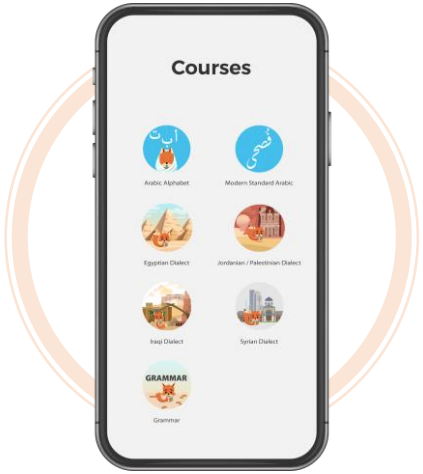
kaleela
كليلة

LEARN ARABIC THE RIGHT WAY

WHAT IS KALEELA?



Courses

Modern Standard Arabic, Jordanian-Palestinian dialect, Syrian dialect, Egyptian dialect, Iraqi dialect, Arabic grammar, Comprehension

Languages

English, Italian, French, Spanish, Portuguese, Romanian, Korean, Chinese, Indonesian, Turkish

Skills

Reading , Writing, Listening, Speaking, Culture

kaleela
كليلة

WHO's BEHIND KALEELA'S CREATION?

The following departments are part of the success story of Kaleela:

Management and quality control team

Graphic design and video production team

Marketing, PR and communication teams

Website content writers

Material Creation and auditing

Programming team for the app and the webapp

Translation, Voice recording and Customer Service team

kaleela
كليلة

WHY KALEELA?

In the recent years, there is a noticeable demand for learning the Arabic language for a variety of reasons:

commercial

political

educational

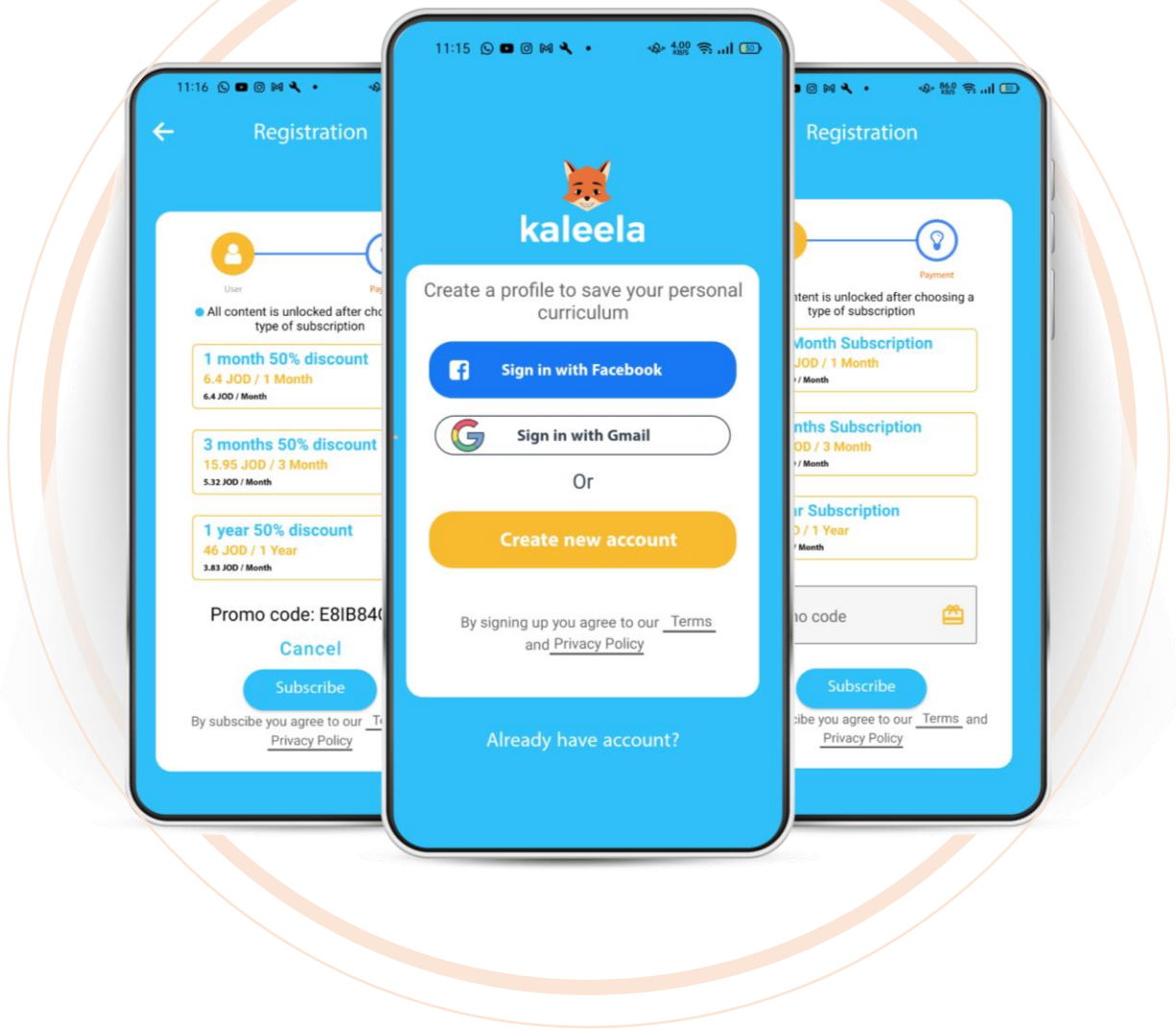
cultural

Learning Modern Standard Arabic is not enough, as it is the language of the media and government. Arab communities use locally developed dialects; so, Kaleela comes to fill this gap with courses for both MSA and Amiyah

