



SPEAKINGPAL

Speak English

+

TOEIC Pal



Company Overview

- An Israeli Education Technology Company, founded in 2009
- Developing technologies & products for learning Spoken English
- Served over 10 million students worldwide
- Multiple winner of global awards for innovation in education
- K12 to Higher Education
- ETS is a strategic shareholder & partner – owner of TOEFL & TOEIC (life changing tests)
- TOEIC Pal – A new app for international communication – Career focused speaking app
- Unique Social Emotional insights improves success rate (research proven)



SPEAKINGPAL Named as one of the companies changing Education



Human communication
is fragmented between
different languages

Shinkansen Tickets

自動きっぷうりば (新幹線・在来線)
Shinkansen Tickets (指定席・自由席)



自動きっぷうりば
Shinkansen Tickets



新幹線
Shinkansen

JRハイウェイバス
JR Expressway Bus

In the recent decades, English has become the language of globalization



We are

Teaching spoken English

Helping people to connect
and join the global conversation

Using Technology

To practice speaking
And to allow equal opportunities



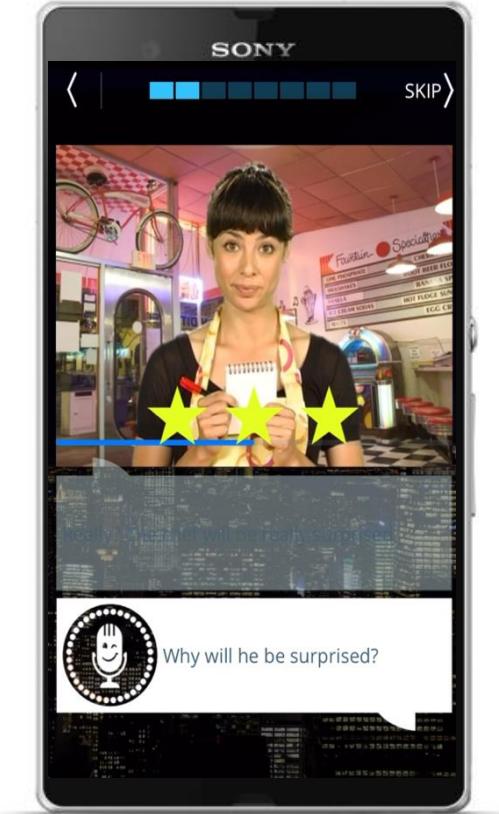
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We have developed

