MotiMoti

A Learn-To-Earn Web3 Language Learning App

MotiMoti is a Web3 language learning app that gamifies the learning experience and motivates users through token and NFT rewards.
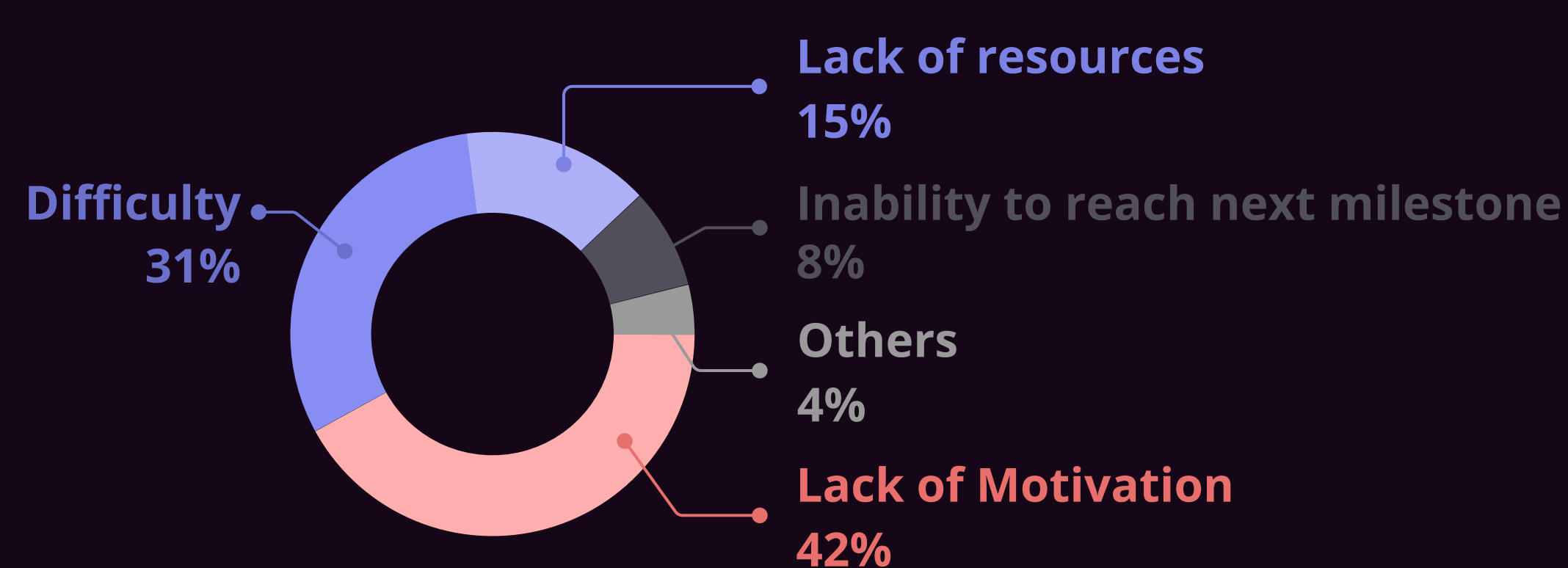

Problem

Most learners give up and do not achieve their goals. It requires significant motivation over a long period of time.

Existing language learning apps fail to effectively motivate learning and bring users to a high level of profitability.

Learners need a new solution which keeps them motivated and engaged in learning, guiding them to fluency.

Why Do Language Learners Fail?

