CHATLATOR PRESS KIT

Learn a language by texting your friends.

Chatlator is a messaging app for language learners. Users text in their native language, just like they normally do, but they see every message in both their native language and the language they're learning. They get full immersion, with no extra effort!



Download everything (.zip) | Fact sheet (PDF) | Full press kit (PDF)

COMPANY	FOUNDERS	BASED IN	PRICE
Chatlator Ltd	Andrew Bunyan & Michael Boggia	London & New York	Free

PLATFORMS	LANGUAGES	WEBSITE	SOCIAL MEDIA
iOS & Android	50+	chatlator.com	@chatlator_app on Instagram & TikTok

THE STORY

Built by a learner who never had the time

Andrew Bunyan spent years trying to learn Spanish. The apps he tried felt like homework, taught words he'd never use, and needed time he didn't have.

But he noticed he was texting his friends all day anyway, and asked a simple question: what if those texts were the lesson? So he built Chatlator.

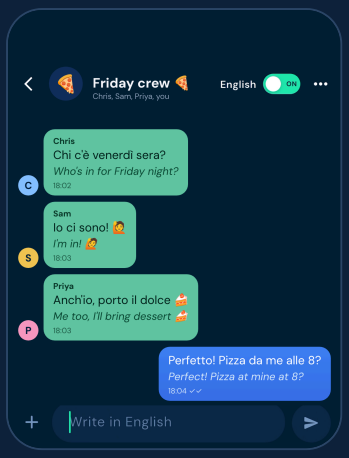
The result is a messaging app that gives you full language immersion, with no extra effort. Friends text in their native language, just like they normally do, but they see every message in both their native language and the language they're learning (they don't even need to be learning the same language!).

> "We chose to use messaging as our foundation because it allows us to give language learners exactly what they don't get elsewhere: time, immersion and personalized help."
>
> Andrew Bunyan, co-founder

> "Relevance is what makes it stick. Chatlator only ever teaches you the language of your actual life. Everything you learn is relevant, reinforced and remembered, because it's your life, not a textbook."
>
> Michael Boggia, co-founder

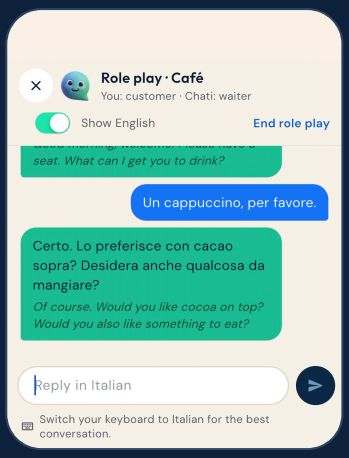
HOW IT WORKS

Four parts, one idea: the more you chat, the more you learn



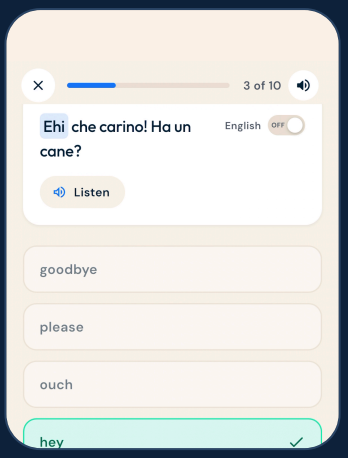
Chat

Text friends and groups in your native language, just like you normally do. Every message appears in both your native language and the language you're learning. Switch English off to test yourself.



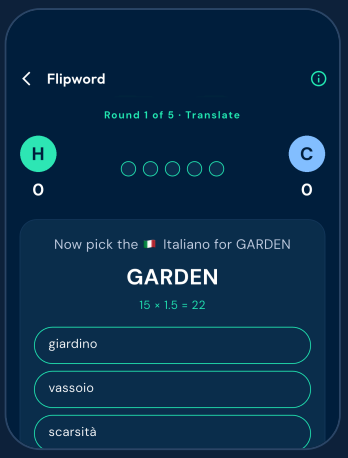
Chati, your AI language coach

Chati works across the whole app, personalizing hints, quizzes and practice to how you learn and what you talk about. In role play, Chati plays the other person, like a waiter in a café.



Learn

Daily quizzes built from the words you actually use in your chats, plus the most common words in your new language, ten at a time.



Games

Challenge a friend to Flipword: spell a word from your letters, then pick its translation in the language you're learning to bank the points.

STORY ANGLES

Where Chatlator fits your coverage

New Year's resolutions

A language resolution that fits into something you already do every day, instead of adding a new habit you have to remember.

Learning the language of your own life

Users learn words from their own conversations, so everything is relevant from day one, unlike the set vocabulary of a course or textbook.

A non-engineer built it with AI

Andrew isn’t an engineer. He built Chatlator himself with AI coding tools to solve his own problem, a practical example of who can build software now.

Learning your partner's or family's language

Couples, in-laws and heritage learners can practice in the chats they already have with the people they're learning for.

Two founders, two cities

Founders in New York and London, available for interviews and demos for US and UK outlets.