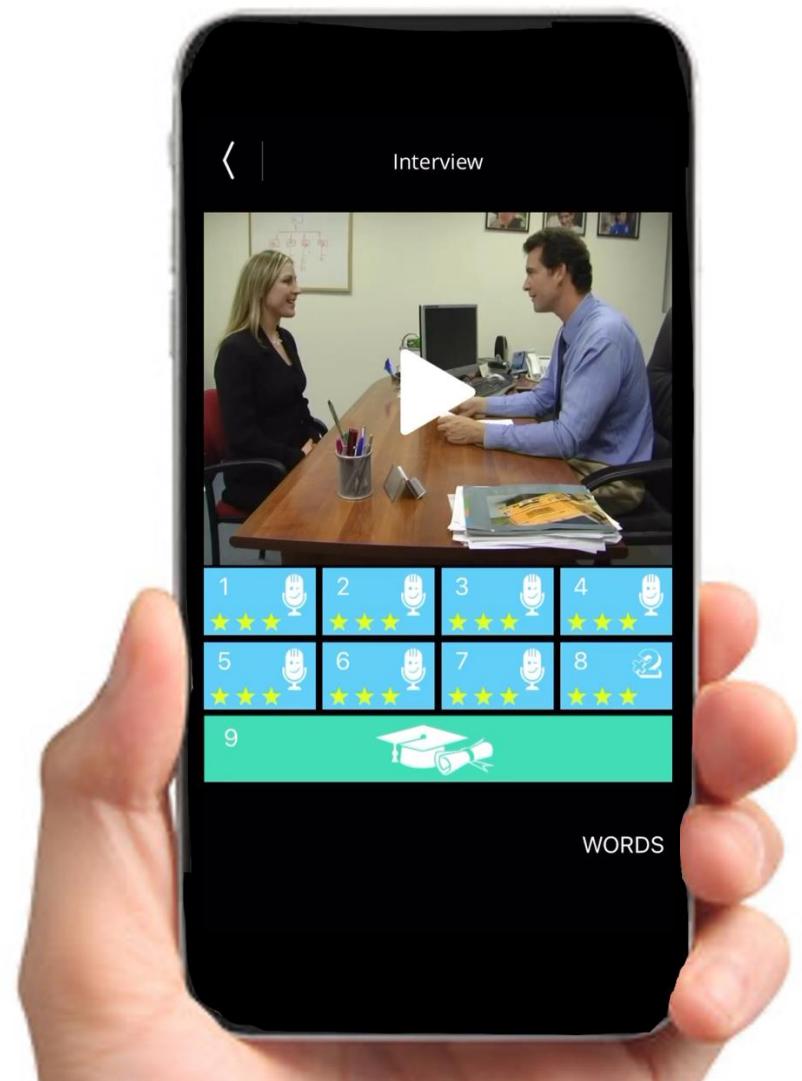
Spoken English Simulator

Automatic Speech Recognition
Technology for non-native speakers



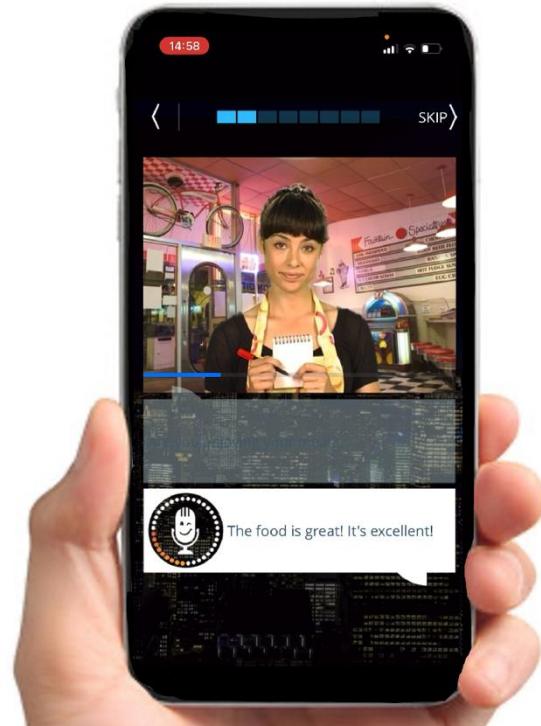
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Practicing with the simulator



- Improves **spoken English** proficiency (22% a year)
- Builds **self confidence** in using English (25% a year)
- Improves other English proficiencies as well
(Listening, Reading, Vocabulary & Grammar)



Smart Teacher dashboard

SPEAKINGPAL

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MY CLASSES

Overview

Classes

Students

LESSONS

Lessons

Assigned Homework

LEARN

SpeakingPal App

SUPPORT

Contact Us

Refresh Data

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_HIDE

ENG: LEARN - UN SEL

SPEAKING
69%
Average score: 69%
Range 60-79%
▲ 9.04% Improvement

COMPREHENSION
64%
Average score: 64%
Range 40-100%

HOMEWORK
66%
Completion: 66%
8 HW TASKS

PRACTICE TIME
334:31:53
Total

IMPROVEMENT
13
Students
(50 % of class)

SEL ATTENTION
8
Students may need attention

STUDENTS' MOOD
△ 0% Change

ENG: LEARN - UN SEL

SPEAKING
75%
Average score: 75%
Range 62-86%
▲ 6.11% Improvement

COMPREHENSION
69%
Average score: 69%
Range 40-93%

HOMEWORK
68%
Completion: 68%
27 HW TASKS

PRACTICE TIME
779:50:37
Total

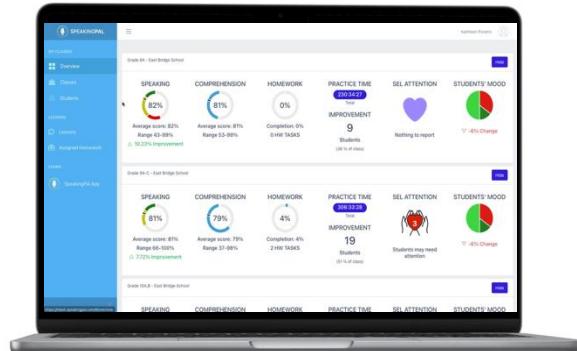
IMPROVEMENT
18
Students
(62 % of class)

SEL ATTENTION
8
Students may need attention

STUDENTS' MOOD
△ 0% Change

Smart Teacher dashboard

- Quick to learn, easy to use
- Saves teacher's time
- Designed with feedback from 100s of teachers
- Provides **smart insights & actions** – that lead to **improvement**



Why adding Social-Emotional skills to English learning?