HOW DOES OUR BUSINESS MODEL WORK?

Kaleela's business model is a subscription based model.

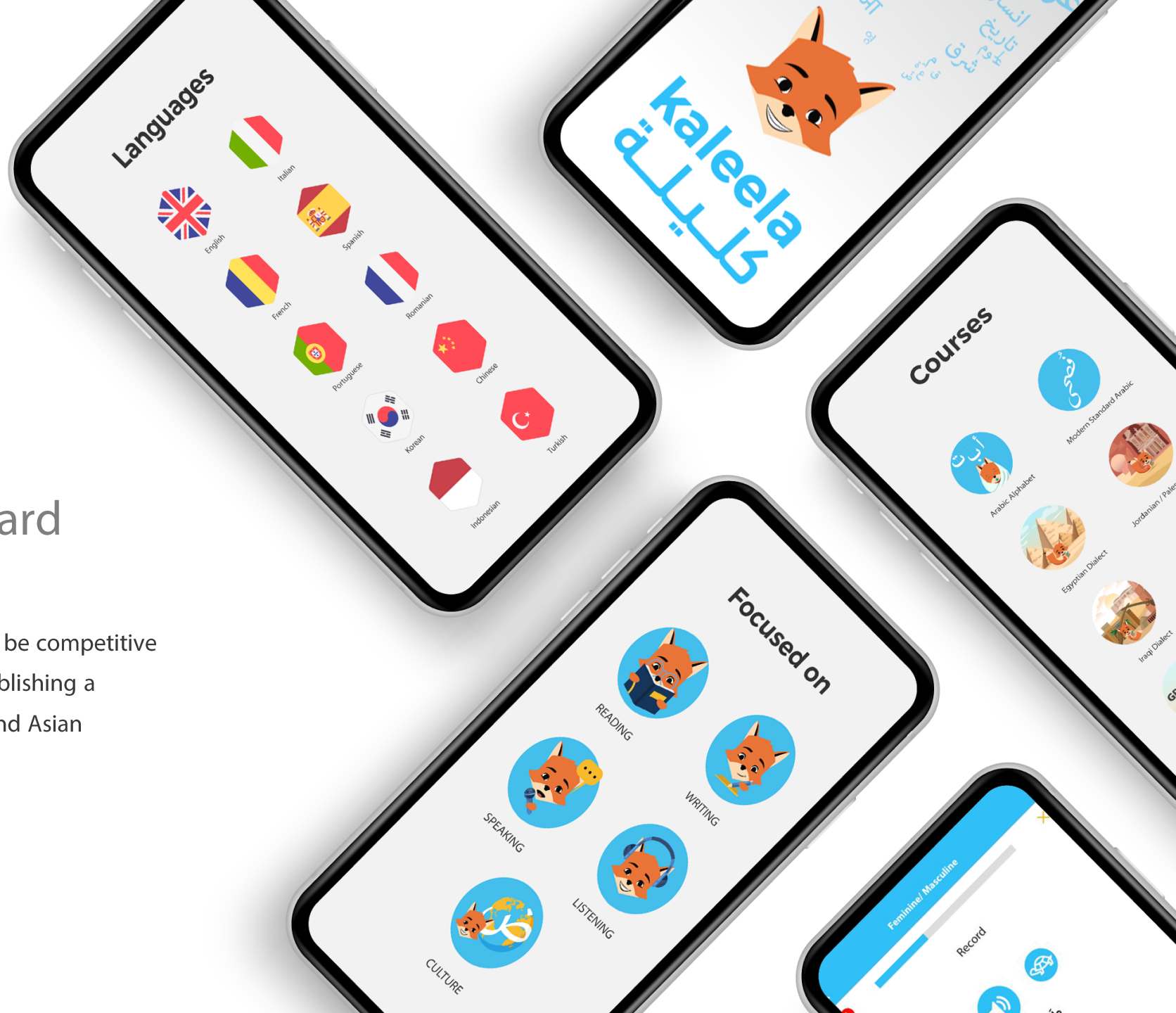
We focus on customer retention over customer acquisition which increases the lifetime value (LTV) for the user.



kaleela
كليلة

WHEN – Going forward

Considering that our product matured enough to be competitive on an international scale, we are focusing on establishing a stronger presence in Europe, the USA, Australia and Asian countries



HOW DID WE DO SO FAR?

