

 Web Summit Qatar 2026



# LUNA AI

A Friend for Your Kids

AI-powered toy companion that teaches English through natural conversations



Emotional Support



Smart AI



Natural Conversation

made by **ERARTA AI**

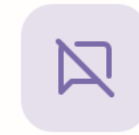


# The Problem



## Entertainment

Gadgets and screens dominate children's attention, offering passive entertainment without meaningful interaction.



## Communication

Children lack engaging conversation partners that can adapt to their level and interests.



## Parents' Concern

Parents worry about screen time and want educational alternatives that feel like play.

**Kids need a friend who listens, learns, and grows with them.**



# The Solution

LUNA — An AGI-Friend Without a Screen



## Transmitter

Small device that connects any toy to Luna's AI



## Cloud AI

Powerful conversational AI with child safety guardrails



## Toy Friend

Turn any plush toy into an intelligent companion

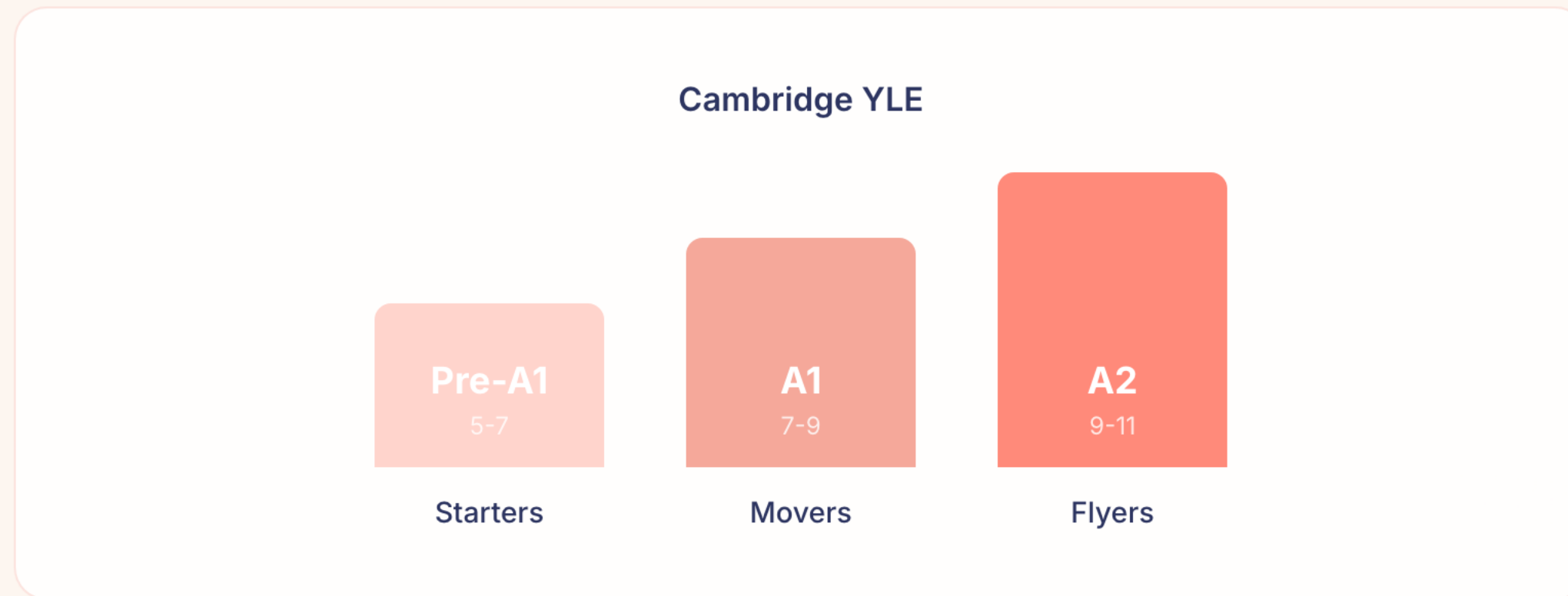



## Chat Anytime

Natural voice conversations that adapt to the child

# First AI English Tutor

Cambridge YLE-aligned curriculum for ages 5-11



 Aligned with Cambridge Young Learners English exam levels

# Market Opportunity



**\$41B**

Total Market Size



**92%**

For AI Educational Toys



**74%**

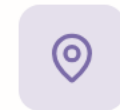
Parents Want English Skills

## Target Audience



**CIS Region**

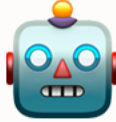


Russia, Kazakhstan, Uzbekistan



**MENA Region**

UAE, Saudi Arabia, Qatar

# Competitive Landscape

 <b>Curio</b> heycurio.com	 <b>BubblePal</b> shops.haivivi.com	 <b>Miko</b> miko.ai
---	--	---

## LUNA's Unique Advantages



### → Real conversational AI

A long, natural dialogue that keeps the child engaged — not just short scripted responses.



### → Deep personalization & Emotional awareness

The AI remembers the child, adapts to their interests and mood, and responds in a supportive way.



### → Safe & Controlled experience


Designed to be safe by default (no camera, controlled content, data protection).



### → Structured English learning

Curriculum-aligned progression (Pre A1–A2) through stress-free play and conversation.

# Technology Stack

 Conversational AI

 Speech Recognition

 Cloud Native

 Safety Guardrails

 Cambridge Curriculum

 Personal Memory



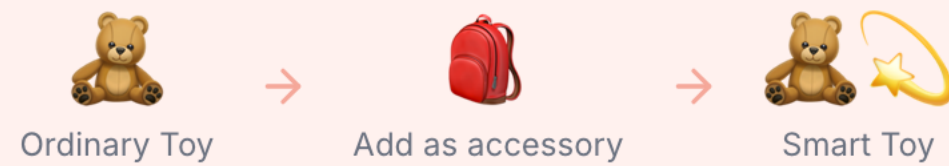
# Product Concept

## Transmitter device

1 version



✓ 2 version (preferred)