- **Detecting social-emotional distress:**

Students with distress are emotionally unavailable for learning

Detection allows reference and help



- **Teaching social-emotional skills:**

- English lessons that combines SEL

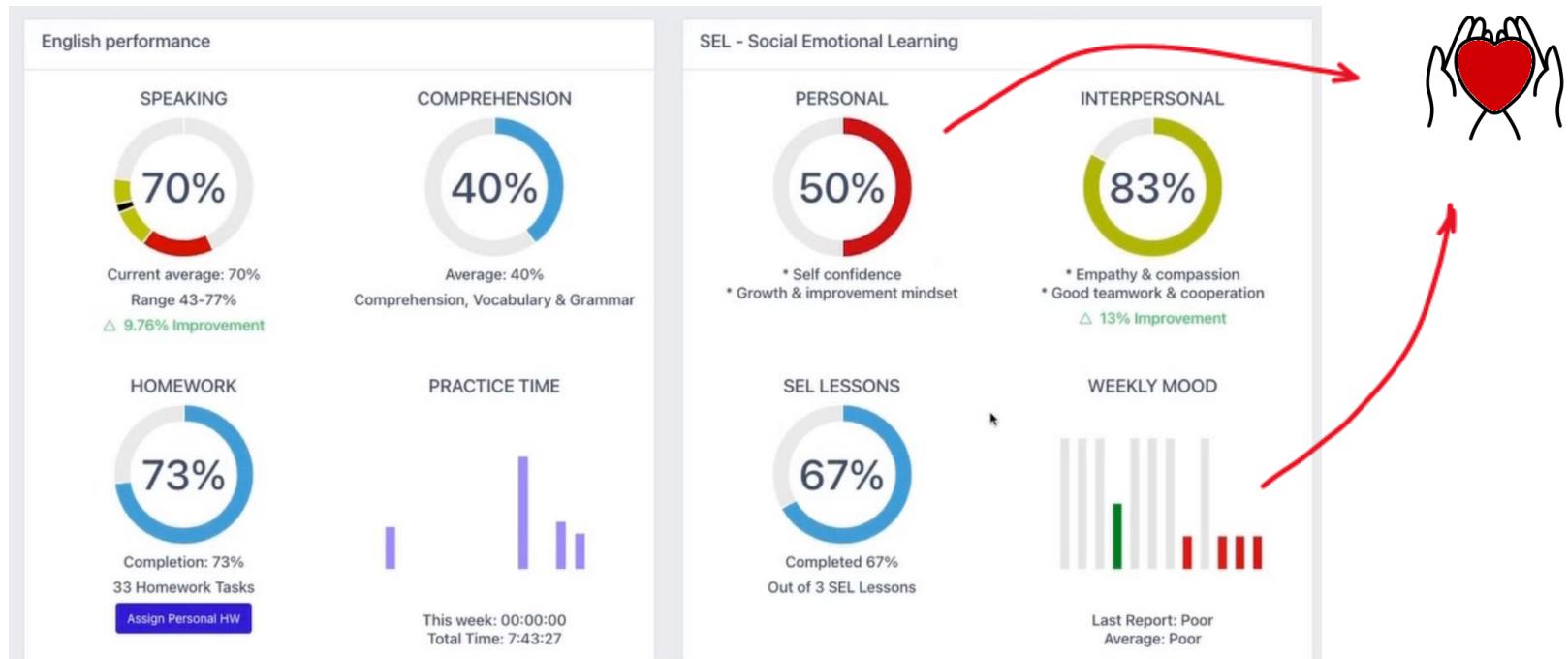


improves achievements, reduces distress & dangerous behavior,

Strengthening the relationship with the teachers