(TRACTION)

App Installations

Till Present	In 2021
170,000 downloads	39,459 downloads

Website visitors

Till Present	In 2021
639,000	397,000

Monthly average: 33,083

Application Samples

Courses	8	Names of courses: ▪ Arabic Alphabet ▪ Modern Standards Arabic ▪ Syrian Dialect ▪ Egyptian Dialect ▪ Iraqi Dialect ▪ Grammar ▪ Comprehension
Languages	10	
Levels	9	
Lessons	5120	
Exercises	87040	
Rates	IOS 4.5	Android 4.2
Most countries interested	USA UK Australia Canada Netherland	

Awards

Ministry of Higher Education and Scientific Research Fund

Collaboration

UK Ministry of Defense
British Embassy Amman

ISESC الايسيسكو

Islamic World Educational, Scientific and Cultural Organization

Shalala Academy - Malaysia
Agreement

Petra University
Under Trial Period

Texas University
Under Trial Period

Queen Rania Center
In collaboration negotiations

Yarmouk University
Under Trial Period

Migrate
Agreement for Marketing Purposes

kaleela
كليلة

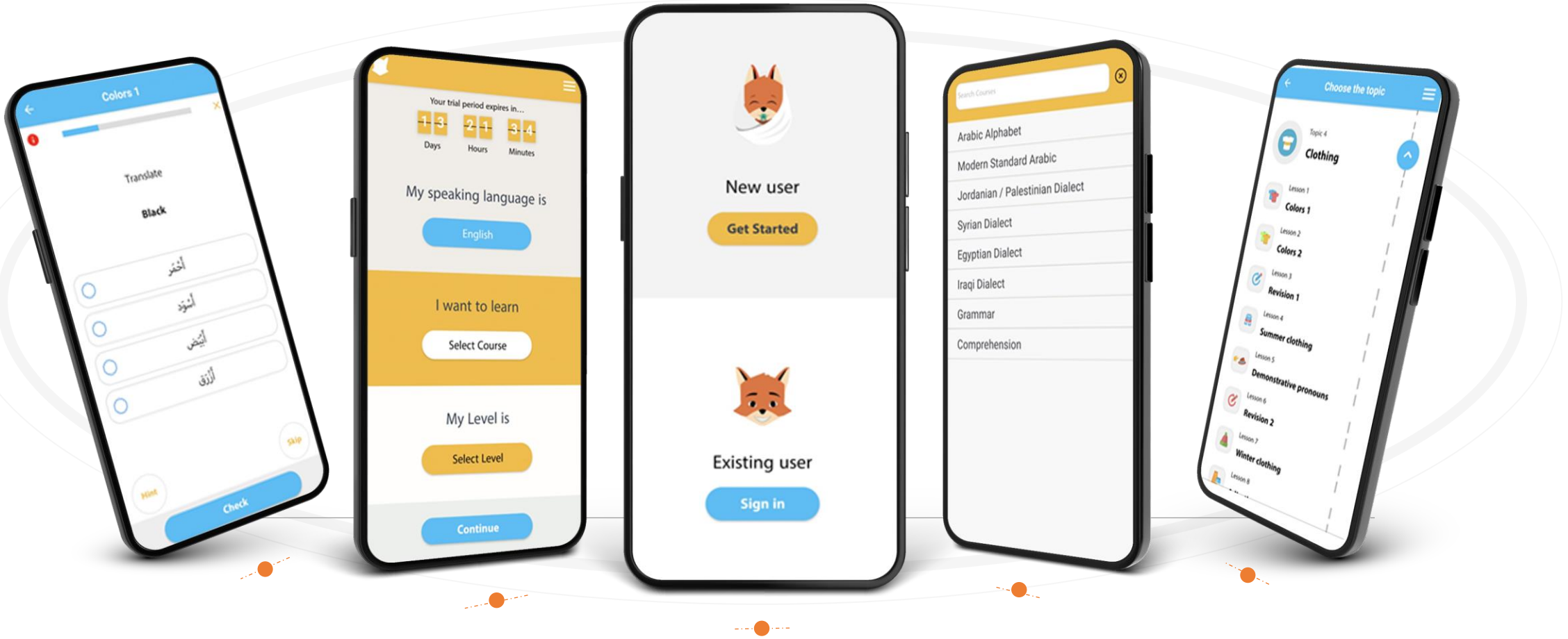
FINAL OUTPUT

Kaleela’s purpose is to build bridges between cultures.

By using a digital product to learn online, time and costs are reduced on an individual level.

kaleela
كليلة

App Screenshots



THE ASK

In 2017, subscription based apps revenue was $10.6 billion USD and expected to be $75.7 billion USD by the end of 2022.

Our target:

1. Become a global leader in terms of teaching Arabic language (in all aspects)
2. Spreading the app with the latest marketing mechanisms
3. Using the latest technology developments to facilitate the educational process

How will that happen?

Any financial support received will be used for:

- Marketing
- Public relations
- IT development
- Material/Content building

THANK YOU

www.kaleela.com