



# 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)







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

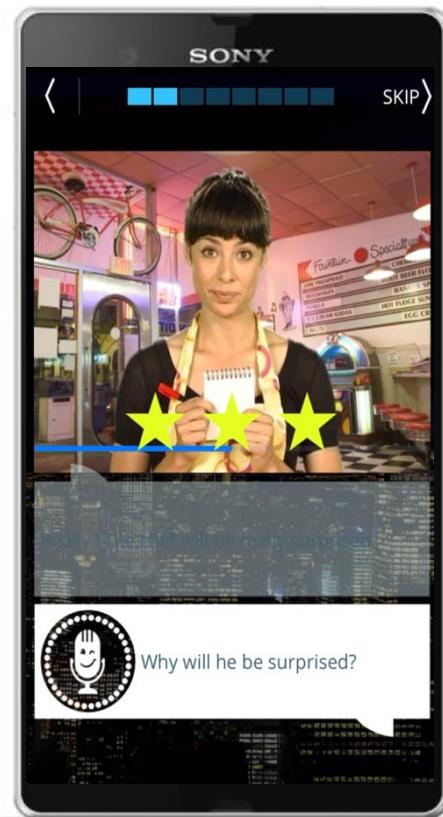




We have developed

Spoken English Simulator

Automatic Speech Recognition  
Technology for non-native speakers



SPEAKINGPAL



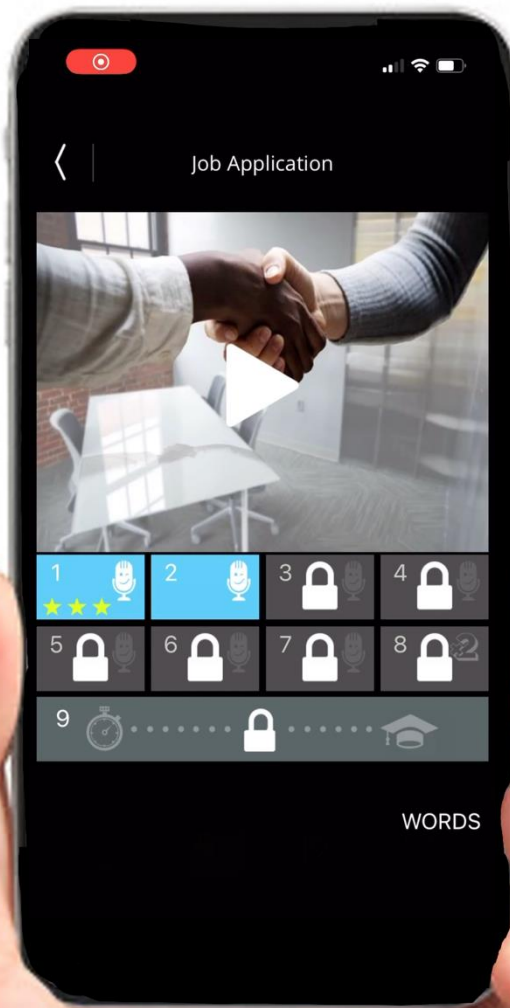


Interview



1 ★ ★ ★ ★ ★ 🎤	2 ★ ★ ★ ★ ★ 🎤	3 ★ ★ ★ ★ ★ 🎤	4 ★ ★ ★ ★ ★ 🎤
5 ★ ★ ★ ★ ★ 🎤	6 ★ ★ ★ ★ ★ 🎤	7 ★ ★ ★ ★ ★ 🎤	8 ★ ★ ★ ★ ★ 🔄
9 🎓			