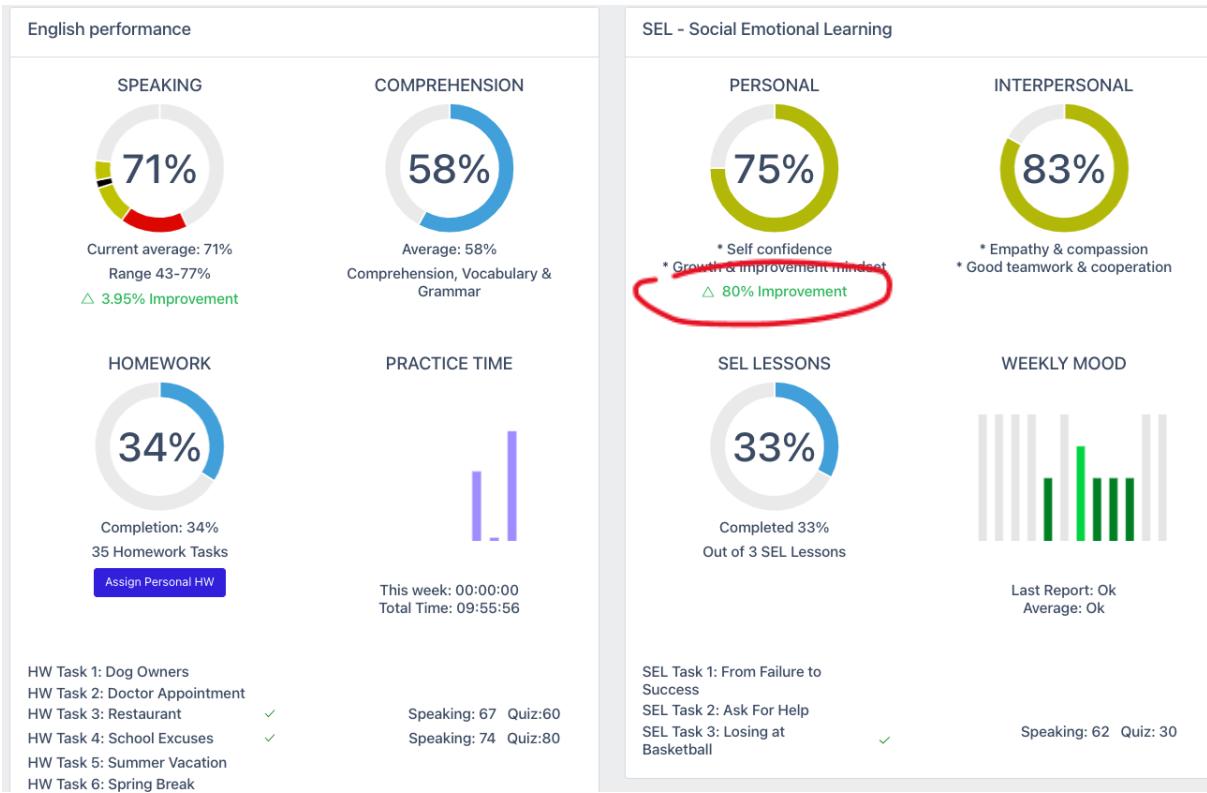
SEL alert real-life example



Student's page – the system detected a bullying situation



Personalization based on SEL insights



A real case

Following low confidence scores (PERSONAL), The teacher gave the student a personalized task, easier than the class' task

-> The student's self confidence rose by 80%
in 2 weeks!



