



What is Kwiziq?

Kwiziq is an online language learning platform that helps language learners get to fluency faster*. It reduces friction, increases focus and uses proven techniques to enhance the learning process however a student chooses to study.

Our AI language coach, Kwizbot, works with the student like a human teacher would, pushing them forward at an appropriate (and dynamic) pace, filling in gaps, correcting errors and most importantly, avoiding frustration by moving quickly past topics they've already mastered.

Founders

Simon Potter

CEO and Co-founder

- Founder/Head of technology – Spottmedia
- Founder/CTO StyleSequel.com (pre-owned fashion)
- E-commerce director FrenchConnections.co.uk
- BaSocSc Politics & Journalism, Uni of Tech, Sydney
- Speaks: English, Arabic, Indonesian, French

Gareth Davies

Chief Evangelist and Co-founder

- Founder/Inventor/CEO Exertris (gaming exercise bike)
- Data Architect/Head of R&D moonfruit.com (\$37m exit)
- PhD Physics, Imperial College, London
- Speaks: English, French, Spanish, Portuguese, Italian

Kwizbot is the gateway to an ever-expanding set of learning materials, intelligently matched to a learner's capabilities.

He identifies the specific needs of a student (what they've learned, not learned, and crucially, mislearned) and then addresses those needs with high-quality, engaging learning tools and materials. All of our in-depth lessons, engaging exercises and challenging kwizzes are carefully written by our expert language teachers.

Why Kwiziq?

Kwiziq exists to help people communicate fluently in a second language. We believe the more people from different places are able to share their life stories, the better the world will be.

We're focussed on (but not exclusively for) post-beginners; those for whom language learning is hard, and providing genuinely useful and engaging EdTech is even harder. Learners at this level struggle to find material and exercises which is frustrating and time-consuming.

Highlights

- Targeting the underserved, rapidly growing, post-beginner market
- Kwizbot evaluates their level and creates a personalised Study Plan
- Accelerated learning (up to 10x faster)
- In-depth lessons and engaging exercises by qualified language teachers
- Immediate feedback from Kwizbot to always know where to focus
- Teachers find Kwiziq a useful tool to map and plan for individual students
- Co-branded version for schools and online educators

Milestones

- Co-founders built and 'bootstrapped' Kwiziq from proof of concept through to first revenue generation without seeking external funds.
- Aug 2015: Raised £200K Seed funding via Crowdcube, enabling growth to 11 staff and acceleration of R&D
- Aug 2016: Released a vastly improved version of the product, Kwiziq French, with new features
- Dec 2016: Raised another £110K from existing investors
- Jun 2017: Nominated as a top 3 finalist in the CogX AI Awards in the "Best AI Product in Education" category
- Sep 2017: Launched beta of our second language, Kwiziq Spanish
- Dec 2017: In the last year, we grew our user base by 4x and revenues by 5x; our team grew to 17 and we began work on Kwiziq Spanish
- Mar 2018: Officially announced the launch of Kwiziq Spanish
- Sep 2018: Reached the CogX finals for a second time
- Nov 2018: Founders won BMWiUK Ed Tech Founder of the Year
- Sep 2019: Gareth Davies was invited to speak at the Codex World's Top 50 Innovators event on "Will future Ed Tech turn anyone into a genius?"
- Sep 2019: For the third year running, we made the CogX finals
- Nov 2020: We hit the milestone of 10 million kwizzes taken
- May 2021: Launch of Latin American version of Kwiziq Spanish
- Sep 2022: Launched our new branding design and dark mode

Contact us

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**Students report learning up to 10x faster.*