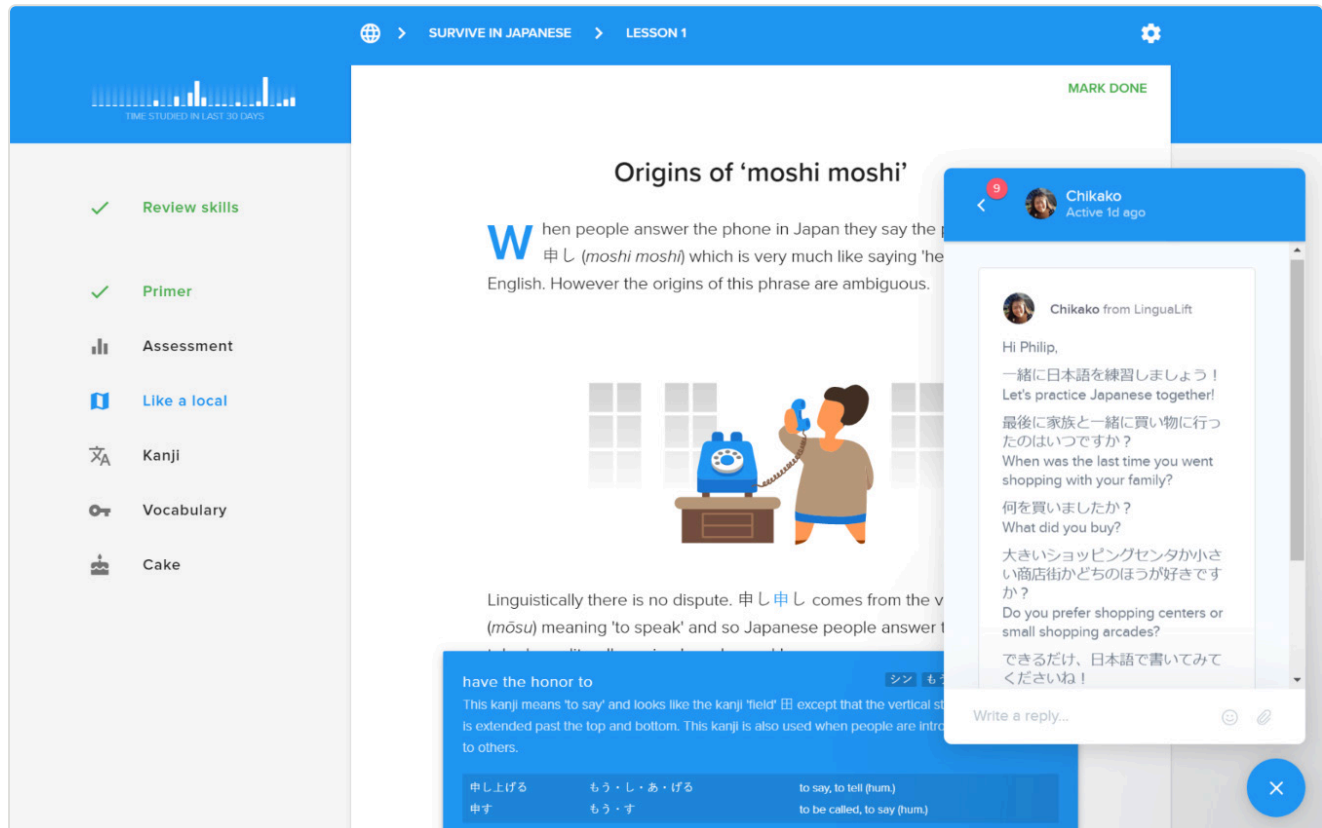


LinguaLift

Educational software used by over 200,000 students, publishers and schools.

Co-founder & CEO · Led a remote team of 12



A lesson and its tutor conversation in LinguaLift.

Learning without a classroom

Oliver Capehorn and I built a complete course for independent learners. I hired and led the team that combined a structured curriculum, personalised review and human tutoring around different abilities, schedules and reasons to learn.

