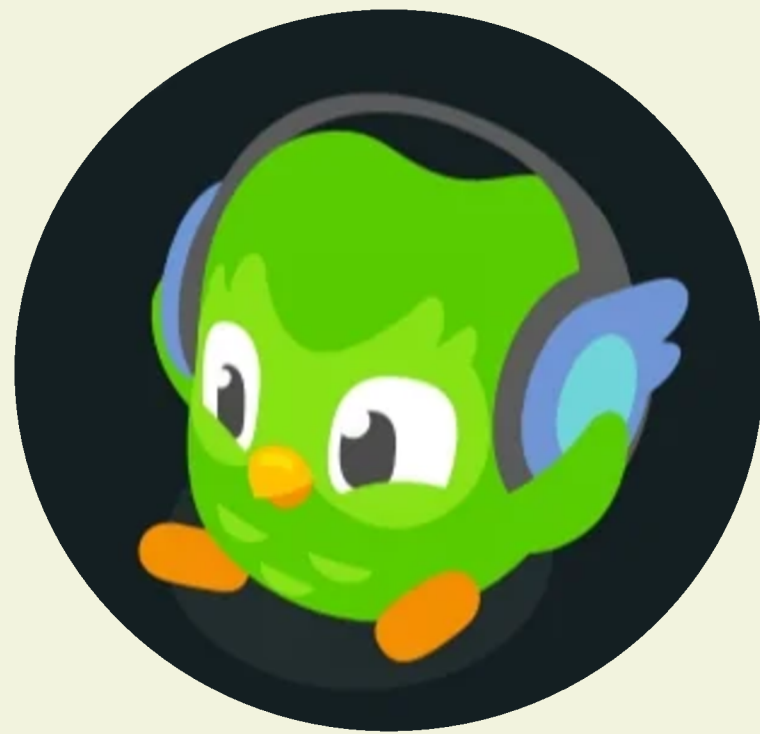




PROFILE

duo

40 Public Playlists · 1M Followers · 103 Following

"No one listens quite like you."



Company Introduction

- Duolingo is the leading global language learning platform
- Freemium model driven by subscription growth
- Strong community built from social media

Overview

The Problem

- High user drop-off after initial sign-up
- Learning is perceived as an extra task, not a habit
 - Users lack time, not motivation



Habit Stacking

Habit stacking is a special form of an implementation intention. Rather than pairing your new habit with a particular time and location, you pair it with a current habit.

A study by the University of Edinburgh shows that language learners who use music to learn have almost a 30% better retention rate.

Duolingo users don't quit because they lose interest in the language, they quit because they lack time to focus on it. The solution is eliminating the need to make extra time. This can be done using James Clear's Habit Stacking where we restructure Duolingo's narrative so it's embedded into daily micro tasks (getting coffee, listening to music and commuting to work).



Phase One: Cafe/Taqueria Collab

Local Cafes

New York City, NY



Duo's Taqueria

Pittsburgh, PA



Silent Disco Party Nights



Shared Languages



Merchandise Sales



Audiobooks/Music

Previous Stats

DUOMART (Japan)



- 42% increase in monthly active users
- 54% increase in paid subscribers

Punch Cards

- Increases premium subscription plans
- Repetitive Duolingo brand awareness
- Boosts cafe and taqueria sales



Influencers

Invite local influencers to sneak peak of event for UGC advertising



PROFILE

Phase Two: Spotify x Duolingo

40 Public Playlists · 1M Followers · 103 Following

Scientific Backing to Music Listening Habits

Album

1 Music-listening language learners have 30% better retention rate

2 Dopamine response conditions an emotional connection

3 Builds habitual use of app and increases life integration

4 Allows user to listen to past and current culturally relevant media

5 Reduces chore-like impression of language learning



Use Case

“As a Duolingo user learning Spanish, I can listen to a curated list of beginner Spanish podcasts, audiobooks, and popular songs to expand my auditory language learning and cultural knowledge of the Spanish speaking world.”



- Access Duo's Spotify account through the Duolingo app
- Features curated playlists, podcasts, and audiobooks in several languages to match your learning
- Integrates Spotify into app
- Recommends songs based on language you're learning

Strategy

Duo ft. Dua Lipa



Metric, Risks & Mitigation

Metric (based on financial report)



User Growth

- Daily Active Users (DAU): +54% YoY
- Monthly Active Users (MAU): +36% YoY
- Platform Stickiness (DAU/MAU): >39.6% Base



Financial Growth

- Subscription Bookings: +45% YoY
- Paid Subscriber Base: +47% YoY



Engagement Growth

TikTok/IG/X:

- Engagement Rate: 4% - 7%
- Organic UGC posts for pop ups & playlists

Risk 1:

Low Conversion from
Offline Engagement →
Daily App Habit



Risk 2:

High Cost, Low Scalability
of Physical
Pop-Ups



Mitigates 1

- QR-based “habit anchors”
- Spotify = daily trigger + re-entry point
- Build a Social Retention Loop

Mitigates 2

- Partner with existing chains (coffee shops, campuses)
- Digitize the experience

Thank You!

Any questions?