More than 10,000,000 users worldwide, proven efficiency & quality



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*toeic.pal

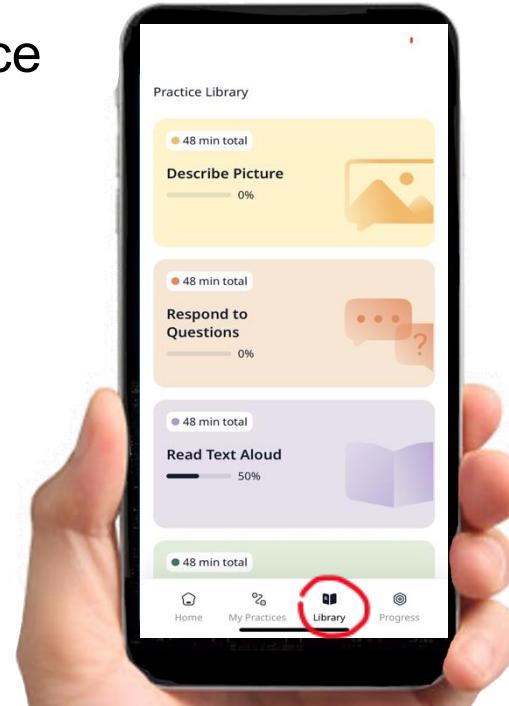
Official Speaking prep app by ETS

Powered by SpeakingPal

TOEIC Pal - Build real English speaking skills - measured, not guessed.

Research-based evaluation + personalized practice that targets what each learner needs most.

Students practice, get evaluated, and improve through a structured cycle.

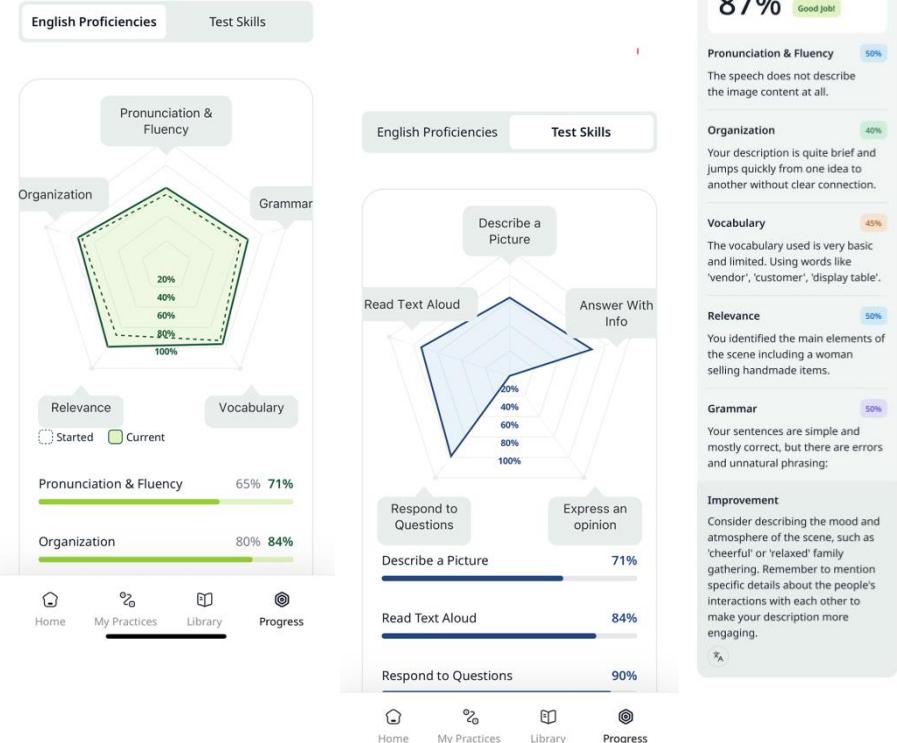


Measure 10 core parameters: 5 English skills & 5 capabilities.

English skills: Pronunciation, grammar, vocabulary, relevance & organization (coherence)

Can do: Describe a pic, answer questions, answer Qs with given info, read aloud & express an opinion

Consistent scoring + actionable insights after each activity.



A practice plan built for each student.

Based on performance, the app focuses practice on weaker areas for faster improvement.

Balances English proficiency skills with speaking performance to guide practice.