## English language training



Parents make settings

iOS

Android



Children learn English

Cambridge Pre-A1 → A2 progression



RU



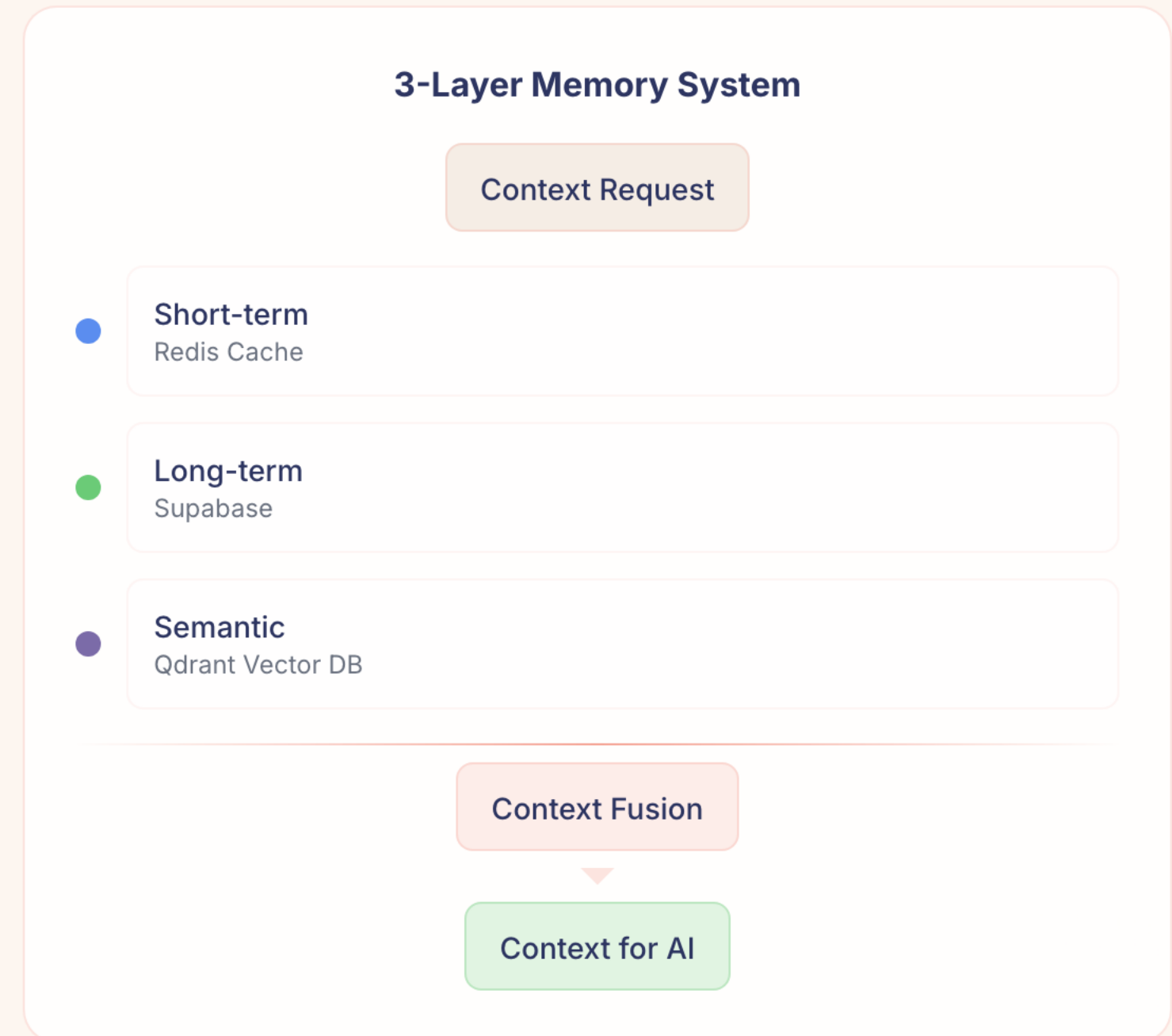
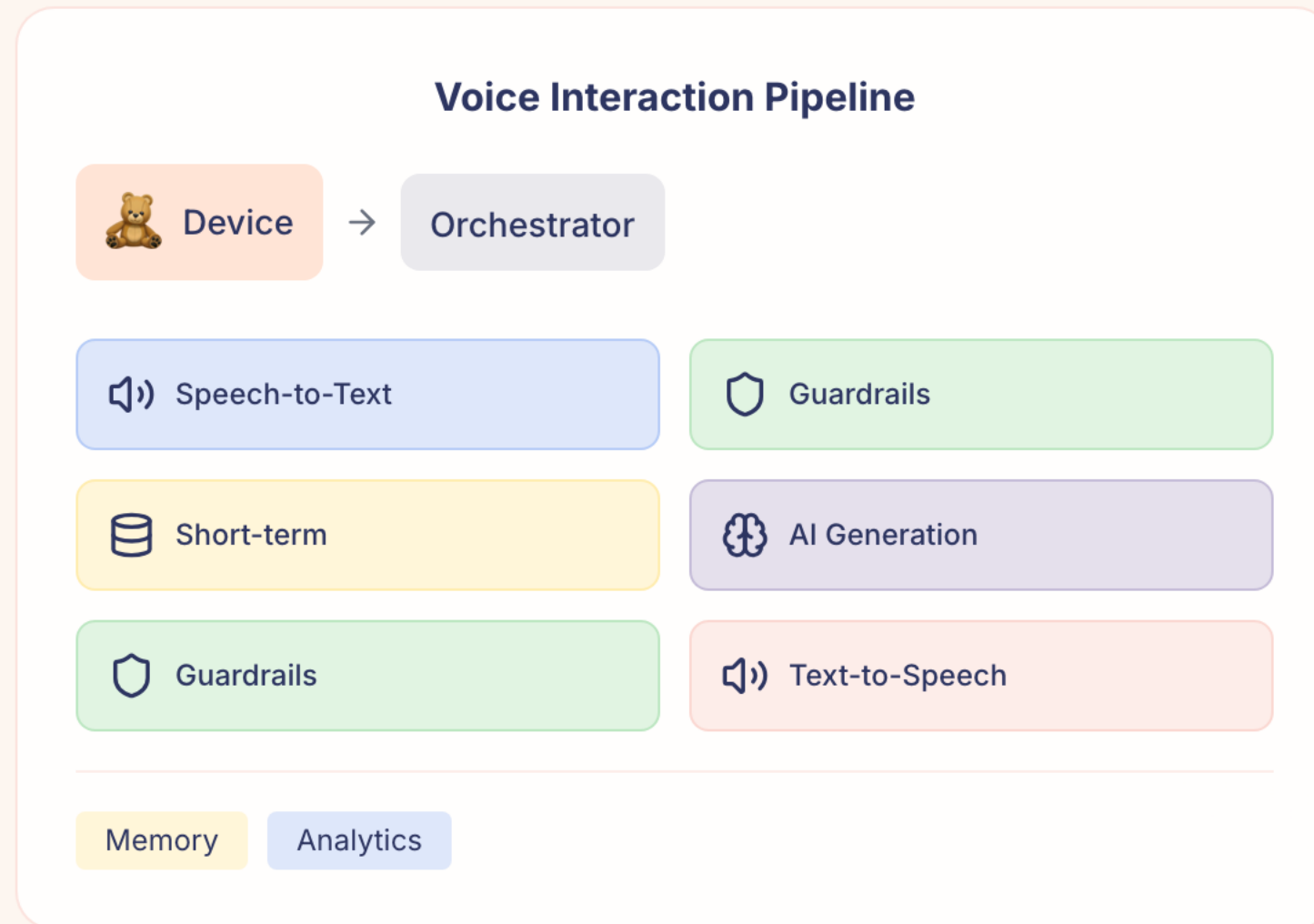
AR



