

**PITCH DECK OF THE
STARTUP "LEXICON"
(Telegram chatbot for parents
on youth slang)**

1. About the startup

Name: "Flexicon" (from "flex" - boasting, coolness + "lexicon" - dictionary)

Logo: (a stylized chat, a book, or emojis symbolizing the conversation of generations)

2. The problem

Modern teenagers use slang that is incomprehensible to their parents. This creates barriers in communication, makes mutual understanding difficult, and can lead to conflicts.

- ◆ 72% of parents do not understand youth slang.
- ◆ 58% of teenagers feel that their parents are "out of the loop".
- ◆ The rapidly changing language complicates the process of communication between generations.

3. Solution

"Flexicon" is a Telegram chatbot that:

- ✓ Decodes popular youth words and phrases.
- ✓ Explains their meaning in context.
- ✓ Divides slang into categories (gaming, social media, emotions, etc.).
- ✓ Offers examples of usage.
- ✓ Updates with new words and trends.

4. Market

🎯 Target audience:

- Parents of teenagers (30-50 years old)
- Teachers, school psychologists, social workers

- Everyone who wants to understand the youth language

Market volume

5. Product

➔📱 How does the "Flexicon" chatbot work?

🔍 Quick search by words and phrases.

📁 Categories of slang (internet, social media, gaming, anime culture, etc.).

☐ Examples of dialogues with transcripts.

🎮 Quizzes and tests for parents.

🔊 The "Trends" section with new words and memes.

🔊 Additional features:

- Voice pronunciation of slang.
- Automatic recommendations for popular words of the week.
- Subscription to "Word of the Day".

6. Business model

💰 How do we make money?

1☐☐ Freemium model – free basic access, paid subscription for advanced features.

2☐☐ Advertising – unobtrusive advertising in the free version.

3☐☐ Training courses – for parents and teachers on youth culture.

4☐☐ Corporate sales – schools, psychological centers, educational institutions.

7. Competition

🔍 Indirect competitors:

- Internet dictionaries (outdated information, lack of context).

- Forums and social networks (disparate information, no systematization).

🏆 Our advantages:

- ✓ Chatbot – fast, convenient and accessible without installing applications.
- ✓ Regular updates taking into account new trends.
- ✓ Interactive features: tests, examples of dialogues, voice pronunciation.

8. Team

👤💻 Development: [names, if any] – Telegram bots, UX/UI.

📖 Linguists: specialists in youth language and digital culture.

📣 Marketing and promotion: SMM, advertising in parent communities.

9. Finance

📊 Forecast for the 1st year:

- Development and launch – \$8,000 (a Telegram bot is cheaper than an app).
- Marketing and promotion – \$5,000.
- Expected revenue is \$30,000 (subscriptions + advertising).

, Forecast for 3 years:

- Scaling to the CIS and other markets.
- Additional educational products.
- Access to the B2B segment (schools, organizations).

10. Development Plan

📅 1st month – MVP (minimum working version), testing.

- 📅 3 months – Launch in Kazakhstan and the CIS.
- 📅 6 months – First 10,000 users, adding new features.
- 📅 1 year – Entering the international market, partnerships with educational platforms.

Output

"Flexicon" is an innovative Telegram bot that helps parents and teachers understand the language of teenagers and establish communication between generations.

✦ We are looking for partners and investors to scale the project!