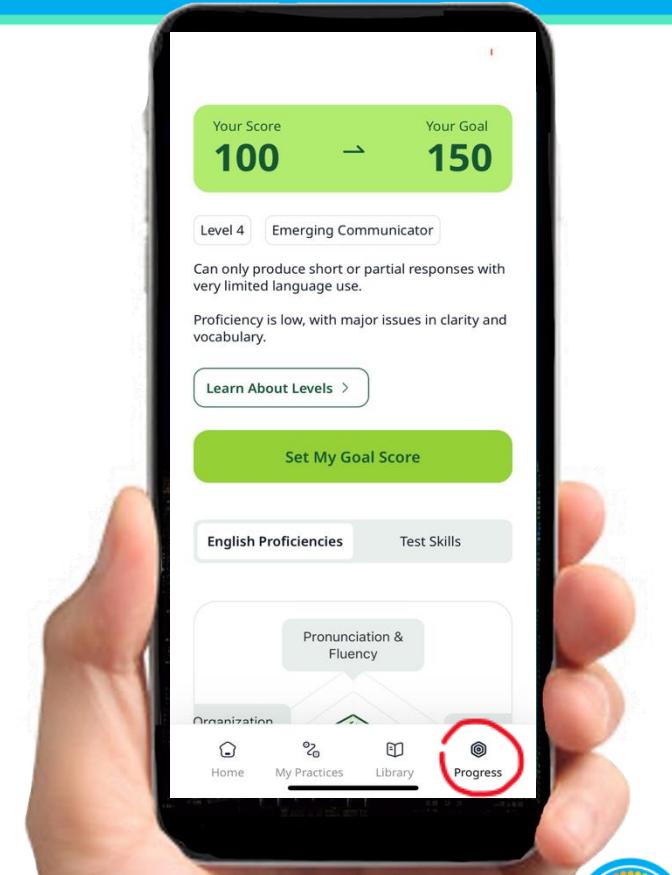
The screenshot shows the 'My Practices Plan' section of the toeic pal app. At the top, there is a navigation bar with four items: 'Level Check' (green), 'Practice Set 1' (green), 'TOEIC Test 1' (light gray), and 'Progress Review' (light gray). Below the navigation bar is a box with the text 'Practice more to unlock TOEIC Test 1'. Inside this box, there is a progress bar with a blue segment and a blue circular icon with a plus sign. The text '20/500 points' is displayed next to the progress bar. To the right of the progress bar is a small circular icon with a lock symbol. Below this box is a section titled 'Practice Set 1' with a green rounded rectangle containing a green starburst icon and the text 'Selected for you to help you improve faster.' Below this is a list of practice items:

- Doctor Appointment Dialog** (Icon: speech bubbles):
⌚ 10 min ⚖ 0/35 pts >
- Green Park** (Icon: book):
Read Aloud
⌚ 5 min ⚖ 0/25 pts >
- Vocab Set 101** (Icon: blue square): >

A continuous improvement cycle.

Practice → evaluation → insights → a more focused next set

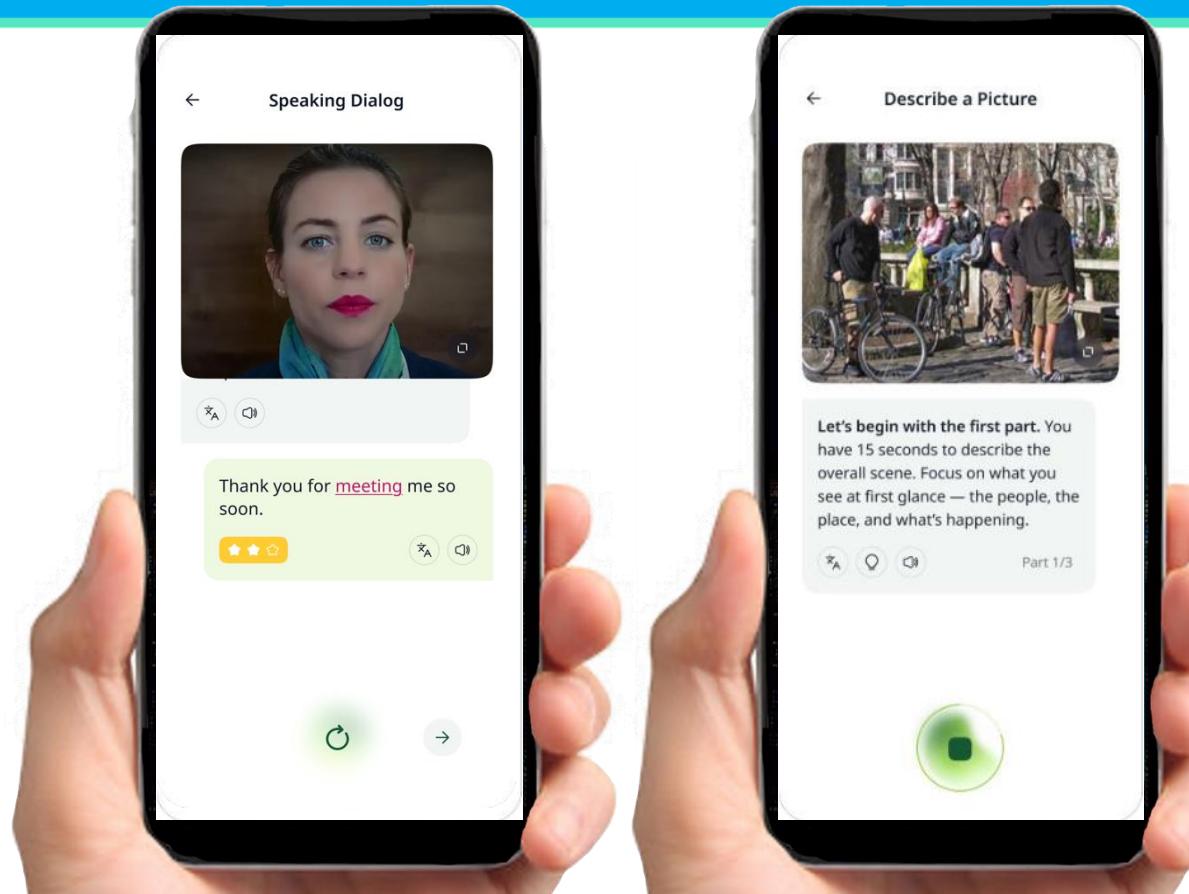
Each cycle creates a new personalized set
based on progress data.



