



Media Kit



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# Introduction to Hallo

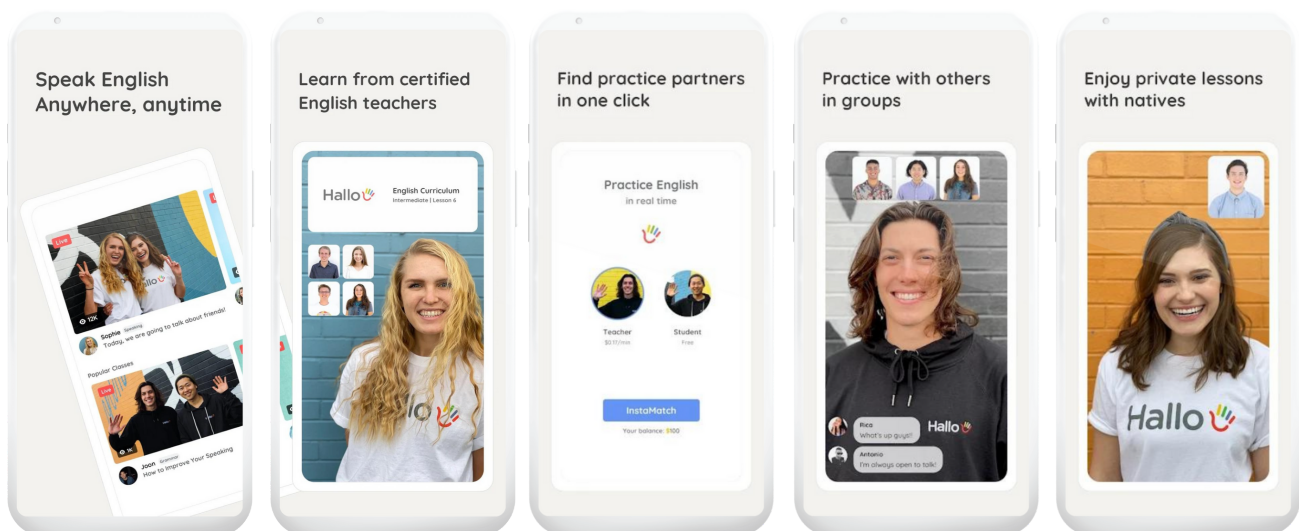
Hallo is a real-time online language learning platform for speaking English. At the click of a button, students can learn from certified native teachers and practice speaking with other students anytime, anywhere.

Typically, language learners spend more time in their textbooks than they do practicing speaking English. In addition, programs that do provide practice with native speakers tend to be more expensive. Hallo provides a cheaper and more effective platform for learning English.

With Hallo, students can join live classes with a teacher and other classmates to learn and practice English around topics they are interested in. Outside of classes, students can improve their speaking skills and meet new people by hopping on live streams or joining speaking clubs.

By focusing on human interaction, students are able to build confidence, overcome their fear of speaking, and become fluent while learning how to communicate with others and advance their career opportunities.

## Become fluent and dream BIG.





# Product

Hallo is a tech company with both a mobile and a web platform for language learning. Hallo uses technology and artificial intelligence (AI) to make language learning immersive and to provide a better learning experience for students.

On Hallo students can choose their preferred style of learning to customize their learning experience and improve their speaking skills in the most comfortable environment.

## Live Classes:

Students enroll in four weeks of classes with their favorite teachers. The subscription includes two one-hour classes a week for a total of eight lessons! Each class has a maximum of 35 students. Pricing for live classes may vary, but the minimum price is \$10 per student--\$1.25 per class! With their enrollment, students can hop on with video and talk with their teacher and classmates.

## 1-on-1 Classes:


Students meet with a teacher for 30 minutes for a customized learning experience and constructive feedback. Students can choose times from teachers' schedules or request a time that works best for them. Pricing for one-on-one classes varies but the minimum price is \$7.25 per 30-minute class.

## Group Classes:

Students meet with 1- 4 friends and a teacher for a one-time hour-long class. Students can hop on with video and talk with their teacher and classmates. Pricing for group classes varies but the minimum price is \$10 per student. Students can invite friends, and both of them get 20% cash back if they sign up for the same group class.

## Speaking Clubs:

Practice one-on-one with other students or in groups to overcome the fear of speaking English. Speaking clubs are available live or through scheduling.

 Type	Perfect For	# of Students per class	# of Classes	Time spent in class	\$
Live Classes	Students looking for a consistent schedule of learning	max 35 students	8 classes	1 hour, twice a week, 4 weeks	minimum \$10 (\$1.25 per class)
One-on-One Classes	Students who want more personalized learning	1 (You!)	1 class	minimum 30 minutes	minimum \$7.25
Group Classes	Students who want to learn with their friends and enjoy learning in small groups	2-5 students	1 class	1 hour	minimum \$10



# Founders



## Joon Beh

*Cofounder and CEO*

Joon worked at Deloitte as a consultant in Silicon Valley, helping tech giants such as Uber, Amazon, and LinkedIn.

Joon was featured in Forbes and nominated as one of the top 20 in their 20's by Utah Business.

As a Korean immigrant, Joon is fulfilling his American dream and aspiring to empower others to find more opportunities in life through language.

He graduated with a bachelor's degree in Accounting from Brigham Young University in Provo, Utah.



## Benjamin Dent

*Cofounder and COO*

Ben finds great satisfaction in working with people that are driven to make the world a better place through technology, innovation, research and education.

His whole life Ben has been chasing opportunities to learn new things and solve problems that make a lasting and positive impact at scale.

His whole life Ben has been chasing opportunities to learn new things and solve challenging problems that make a lasting and positive impact at scale.

He graduated with a B.S. in Psychology and a minor in Business Management from Brigham Young University in Provo, Utah.



# Company History

The idea for Halo began in 2017 while Halo's CEO, Joon Beh, was working with Uber as a consultant. Inspired by the ride-hailing app's synchronicity, Joon explored the concept of Uber for language learning. Instead of drivers and riders, an app could connect language learners and teachers. At the click of a button users could speak with a native speaker whenever and wherever they wanted.

As a Korean immigrant, Joon understood the challenges of learning a new language. Language learners spend most of their time in their textbooks and not speaking. However, the most effective way to learn a new language is by actually speaking, practicing, and immersing yourself in the culture daily.

In 2017, Halo, the first real-time, language-learning platform was founded by Joon and his friend and fellow-entrepreneur, Benjamin Dent in Utah, USA. Since then, Halo has grown to a team of 15 members as of 2021.

The Halo app was officially released in May 2019 and Halo has been growing at an explosive rate ever since with over 1 million registered students with an average of 13,000 new students signing up weekly.

Currently, over tens of millions of minutes of calls are made each month on the Halo platform. Users have an average of 30 minutes of engagement per day through live-streams, small group classes, and study clubs.

## Awards

- Best ESL tech startup in Utah in 2017.
- Took second place at the Silicon Slopes Startup Competition in January 2019.
- Took first place at the Investors Choice Competition in February 2019.
- Named one of the top education and EdTech companies in Utah in 2021.



# Contact Us

If you'd like to get in touch with the Halo team, feel free to email us at [partnerships@hallo.tv](mailto:partnerships@hallo.tv) or email our support team at [support@hallo.tv](mailto:support@hallo.tv). We'd love to hear from you!

# Social Media