- **Lack of resources 15%**
- Inability to reach next milestone 8%
- **Others 4%**
- **Lack of Motivation 42%**
- **Difficulty 31%**
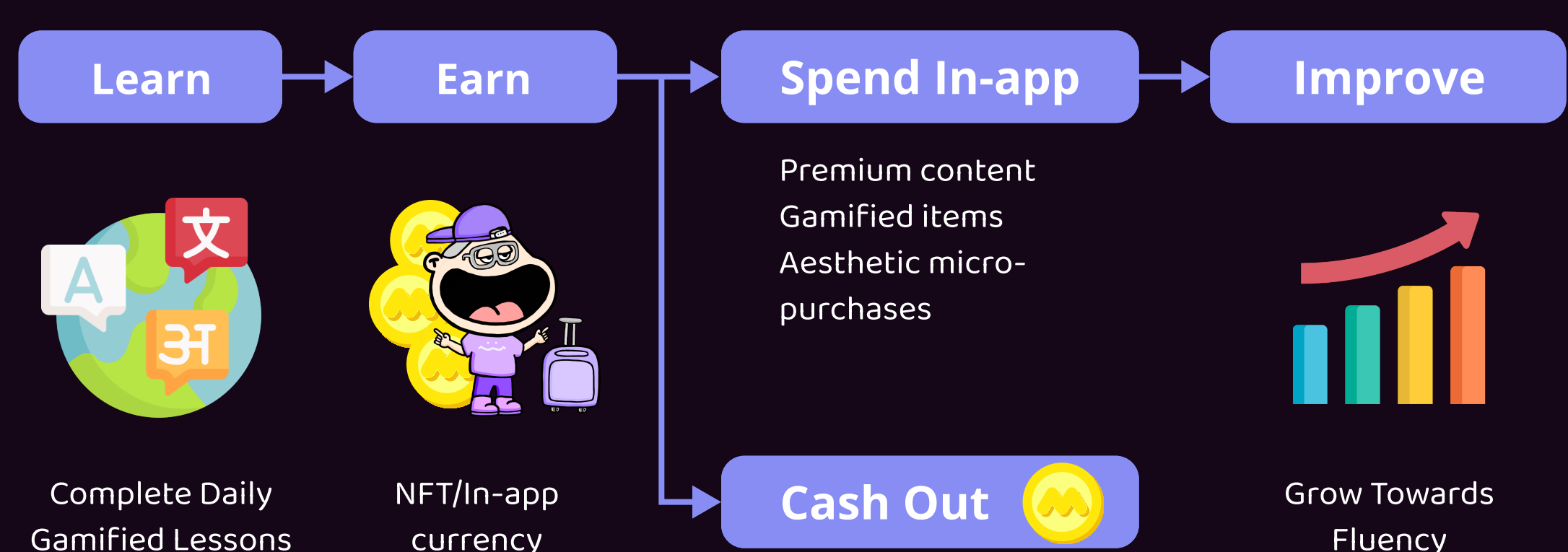
Study of 6250 participants, TheKnowledgeAcademy

Solution

On MotiMoti, we aim to build an effective and fun language learning experience by combining Web3 technology and gamification.

As users learn and improve their language skills, they earn token and NFT rewards. This "learn-to-earn" ecosystem keeps learners motivated, and guides them on their journey to fluency.

To ensure an effective and engaging learning, we provide language learning content with various formats and interations, such as quests, videos, conversations and NFT utilities.

Learn-To-Earn

Learn → Earn → Spend In-app → Improve

Spend In-app: Premium content, Gamified items, Aesthetic micro-purchases

Complete Daily Gamified Lessons — NFT/In-app currency — Cash Out — Grow Towards Fluency

The solution of 'Learn-To-Earn' ecosystem

Mobile App Key UI

Story Mode   **Learning**   **NFT Equipment**   **Wallet**

Startup

We developed this project as a startup. To define the problem and solution, we conducted detailed primary and secondary research in the field of language learning and Web3. Throughout the process, we adopted an agile design and development process with quick iteration according to research insights and usability test results.

In parallel, we actively attended hackathons, Web3 events and connected to venture captital investors for advice and support such as funding, resource and mentorship.

Roadmap

Summer & Autumn 2022	First Prototype
Autumn, 2022	Usability Studies
	Seed Round Funding
Winter 2022 ~ Spring 2023	iOS App Development
Winter 2022 ~ Spring 2023	3 Weeks User Retention Study
Summer 2023	Chinese Learing Launch
Winter 2023	English Learning Launch
	Series A Funding
Spring 2024	Expand to other popular languages
2025	Tutoring platform

Software Diagram

Mobile App   **Blockchain**

Flutter Front-end UI ⟷ Avalanche Network

NFT & Token Asset Storage and Transfering

Request / Respond

Firebase BaaS

- **Cloud Firestore** — User Data & Language Learning Content Storage
- **Cloud Functions** — Write & Run App Logic
- **Authentication** — User Identity Authentication

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