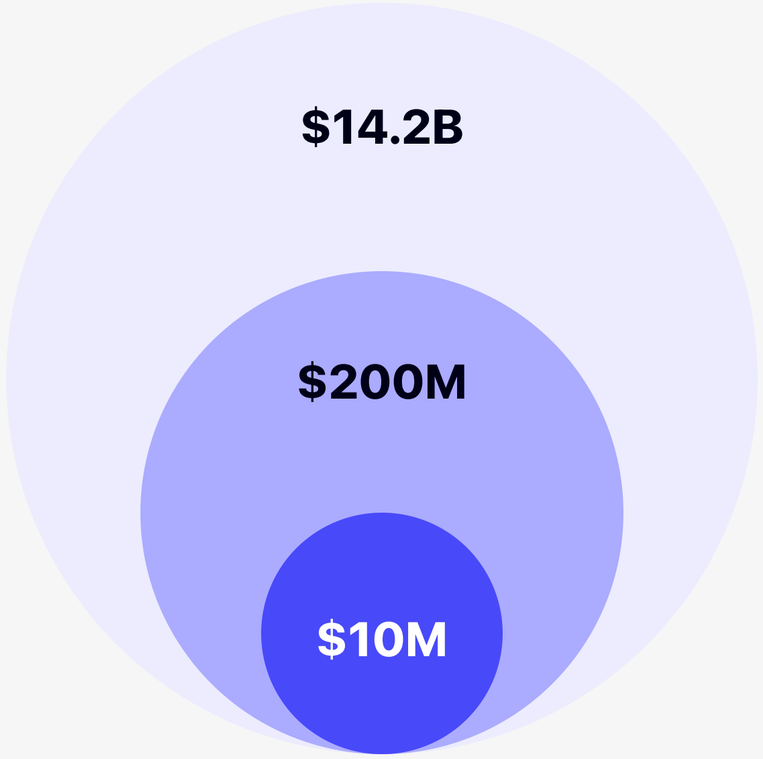
+135%
King Sejong Institute students, 2020–2025

#6
most studied language on Duolingo

$14.08B
Korean content exports in 2024

Sources: Tokki production data, Nov 26, 2026; King Sejong Institute Foundation; Duolingo, 2025 Language Report; Ministry of Culture, Content Industry Survey 2025

1.9M Korean learners on Duolingo are our way into a $14.2B market



TAM · GLOBAL, 2024

$14.2B app-based language-learning market[1]

64.2% app share of the $22.12B online market. Our calculation.

SAM · KOREAN'S SHARE OF THE MARKET

Korean's 1.4% share of app learners × $14.2B = $200M

1.9M Korean learners[2] out of 135M Duolingo monthly users[3].

SOM · 3-YEAR TARGET

222,000 paying subscribers × $45 a year = $10M ARR

5% of the SAM. Needs 2.5M learners at Duolingo's 9% paid rate[3].

Korean is #6 on Duolingo[4]. Next: Korean from any native language. Duolingo opened its Korean course to 9M more users[2] by adding source languages.

[1] Grand View Research, 2024 · [2] Duolingo, Updated Korean Course, 2026 · [3] Duolingo, Q3 2025 shareholder letter · [4] Duolingo, 2025 Language Report

Short video is our product and our channel: 82% of sign-ups are organic

CHANNEL	SHARE OF SIGN-UPS	COST
Organic short-form video TikTok 31% · Instagram 51%	**82%**	$0 ad spend
ASO and SEO App Store, Play and Google search	**6%**	$0 ad spend
Brand ambassadors UGC creators who learn Korean	**Next**	Creator fees, funded by this round
Paid acquisition Meta and TikTok ads	**Next**	Ad budget, funded by this round

Source: PostHog, self-reported “heard from” in onboarding · 5,610 answers · Sep 1 to Nov 17, 2026 · teachers, YouTube, friends, other: 12%

Two founders took Tokki to 220 paid subscriptions in 12 weeks, with $0 on ads

Before Tokki, we ran a mobile app studio: **10 apps for clients in Europe and the US**, including Coinhouse, Les Echos and Spie Batignolles. After **5 years as digital nomads**, we fell for Korea, disliked every app we tried to learn Korean with, and built the one we wanted.



Hind Ali

CEO

Co-ran our app studio. Runs all of Tokki's marketing: **2.4M views in the last 30 days** across our accounts. Speaks French, English and Arabic; learned Japanese, now Korean.



Djulian Ouatla

CTO

Co-ran our app studio. Built and shipped the first version of Tokki on iOS and Android in **1 week**. Learned Japanese, now Korean.