WORDS



Job Application



1 ★ ★ ★ 🎤	2 🎤	3 🔒	4 🔒
5 🔒	6 🔒	7 🔒	8 🔒
9 🕒 ..... 🔒 ..... 🎓			

WORDS



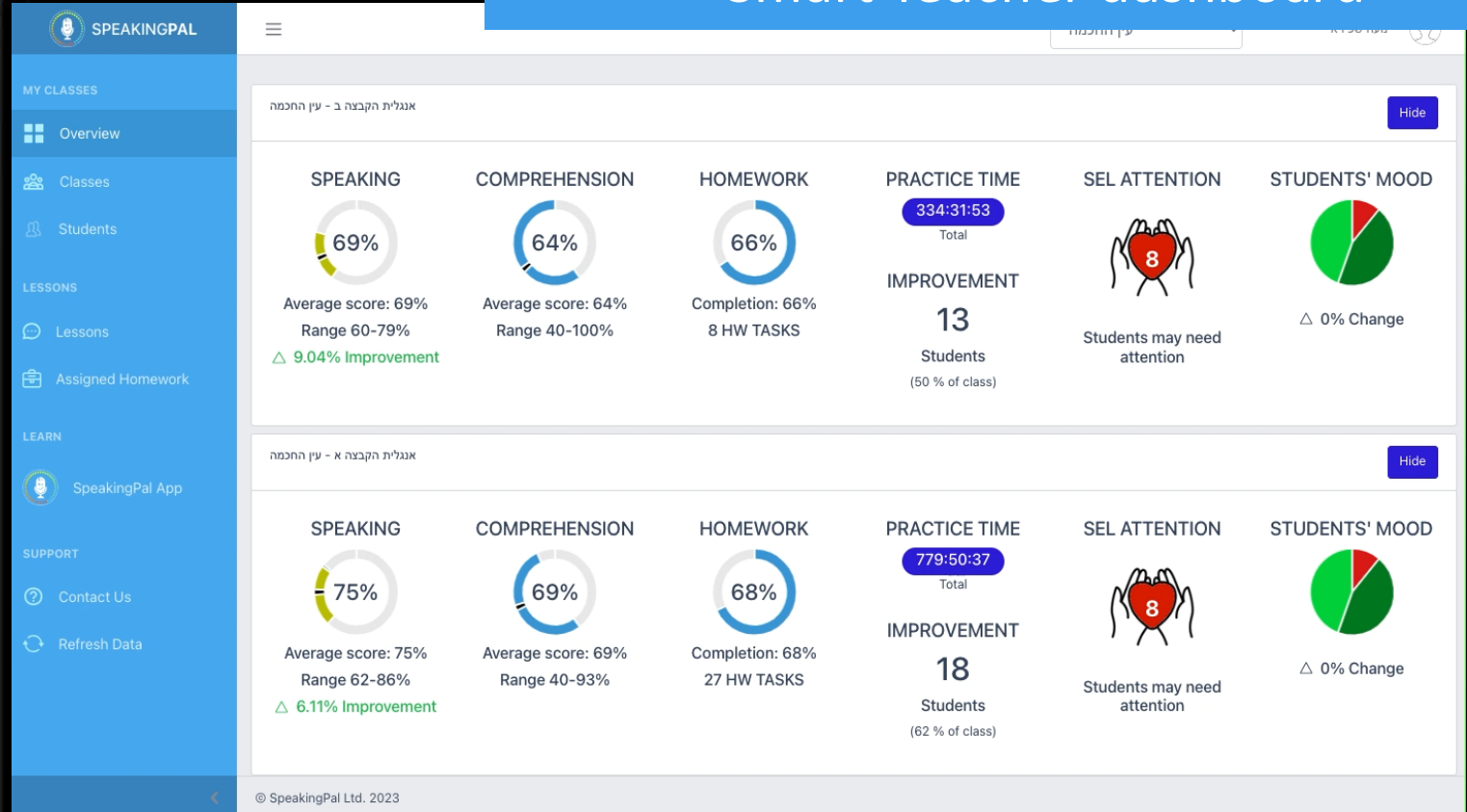
# Practicing with the simulator



- 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)