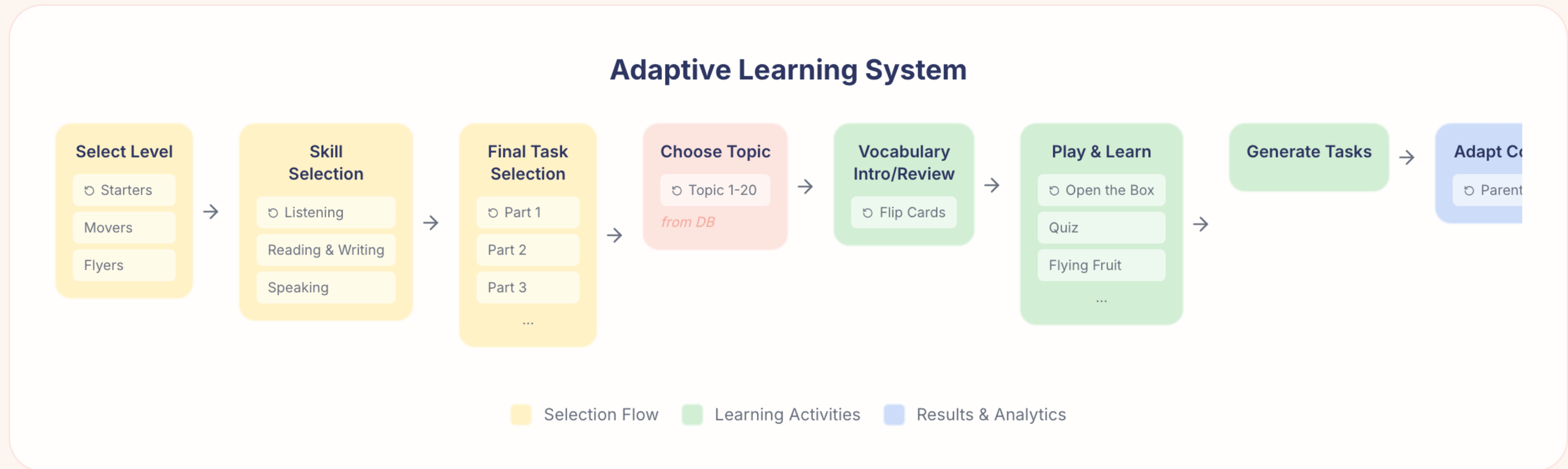
LUNA AI



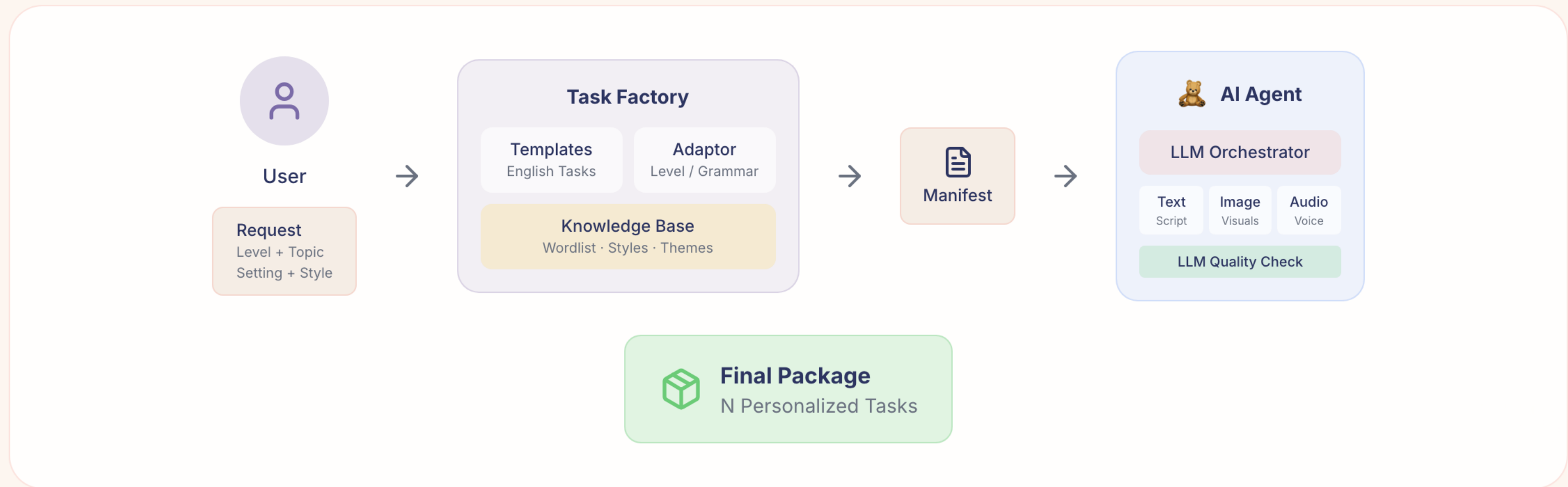
# System Architecture



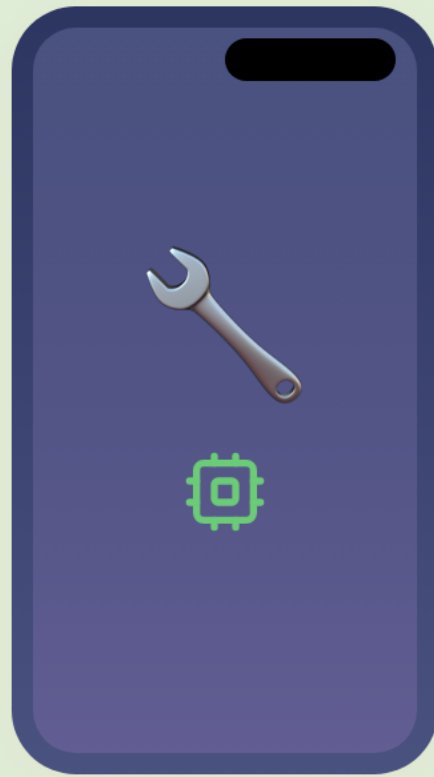
# English Learning Flow



# Content System

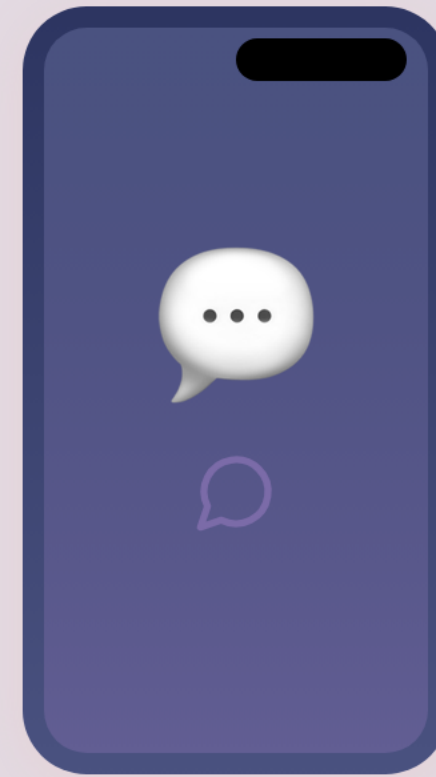


# DEMO



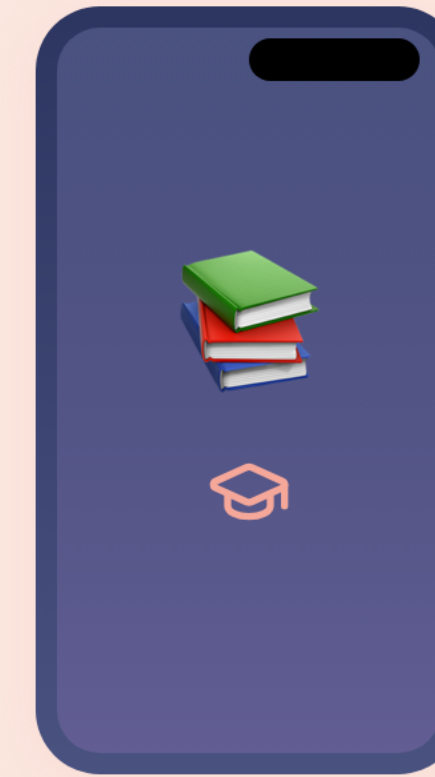
## HARDWARE

ESP32-A1S voice module with clean audio playback



## VOICE CHAT

Tap to talk to Luna - natural conversation AI



## ENGLISH

Learn English by playing - Cambridge YLE aligned

[Try Live Demo](#) 

# Future Plan

We have completed the analytical groundwork and are now entering the **active development phase**.



## 1Q 2026

Web Summit Qatar

- ✓ Pitch at Web Summit in Qatar to find partners and investors.
