



A **new** way of learning languages

Áskoranir í rekstri fyrir alþjóðlegt umhverfi

What is Cooori and its market



Language learning is a large global market

\$60 billion and growing

Mostly offline



What is Cooori and its market



Online language learning market is growing by more than 20% per year.

The offline market will be disrupted in this decade

Cooori is an online solution that personalizes and customizes language learning using AI



Our customers

Our customers are around the Globe

... but mostly in Japan



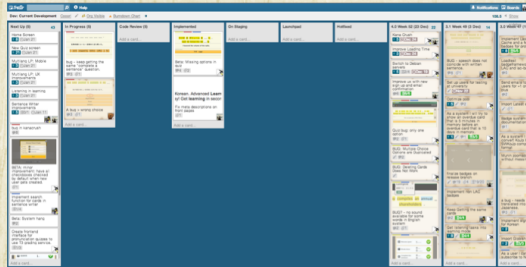
Very distributed team



Communication tools to overcome the distance

We have tried and stopped using:

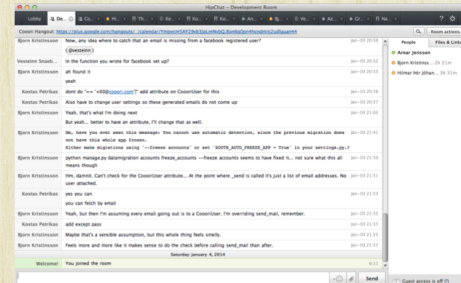
- JIRA
- Campfire
- and more...



TRELLO



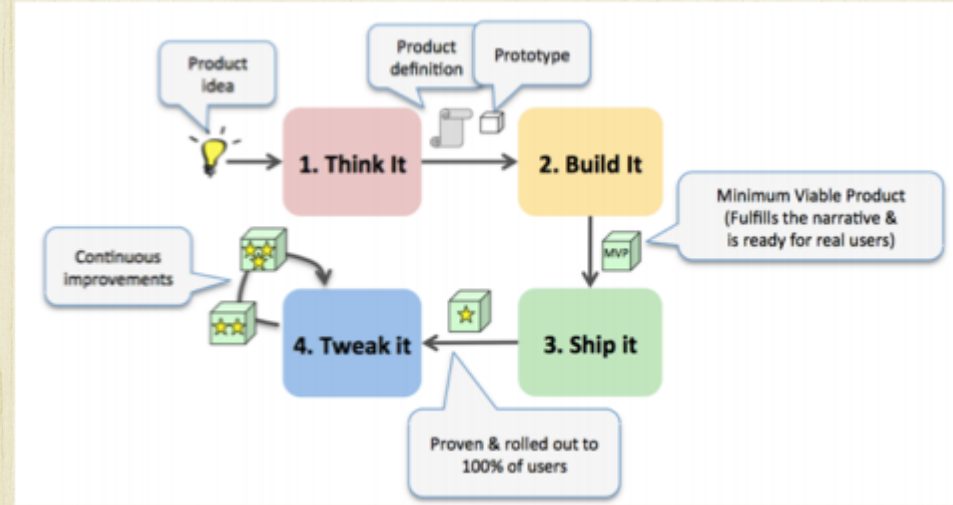
HANGOUT



HIPCHAT

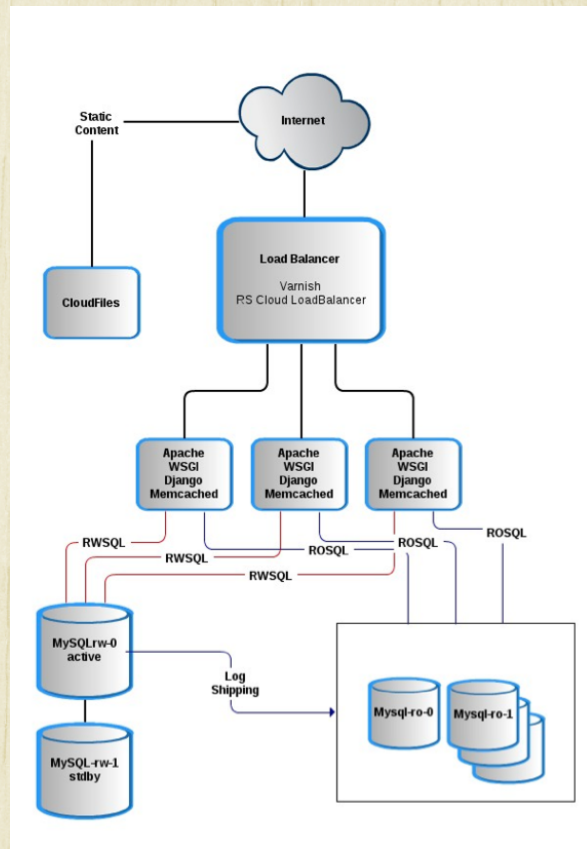
Our software and deployment process

- Agile
 - 2 week sprints
- Lean startup methods
 - MVP
 - AB testing
 - Tracking conversion rates



System setup

- System setup
 - VMWare virtual setup
 - Hosted at Advania
 - 24*7*365 operation (in all timezones)
 - “Zero downtime policy”
 - Latency
 - Dedicated VLANs
 - Mirroring in other continents
 - Scaling is important
 - Load balancing (Netscaler)
 - Distribution and updates
 - Currently manual
 - Puppet
 - We are a startup so expensive solutions are not in favor
 - Data warehouse



The Presenter: Dr. Arnar Thor Jensson



Arnar completed his PhD degree from Tokyo Institute of Technology in computer engineering in 2009. The emphasis of his work was on computer linguistic technologies. After graduation his efforts and passion have been devoted to Cooori and changing the way people learn languages.

Arnar lauk doktorsprófi í tölvuverkfræði frá Tokyo Institute of Technology árið 2009. Megin áhersla rannsókna hans var á tungutækni. Eftir að hann útskrfaðist þá hefur öll hans orka og ástríða farið í Cooori og lausnir sem munu gerbreyta tungumálanámi.