Designed for busy students.

Short, guided speaking tasks
that fit into a daily routine.

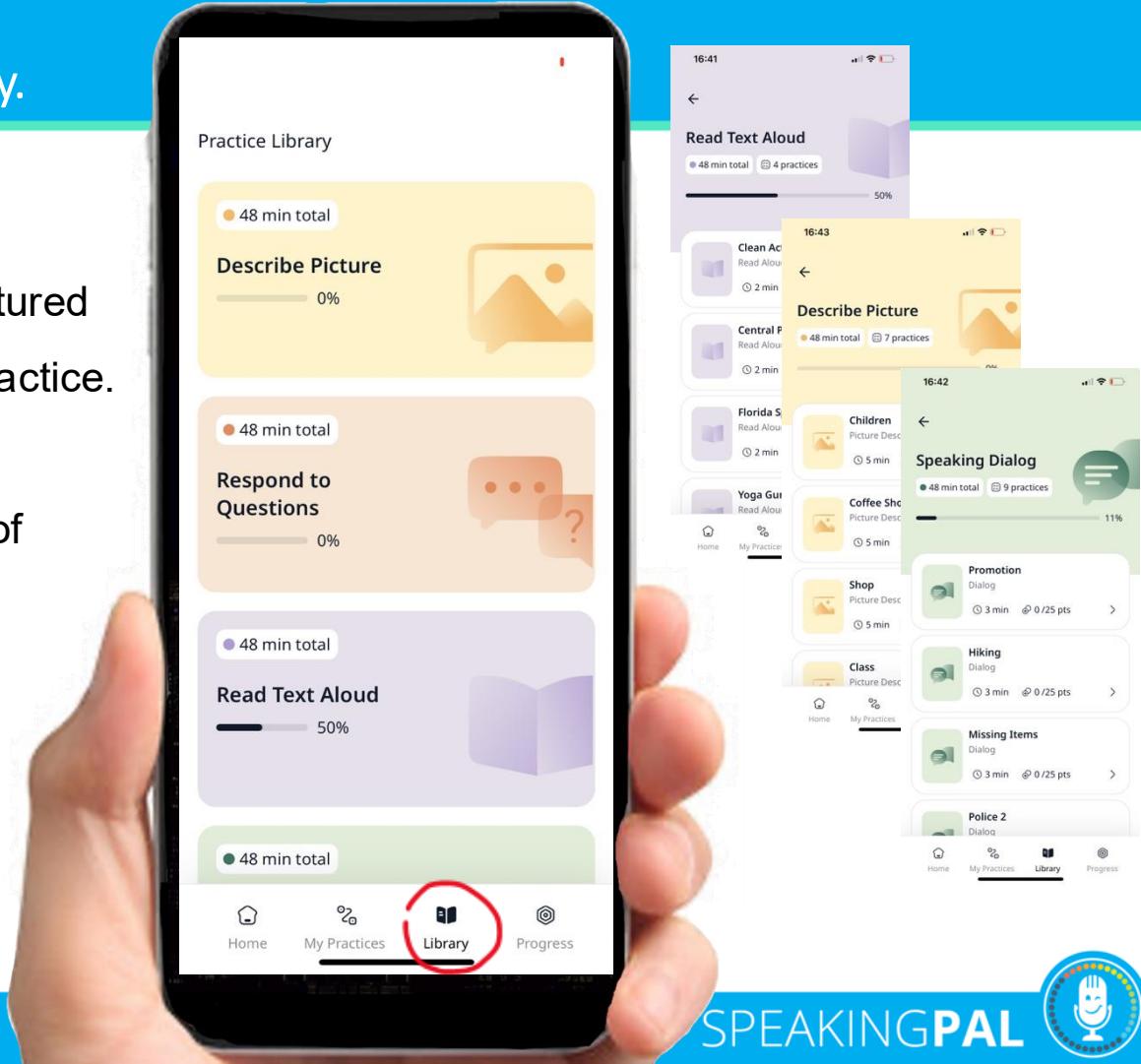
Each activity takes minutes
and returns instant feedback.