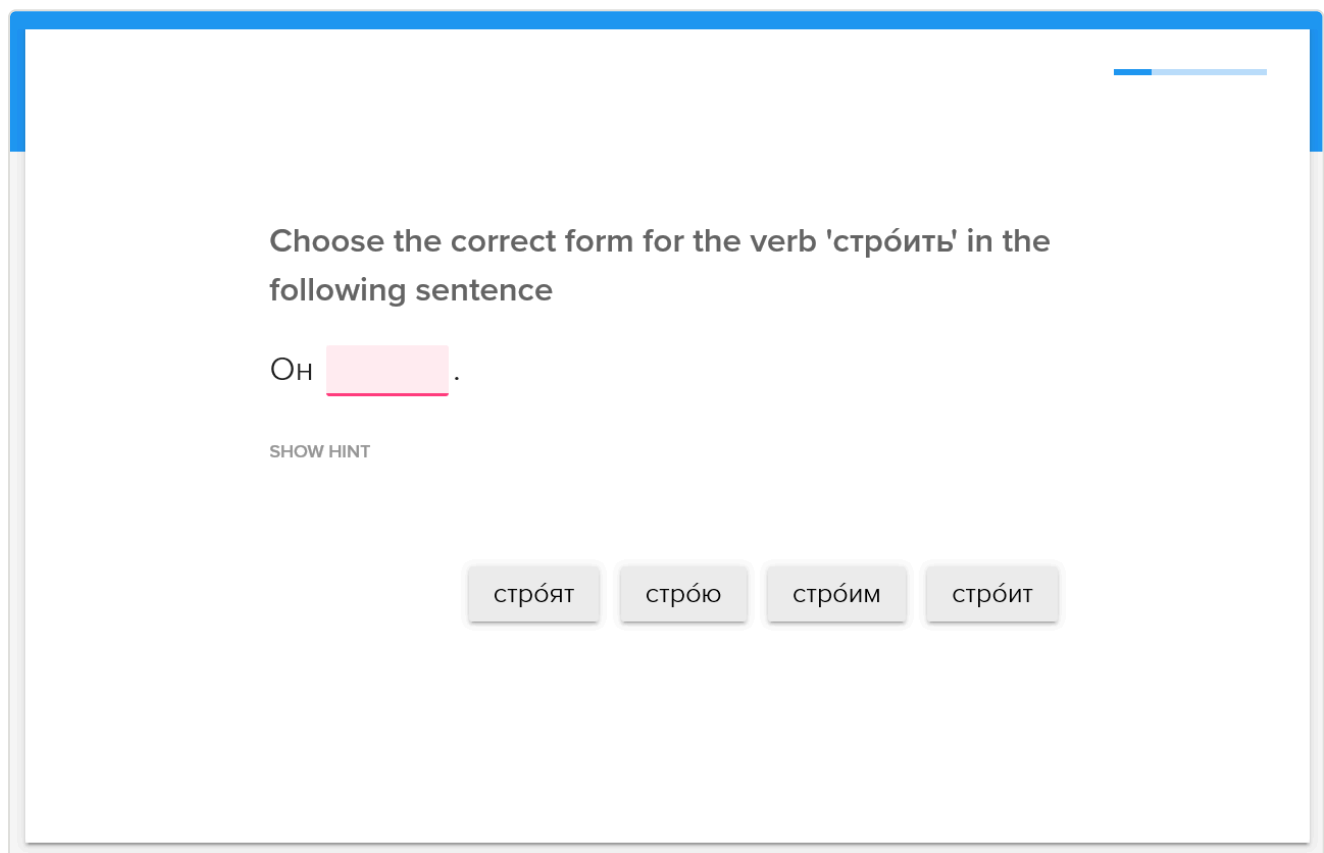
We grew the business to \$250,000 in annual recurring revenue without outside investment. Students reported 94.1% satisfaction in 2017, and we sold the business in 2018.

At the learner's pace

A structured curriculum that made room for different routines, and a way back when a learner forgot something.

Small, useful units

We organised the curriculum around actionable skills. Each lesson was designed for up to an hour of study and three hours of review, then divided into grammar, culture, vocabulary, script and assessment sections. A learner with less time could still finish a meaningful piece.

A screenshot of a language learning application interface. The interface has a blue header bar at the top. Below the header, the text "Choose the correct form for the verb 'строить' in the following sentence" is displayed. Below this text, the sentence "Он ." is shown, with a pink rectangular input field for the missing word. Below the input field, there is a "SHOW HINT" button. At the bottom of the interface, there are four buttons with the following Russian verb forms: "строят", "строю", "строим", and "строит".

