



Press release

busuu.com launches a revolutionary new form of learning languages

Learning a language is no longer difficult– busuu.com offers free language exchange on the internet and makes language learning mobile, flexible and best of all interactive!

Madrid, 16th of May 2008 – Anyone who has ever learned a new language is aware of how difficult it can be. The learning process is tedious, boring and expensive. If you don't use your language skills you lose them and if you don't practice with native speakers, you can never learn the “real” language.

busuu.com has the solution and are now offering:

- **Full flexibility in the learning content:** Users can choose from a wide range of picture-based learning units focused on specific topic areas such as “in the hotel” and “my first date”. The phrases and vocabulary are represented by images and sounds. This involves learning new vocabulary, a comprehension dialogue, a writing exercise, an online chat about the topic and a review section.
- **Direct contact with native speaker:** The language exchange with other users of the community is done via an integrated video-chat. The users' language skills can be improved greatly by learning directly with native speakers from all over the world. Each user is a “student” of a foreign language and a “teacher” of his own mother tongue.
- **Individual motivation:** The user's effort in learning is directly compared to the other members of the community. Each language being learned is represented by a tree. The more you study the language, the more your language tree will grow. If you become lazy, your tree will slowly shrink.

“We personally found traditional language learning methods completely inefficient and boring”, explains Adrian Hilti, Co-Founder of busuu.com, “but with busuu.com you can learn directly from native speakers completely for free and whenever you want!”

12 billion Euros is spent every year on language learning and 1 billion people are learning English worldwide. According to the British Council, the UK's international organization for cultural relations, this number is expected to more than double by 2010. “The market potential for busuu.com is impressive”, says Bernhard Niesner, Co-Founder of busuu.com, “we are currently offering English, Spanish, German and French but will continue to extend our language portfolio in the near future”.



About busuu.com

busuu.com is a free online community for learning languages. Users have access to audio-visual learning material covering several topics. Additionally, language skills can be directly improved together with native speakers from around the world. Users connect via an integrated video-chat with other users of the community while at home. Each user is not only “student” of a foreign language but also a “teacher” of his own mother tongue.

The start-up was founded in Madrid at the beginning of 2008. The name of the site comes from the Busuu language of Cameroon, which according to an ethnological study from the 80ies is only spoken by 8 people.

About the founders

Bernhard Niesner (29), born in Vienna, Austria, is responsible for Marketing & Sales at busuu.com. Before founding the company he worked for the international strategy consulting firm Roland Berger Strategy Consultants. During his international MBA at the prestigious ‘Instituto de Empresa’ in Madrid, he met his current business partner Adrian Hilti. Bernhard speaks his mother tongue German, fluent English and Spanish and is currently improving his Brazilian Portuguese.

Adrian Hilti (34), from Liechtenstein, a small country in the heart of Europe, is responsible for IT & Operations within busuu.com. He worked for the strategy consulting firm Arthur D. Little before founding busuu.com. Additionally, he gained experience in the Swiss High-Tech company Shockfish. Adrian also completed an international MBA at the ‘Instituto de Empresa’ where the initial idea for busuu.com was developed. Adrian speaks fluently German, French and English and is currently improving his Spanish.

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