

## Duolingo Factsheet

### About Duolingo:

- Duolingo is the most popular way to learn a language online. In fact, *there are more people learning languages on Duolingo in the US than there are learning languages in the entire US public school system.*
- Our mission: making language education free, fun and accessible for everyone in the world.
- 300 million total users worldwide.
- Available on [Android](#), [iOS](#), and the [Web](#).
- Duolingo offers [94 total language courses](#) for 38 distinct languages.
- The company has raised US\$138.3 million in total and is currently valued at US\$1.5 billion. Our [last round](#) (Series F) was funded by CapitalG (formerly called Google Capital). Other investors include Union Square Ventures (which has invested in companies like Twitter and Tumblr), Kleiner Perkins Caufield & Byers, New Enterprise Associates, Drive Capital, Tim Ferriss, and Ashton Kutcher.
- Co-founders are Luis von Ahn (CEO) and Severin Hacker (CTO).
  - [Luis von Ahn](#) is a serial entrepreneur and computer science professor known for having invented CAPTCHA/reCAPTCHA, giving a popular [TED talk](#) and receiving the MacArthur "Genius" grant. After selling two companies to Google in his 20s, the Guatemalan native decided to dedicate his life to improving education and enabling people of all social classes to access better life opportunities through learning.

### Here's what sets it apart:

- All Duolingo content is free (it's our mission!)
- Built to feel like a game: users compete with friends, have streaks, get points, level up, and earn virtual currency as they learn.
- Completely interactive — you have to answer questions to move forward so there's no room for daydreaming.
- Lessons are "bite-sized" which means they can be taken on-the-go in 5 minutes at a time and fit anyone's schedule.
- Lessons include reading, writing, listening and speaking exercises.

### Here's why it's effective:

- We use machine learning to give everyone personalized, adaptive lessons based on their progress.
- A/B testing is used to discover the most effective ways to help people learn and stay motivated.
- An [independent study](#) conducted by the City University of New York has shown that 34 hours on Duolingo are equivalent to a university semester of language classes.

### Duolingo's monetization strategy:

Duolingo's mission has always been to make language education free and accessible for everyone, and while keeping all learning content free, we are monetizing in the following ways:

- **Ads** - We show short, non-intrusive ads at the end of each lesson.
- **Duolingo Plus subscription option** - Android and iOS users can subscribe to Duolingo Plus to remove ads and have the ability to download lessons for offline use.
- **[Duolingo English Test \(DET\)](#)** - This is an English certification exam, primarily used by international students applying to US universities. It is designed to reduce barriers to higher education by making English language certification more affordable and accessible. The Duolingo English Test is accepted by over 500 institutions (including Yale, Columbia, UCLA, Duke and Johns Hopkins), and that number grows each month.