Deep speaking practice library.

Hundreds of speaking tasks + structured cycles that encourage consistent practice.

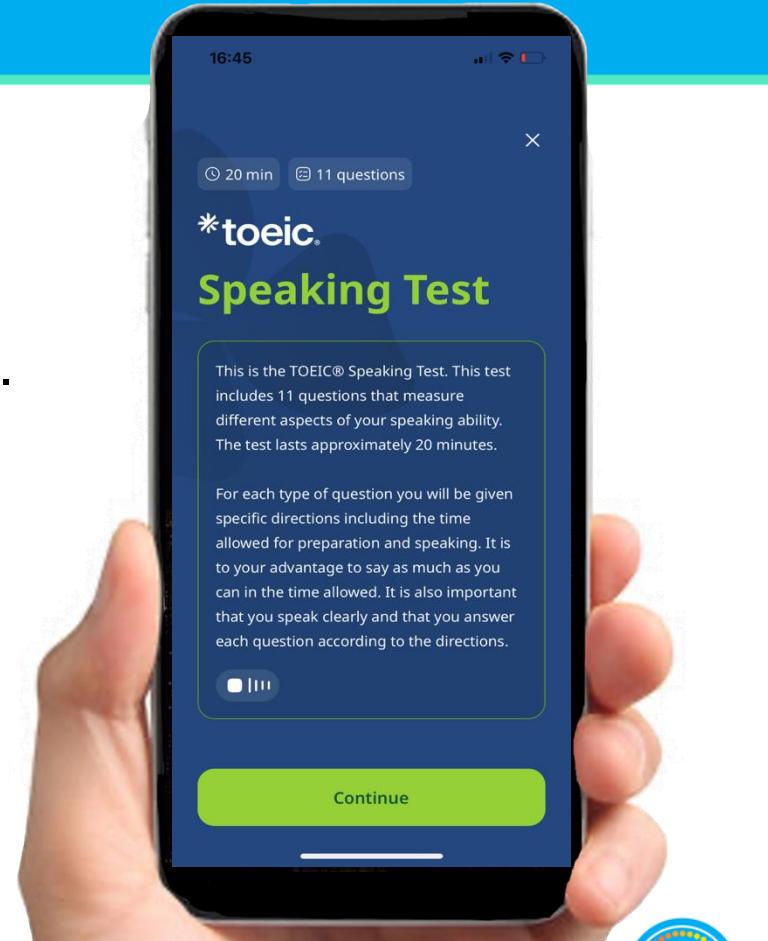
Enough content for a full semester of practice.



Full TOEIC Speaking tests

Based on a global standard trusted by
14,000+ organizations across 160+ countries.

Helped 136M+ test takers worldwide demonstrate
workplace English skills.





Thank you!