READY TO PUBLISH

Press release

Chatlator: learn a language just by texting your friends

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FOR IMMEDIATE RELEASE

Chatlator: the messaging app where you learn a language just by texting your friends

NEW YORK and LONDON - Chatlator, a messaging app for language learners, makes everyday chats count for even more with two features: Games, starting with a word game called Flipword, and Learn, a section of personalized quizzes built from each user's own conversations.

Chatlator users text in their native language, just like they normally do, but they see every message in both their native language and the language they're learning. They get full immersion, with no extra effort. Friends don't even need to be learning the same language.

"We chose to use messaging as our foundation because it allows us to give language learners exactly what they don't get elsewhere: time, immersion and personalized help," said Andrew Bunyan, co-founder of Chatlator.

Games and Learn

Games: Flipword is a two-player word game. Players spell a word from their letters, then pick its correct translation in the language they're learning to bank the points. The highest total after five rounds wins, and winners can share the result on Instagram or TikTok.

Learn: Daily quizzes built from the words each user actually uses in their chats, plus the most common words in their new language, taught ten at a time.

Across the app, Chati, a personal AI language coach, personalizes hints, quizzes and practice to how each user learns and what they talk about. In role play, Chati plays the other person, such as a waiter in a cafe.

"Relevance is what makes it stick," said Michael Boggia, co-founder of Chatlator.

"Chatlator only ever teaches you the language of your actual life. Everything you learn is relevant, reinforced and remembered, because it's your life, not a textbook."

Chatlator is free on iOS and Android and offers more than 50 languages to learn.

About Chatlator

Chatlator is a messaging app for language learners. Users text in their native language, just like they normally do, but they see every message in both their native language and the language they're learning. They get full immersion, with no extra effort. Chati, a personal AI language coach, works across the app to personalize hints, quizzes and practice. Chatlator was founded by Andrew Bunyan in London and Michael Boggia in New York, and is free on iOS and Android. chatlator.com

Press contact
Michael Boggia, Co-founder
michael@chatlator.com
General press inquiries: hello@chatlator.com
Screenshots, logos, headshots and founder bios: chatlator.com/press

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DESCRIPTIONS

About Chatlator, ready to use

One line

Copy

Chatlator is a messaging app where you learn a language just by texting your friends.

User quote

Copy

“It’s like Duolingo and WhatsApp had a baby!” – Will B., Chatlator user

Short, about 50 words

Copy

Chatlator is a messaging app for language learners. Users text in their native language, just like they normally do, but they see every message in both their native language and the language they’re learning. They get full immersion, with no extra effort! Chatlator is free on iOS and Android.

Full, about 100 words

Copy

Chatlator is a messaging app for language learners. Users text in their native language, just like they normally do, but they see every message in both their native language and the language they’re learning. They get full immersion, with no extra effort! Chati, a personal AI language coach, works across the app to personalize hints, quizzes and practice, and the Learn section builds daily quizzes from the words each user actually uses. Friends can also challenge each other to Flipword, a word game played in the language they’re learning. Chatlator was founded by Andrew Bunyan in London and Michael Boggia in New York, and is free on iOS and Android. chatlator.com

FOUNDERS

Who's behind Chatlator



Andrew Bunyan

Co-founder · London

Andrew is the co-founder of Chatlator. A long-suffering language learner, he has tried just about every app, course and textbook going. He is now tackling Spanish, which he is also teaching his young daughter, who may well overtake him. A startup veteran, he is happiest when traveling or watching sport, ideally both at once.

Download headshot



Michael Boggia

Co-founder · New York

Michael is the co-founder of Chatlator. He is learning Italian to stay connected to his heritage, and has begrudgingly worked his way through all the mainstream language apps. He has worked with technology startups for more than 15 years, and offline he takes part in ultra-endurance running and cycling events.

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ASSETS

Logos, Chati, screenshots and headshots

Free to use in coverage of Chatlator. Please don't alter the logo or redraw Chati.



Logo, dark backgrounds
PNG, transparent
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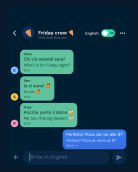
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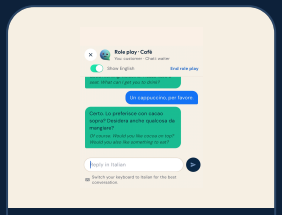
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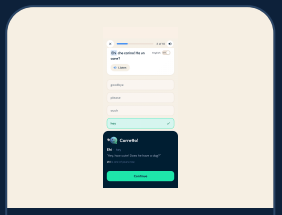
Chati, AI language coach
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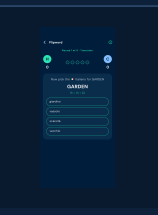
Group chat
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Chati role play
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Learn quiz
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Flipword screenshots
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User quote graphic
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Fact sheet
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Brand colors

Navy	Teal	Globe gradient	White
#0D213A	#2EE6B6	blue to mint	#F5F7FA

PRESS CONTACT

Michael Boggia, co-founder

michael@chatlator.com

General press inquiries: hello@chatlator.com

Interviews, demos and early access to new features. Founders available in New York and London.

Download everything (.zip)

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