- ✓ Improve voice interaction and integrate it with the physical device.
- ✓ Develop and integrate all learning activities for the Starters English level into the mobile app.
- ✓ Build a scalable content AI-generation system.
- ✓ Design and produce product packaging for the device.

## 2026-2027



Phase 1

### Russia & CIS launch

via web and marketplaces



Phase 2

### Partnerships

and online expansion channels



Phase 3

### MENA and US

market entry strategy

# Our Expert Team



**Evgeniy**

Team Lead / AI Product

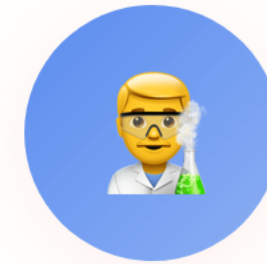
DevOps Expert



**Julia**

AI Engineer

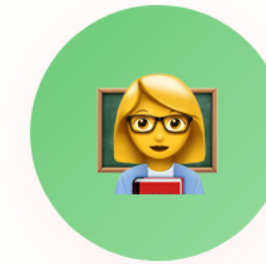
English Learning / Content System



**Alexey**

AI Engineer

Smart Conversation / Memory



**Zinaida**

English Teaching Expert

We consult with child psychology experts and partners from the toy industry to ensure we create more than just an emotional connection.

AI/ML

Speech Recognition

NLP

EdTech

Cambridge YLE

Child Psychology

DevOps

Mobile Development

# Partnership

We seek partners who share our conviction that technology can be a force for good, fostering a future where children **learn from friends, not screens.**



**Let's collaborate on a free pilot launch —**  
with mutual promotion and feedback.



**WEBSITE**

[heyluna.talk](https://heyluna.talk) 



**TELEGRAM**

[@pushiistik\\_lunaai](https://t.me/pushiistik_lunaai) 