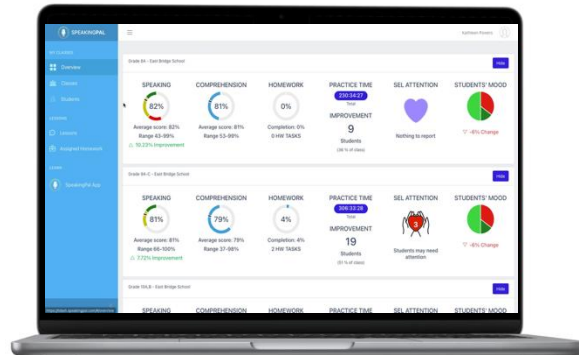


# Smart Teacher dashboard



# 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



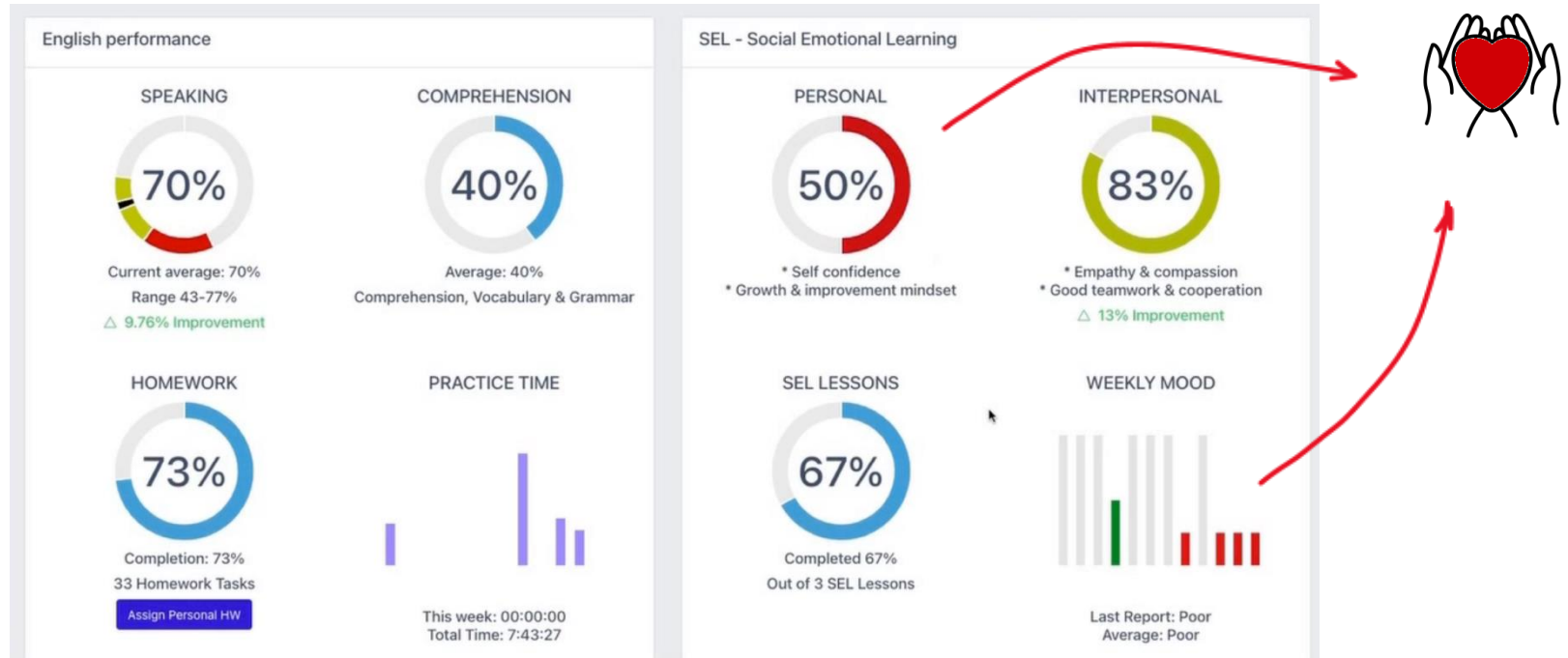
**improves achievements, reduces distress & dangerous behavior,**

**Strengthening the relationship with the teachers**





# SEL alert real-life example



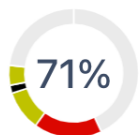
Student's page – the system detected a bullying situation



# Personalization based on SEL insights

## English performance

### SPEAKING



Current average: 71%  
Range 43-77%  
△ 3.95% Improvement

### COMPREHENSION



Average: 58%  
Comprehension, Vocabulary & Grammar

### HOMEWORK



Completion: 34%  
35 Homework Tasks

[Assign Personal HW](#)

