

How to ensure that employs master a foreign language in their field? That is Langino's challenge

Langino offers companies and schools interactive English-language instruction. The online application was developed by language specialists and can be adapted to every client according to their individual needs. Collaboration with CzechInvest helped to streamline the company's management, attract a new investor and obtain the initial major orders.

Langino is an application for acquiring specialised vocabulary in a foreign language. It is used by, for example, Škoda Auto and Student Agency.



Even though language instruction in the Czech Republic is at a very high level, companies often encounter the problem that their employees are proficient in a foreign language but lack the specialised vocabulary that they need to perform their work. The Czech startup **Langino** accepted this problem as a challenge and built its business on it. Langino has been operating on the Czech market since 2017. The company's innovative product comprises online instructional tools for effective learning of words and phrases that meet the individual needs of every client. Thanks to those tools, the client has better control over the content of language instruction, as well as over the progress of their employees. As a result, language learning is more effective for the company and

thus less expensive. Langino participated in the **CzechStarter** support programme for startups (September 2017 – April 2018), which included 150 hours of mentoring, with the aim of acquiring know-how for managing its business, clarifying its financial plan, preparing a strategy for entering a foreign market and gaining support in finding an investor.

In the course of mentoring, stabilisation of the company on the Czech market proved to be a priority. This meant working on the introduction of internal processes, expansion of the sales team and improvement of communication. Guided by mentors, Langino reconsidered its entry into foreign markets, opting to postpone it to a later date.

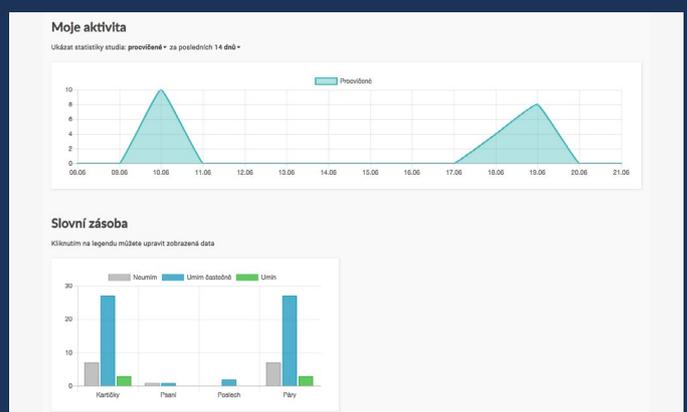
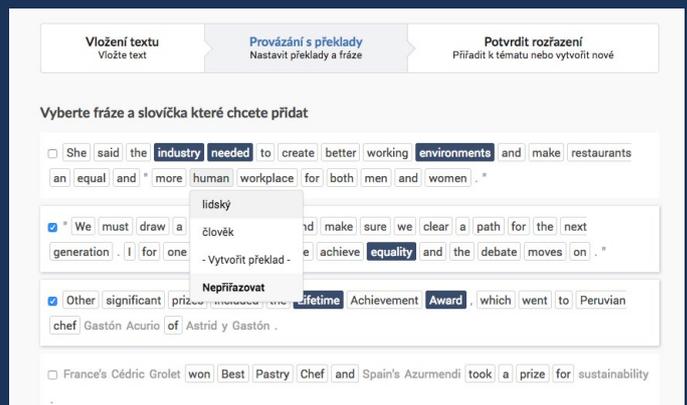
While collaborating with a pair of experienced CzechInvest mentors, Langino succeeded in introducing new internal processes in the company, establishing new offices and headquarters in Brno and expanding its staff. In addition to the company's management, they also made adjustments to the beta version of the application's new design.

An important milestone for the company was the entry of a new **investor and the initial paying customers from the ranks of major brands** such as **Škoda Auto and Student Agency, and references from the language schools Polyglot and Magic English.**

“Under the guidance of mentors from CzechInvest’s CzechStarter programme, stabilisation of the company on the Czech market proved to be a priority. This meant working on the introduction of internal processes, expansion of the sales team and improvement of communication.”



Filip Slunský, head of development and sponsor of the project



Langino is an online system aimed at supporting foreign-language instruction. It was developed by a language specialist in cooperation with experts in the functioning of human memory. It can be used by students, teachers and companies.