Choose the correct form for the verb 'строить' in the following sentence

Он .

SHOW HINT

строят строю строим строит

Practice and assessment were integrated with the lessons.

Review connected to the lesson

We wrote assessments alongside the teaching material, so questions could be answered from what the course taught. Spaced repetition adapted review intervals to each student's progress.

When someone missed an answer, the course led them back to the relevant material before asking again. Learning and assessment became parts of the same process.

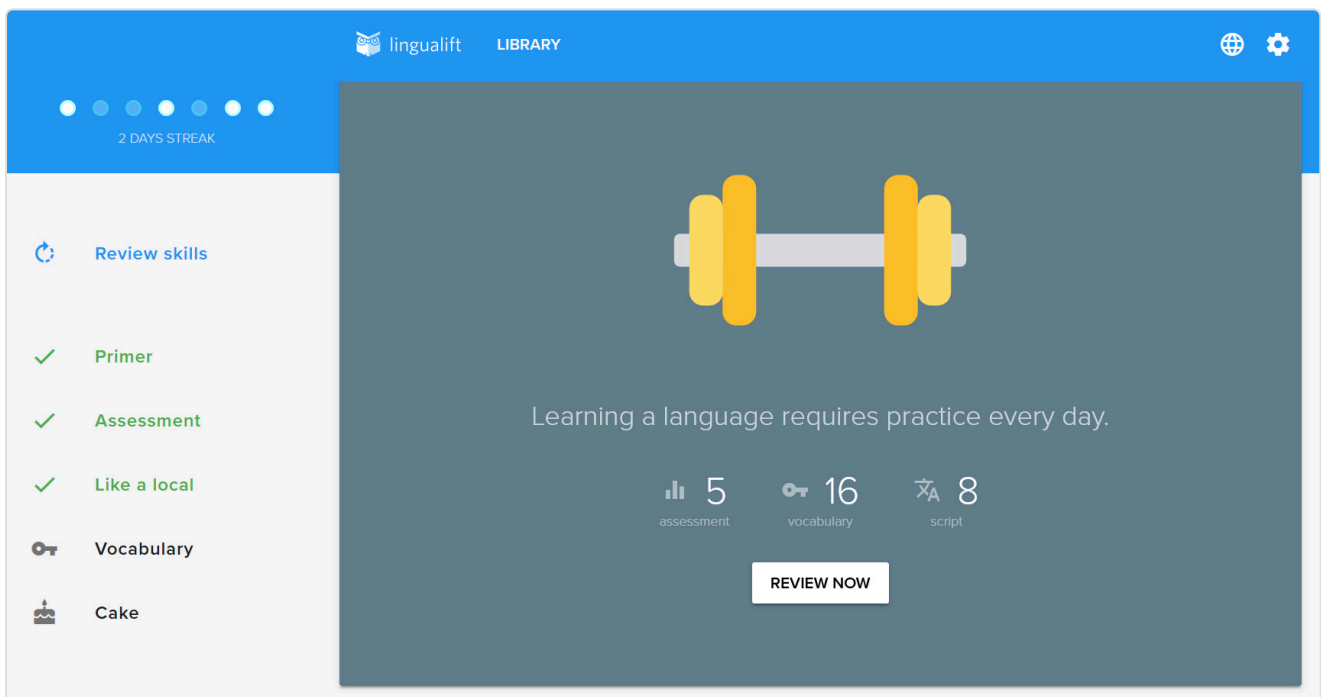
Human help, at scale

Tutors spent their time on the moments that benefited from a person: writing, pronunciation, and getting unstuck.

Support before a learner stalled

Working with educators and students, we identified where teacher involvement mattered most. Course activity triggered asynchronous messages; students could send exercises and practice sheets for personal feedback.

A library of responses helped tutors answer recurring questions, while study history and previous messages gave them context to adapt each reply.



Study coaching helped learners build a routine alongside the language course.

Helping people keep going

Study coaches helped students establish manageable habits. Articles and downloadable materials turned research on motivation and productivity into practical advice. Students went on to pass proficiency exams, study in a second language and use their language skills at work.

“Having access to real people who want to help and are invested in your learning.”

Kimberly · LinguaLift student, Seattle