### PRACTICE TIME



HW Task 1: Dog Owners  
HW Task 2: Doctor Appointment  
HW Task 3: Restaurant ✓  
HW Task 4: School Excuses ✓  
HW Task 5: Summer Vacation  
HW Task 6: Spring Break

Speaking: 67 Quiz: 60  
Speaking: 74 Quiz: 80

## SEL - Social Emotional Learning

### PERSONAL



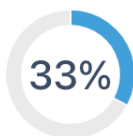
\* Self confidence  
\* Growth & improvement mindset  
△ 80% Improvement

### INTERPERSONAL



\* Empathy & compassion  
\* Good teamwork & cooperation

### SEL LESSONS



Completed 33%  
Out of 3 SEL Lessons

### WEEKLY MOOD



SEL Task 1: From Failure to Success  
SEL Task 2: Ask For Help  
SEL Task 3: Losing at Basketball ✓

Speaking: 62 Quiz: 30



## 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



SPEAKINGPAL



18:50



\*toeic®.pal

Official Speaking prep app by ETS

Powered by SpeakingPal

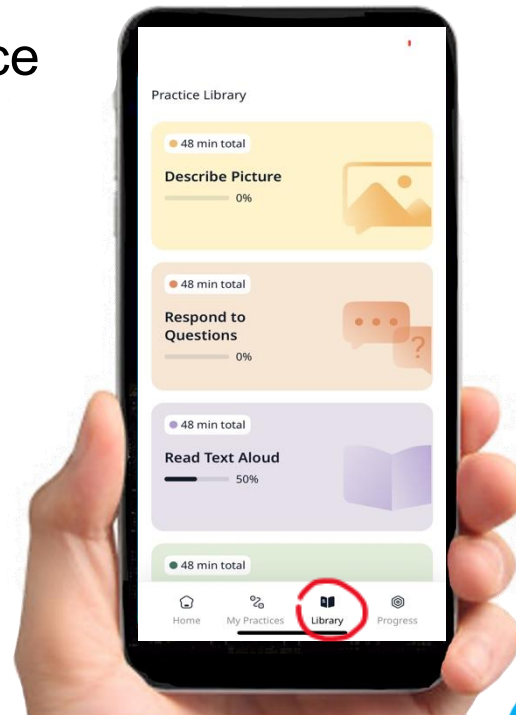




# TOEIC Pal - Build real English speaking skills - measured, not guessed.

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

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

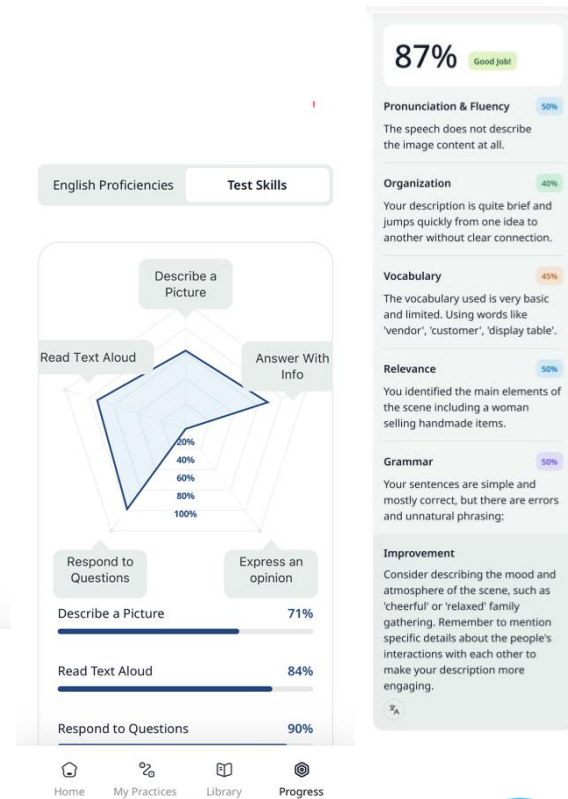
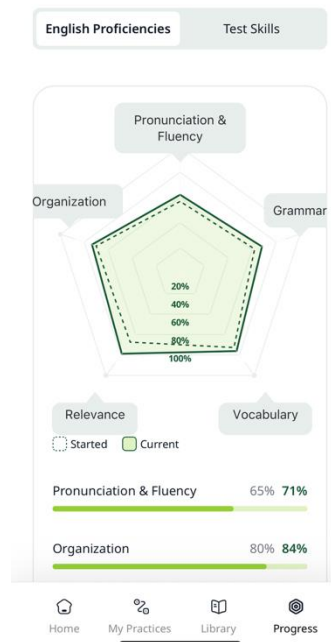


