

# *liltra*

*The first AI coach that truly hears your voice.*

For actors, speakers, executives, and anyone whose voice is their career.

*"The script wanted General American. I speak with a slight Eastern European accent. So I built my own loop. Recorded takes, sent them to friends and Gemini, found the problem words, drilled them until my accent and delivery was on point. It was inconvenient, slow. But it got me the role !*

*Liltra is that loop, streamlined and scaled.*

*Almost every actor, public speakers, executives, and interview candidates - runs similar hacky routing - because the tool that should exist doesn't. Yet . "*



Arielle Ostankova

Founder · Trained actor · 20 yrs software · Multilingual

# Three tiers of pronunciation pain. *With workarounds, where the Solution is needed*

*Ranked by career impact of an accent and pronunciation.*

- |           |  |                                 |
|-----------|--|---------------------------------|
| <b>O1</b> | <b>Actors, YouTubers &amp; Influencers — the loud pain</b><br>Already paying \$150+/hr for coaches. One bad take — a lost role, a lost audience.   | <b>~500K</b><br>actors globally |
| <b>O2</b> | <b>Public speakers &amp; executives — the known pain</b><br>Before the investor call or the keynote, they rehearse the content. Nobody helps them rehearse the delivery.                       | <b>30M+</b><br>professionals    |
| <b>O3</b> | <b>Interview candidates &amp; mobile professionals — the silent pain</b><br>Rejected but never told why. Don't know the problem is fixable. 1.5B English learners worldwide (British Council). | <b>1B+</b><br>English learners  |

*Start with actors because they know the pain the most and ready to pay. Expand to 1B*

# Upload your script. Get phoneme-level coaching.

*Built for the professional workflow.*

## 1 Upload the script

Your audition scene, TED talk, pitch deck, job interview prep — any text you need to nail.

## 2 Record your take

Professional-grade analysis. We find the exact sounds working against you.

## 3 Targeted drills

Personalized exercises for your specific problem phonemes. Not generic — yours.

## 4 Measurable before / after

We quantify the delta. See improvement in real-time. That's the whole point.

### Audition · Script #1

*"I don't know whether I'm coming or going, but I know one thing — I'm not leaving this room."*

General American  
Accuracy score

72

#### PROBLEM PHONEMES

/ð/ whether

/ɪŋ/ going

**Drill these now →**

# Not a waitlist. *A launch week.*

## 17/21

**Actors and Public Speakers loved it**

April 2026 - Prototype Launch

Out of 21 invited profesional 17 loved it and said they would pay.

## LIVE

**Script vertical — shipped**

Actors ran real audition scripts through it.

Not a mockup — a working product they tested with their own material.

## EN·DE

**Two languages from day one**

English and German.

Built for multilingual professionals from the start.

*"I uploaded my audition script. It figured out exactly where I'm tripping up — the sounds I didn't even know I was getting wrong. I'd pay for this."*

— Petro Stashenko, working actor

*"The friend I send my recordings to — this replaces that. Faster, more precise, and available at 2am before an audition."*

— TikTok creator, 50K followers

# The lab just became *possible*.

**O1 AI can now measure how you speak — not just what you say** **2025**  
Until 2024, speech AI told you what you said. Now it measures how — rhythm, melody, accent, phoneme by phoneme. Audio AI

**O2 AI can show you the target — in your own voice** **2025**  
Generate a reference take in any dialect, in a voice that sounds like yours. Voice AI  
Actors can hear what 'correct' sounds like before they practice.

**O3 Every tool targets learners. The professional lane is wide open.** **!**  
Duolingo, ELSA, BoldVoice — all built for language learners. empty today  
Actors, speakers, candidates: zero professional tools. The tier is wide open.

*AI finally has ears. We built the pronunciation lab around them — custom sound pipeline, LLM-powered coaching, measurable drills. Where lost roles and lost deals are on the line.*

# No one built for *the professional.*

	Duolingo	ELSA	Private Coach	Liltra
Built for professionals	—	—	~	✓
Phoneme-level coaching	—	✓	✓	✓
Script / presentation workflow	—	—	—	✓
Measurable drill progress	—	~	—	✓
Available 24/7	✓	✓	—	✓
Under \$50/mo	✓	✓	—	✓

*\$34/mo — custom voice pipeline, phoneme coaching, professional script workflow.*

# Solo Founder. Full Stack. *By Design.*



Arielle Diana Ostankov

## Founder & CEO

### Founder–Market Fit

Professional actress, native EN/DE/RU, built her own pronunciation loop years before Liltra. 17/21 actors confirmed the problem in person.

### Technical Depth

20+ years full-stack engineering, M.Sc. CS, hands-on AI/NLP.  
Building the entire MVP solo — from phonetic engine to frontend.

### Founder Experience

Built startups before as founder: Building Radar, All.Pics, Artware.Studio  
Solo at this stage is by design — one person moving fast across product, engineering, and domain.

### Ready to Scale

Advisers already in place. Hiring begins immediately after close.

Dialect coaches charge \$120–350/hr.  
*We charge \$34/mo.*

**Free**

\$0

Weekly practice sessions — habit builder

**Premium**

*\$34/mo*

\$340/yr

Full pronunciation lab  
AI coaching + phoneme-level feedback

**Enterprise**

Custom

Teams, schools, agencies  
Volume licensing

*Free users share progress clips — the product markets itself.*

# €500K

*Turn 17 actors who love it into 500 who pay for it.*

No per-session human cost. Every user served by the same pipeline.  
Margins improve with scale.

## 18-MONTH MILESTONES

Month 4 — Payments live, first 50 paying actors

Month 8 — 200 paying actors, retention data in hand

Month 12 — 500 paying actors = \$17K MRR

Month 15 — Series A ready, 6-month retention proven

Proven acquisition channel with CAC < \$50

*500 actors at \$34/mo with >85% margins.*

*The only question left is how fast we reach 10,000.*

A pronunciation lab  
for professionals.

*The window just opened.*

*Actors first — they know the pain and already pay \$120–350/hr for coaches.  
Then speakers, creators, and the 1.5 billion learning a language.*

Let's build the lab that scales.