Raising $250k pre-seed to take Tokki to $1M ARR

$250k

Pre-seed round

Post-money SAFE · $2.5M cap · 18 months of runway

USE OF FUNDS

Growth	**60% · $150k.** Brand ambassadors (UGC) and paid acquisition on Meta and TikTok, on top of the organic channels that work today.
Hires	**30% · $75k.** Our first GTM hires, beyond the two founders.
Tools	**10% · $25k.** Software, content production and operations.

MILESTONES BEFORE THE SEED ROUND

→ $1M ARR, from $13k today

→ Korean from any native language, not only English, French and Polish

→ First GTM hires in place

Contact · hind@gettokki.com

VISION

The place where people learn a language from the content they love.

68% of revenue already comes from the $44.99 annual plan

FREE TRIAL

7 days

Full app, then the annual plan. A hard paywall after onboarding, no free tier.

PRO · MONTHLY

$4.99

No trial. 140 active subscriptions, 31% of revenue.

PRO · ANNUAL, 7-DAY TRIAL

$44.99

25% less than monthly. 59 active subscriptions, 68% of revenue.

5.1%

New users who pay within 14 days

$57

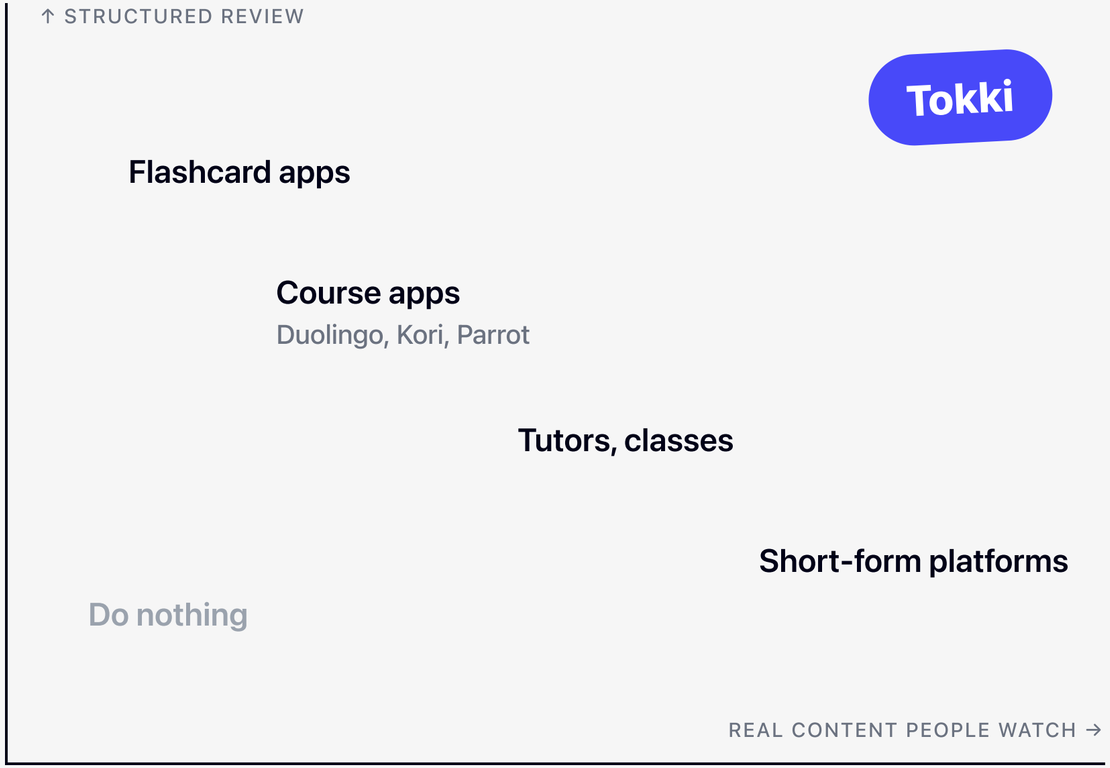
Annual revenue per subscription

78%

Revenue kept after store fees and taxes

Source: RevenueCat · Sep 1 to Nov 17, 2026 · US prices · a weekly test plan (1% of revenue) is not shown

Short-form apps have the content, flashcard apps have the review. Tokki has both.



DIFFERENT TODAY

Real native clips, every word tappable, saved words reviewed with spaced repetition and linked to the clip.

DEFENSIBLE OVER TIME

Our own word-level clip library, learner data that tunes the feed, and a mascot brand people return to.

Positions are our own assessment