# Measure 10 core parameters: 5 English skills & 5 capabilities.

**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.

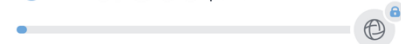
## My Practices Plan




Practice more to unlock

TOEIC Test 1

 **20/500** points



## Practice Set 1

 Selected for you to help you improve faster.

 **Doctor Appointment**  
Dialog

 10 min  0/35 pts



 **Green Park**  
Read Aloud

 5 min  0/25 pts

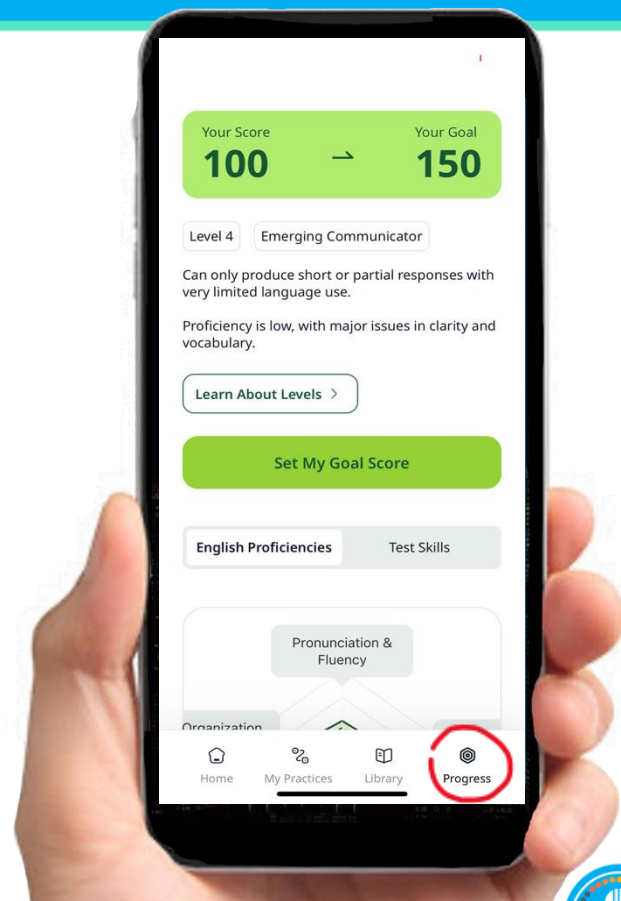


 **Vocab Set 101**

# A continuous improvement cycle.

Practice → evaluation → insights → a more focused next set

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

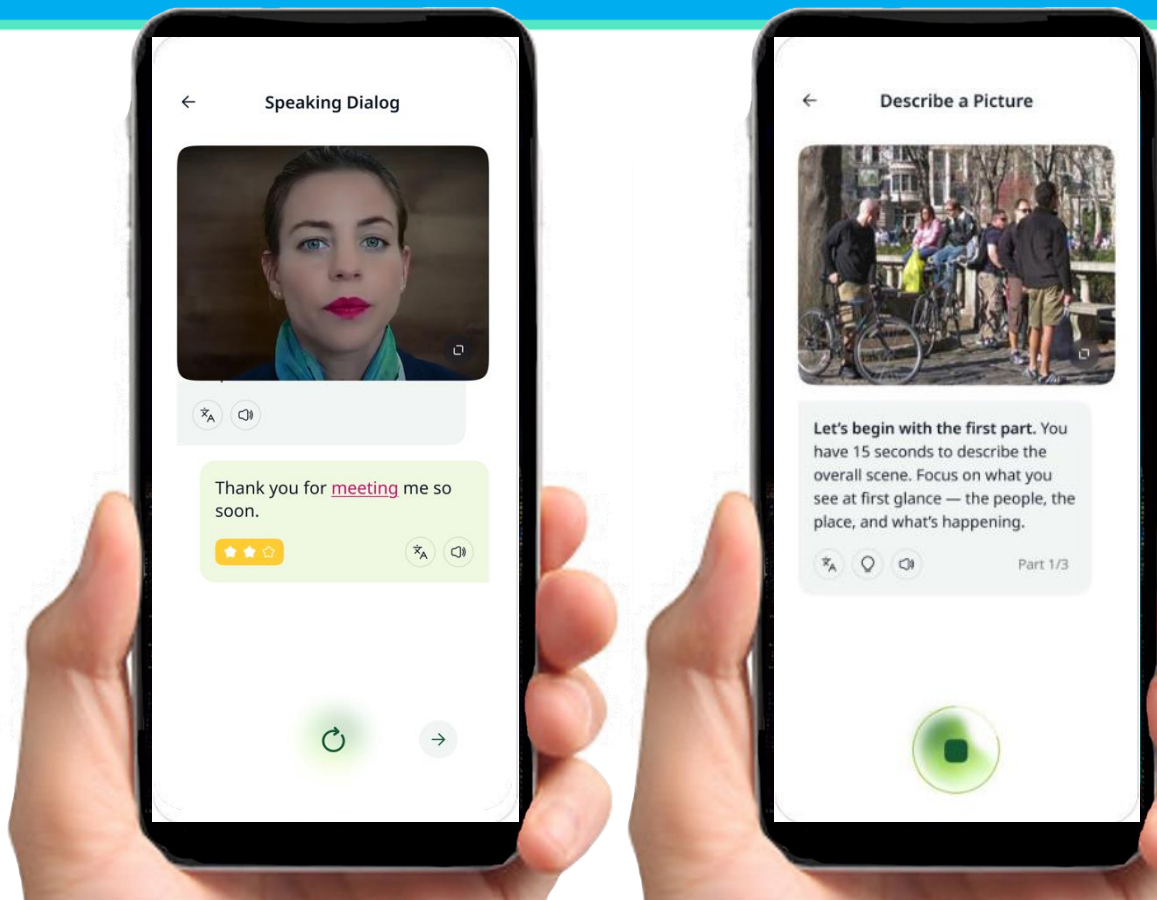




Designed for busy students.

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

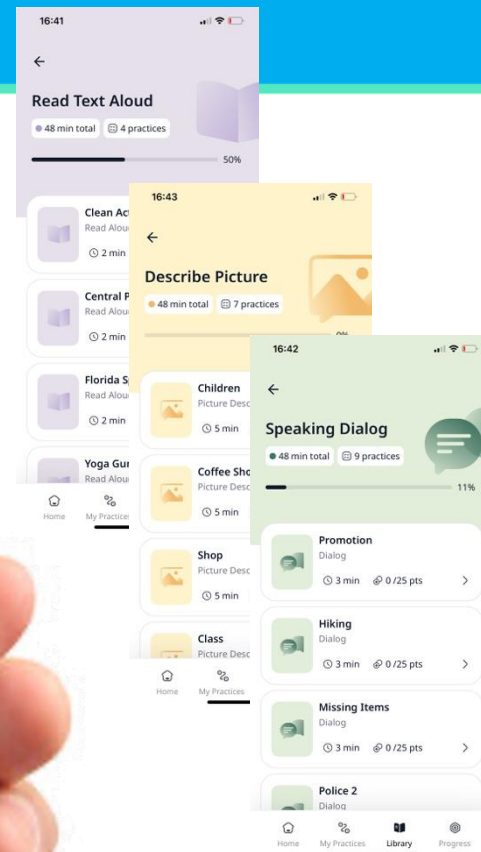
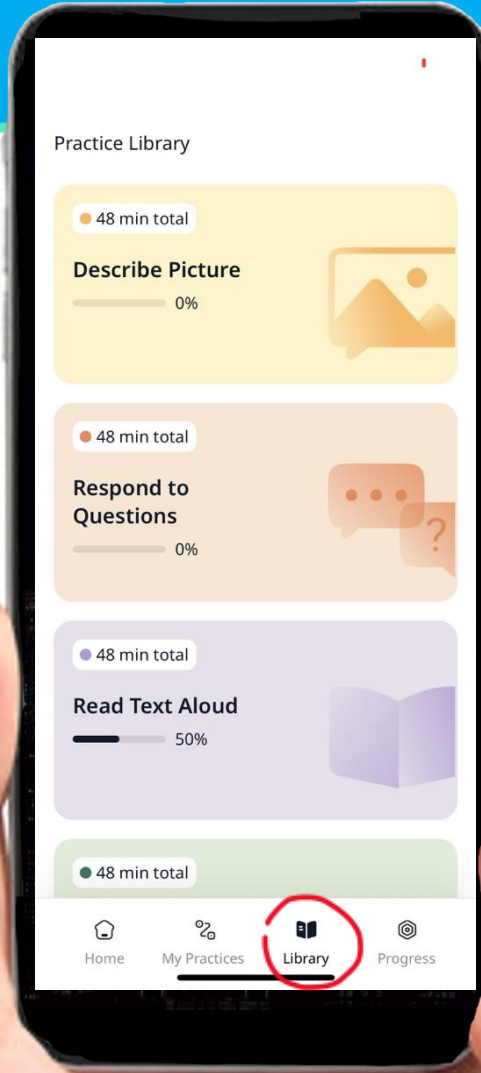
Each activity takes minutes  
and returns instant feedback.



# Deep speaking practice library.

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

Enough content for a full semester of practice.



**\*toeic®.pal**

Official Speaking prep app by ETS

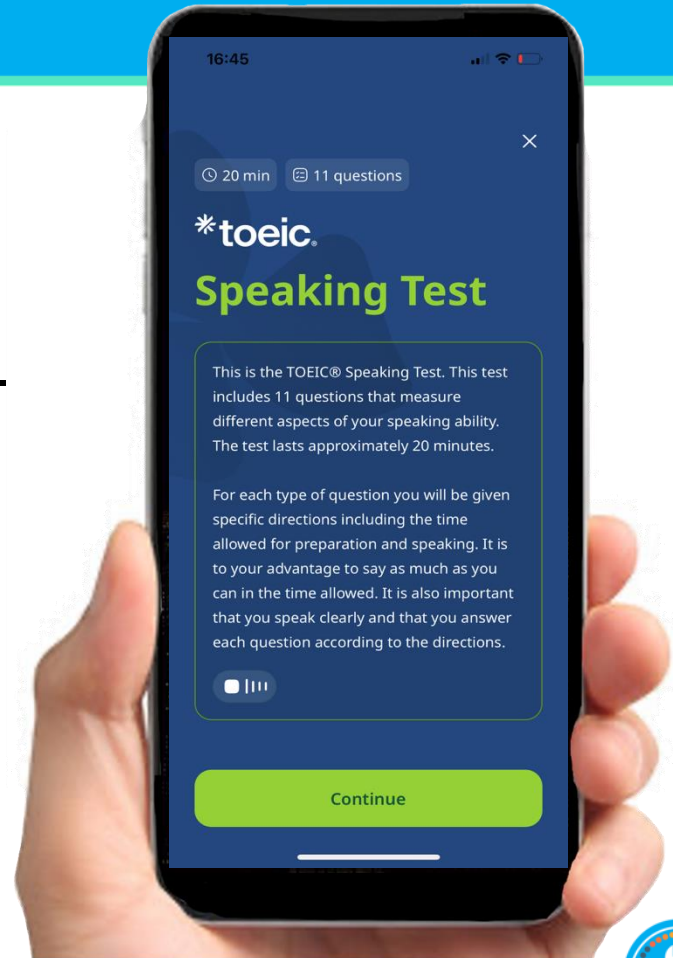
**SPEAKINGPAL**



# 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!

[www.speakingpal.com](http://www.speakingpal.com)