



希平方

Hope English



Product Story

To make language learning easy, Charlie and Chih-Yeh's father created Techoso Lab Language Learning Machine in 1995 and secured patents in Taiwan, China, Japan, USA, etc. He put it to the test by introducing them to Techoso Lab Language Learning Machine in the summer before Charlie and Chih-Yeh attended high school. With this approach, their English improved immensely within 30 days.

In 2012, the two brothers decided to improve the Language Learning Machine invented by their father. They began to develop an online system to replicate their experience, enabling users to learn effectively and efficiently. The system is designed to act in the role of a coach, much like their father had been, guiding and mentoring users on their journey of language learning. It was named *Gong Qi Bu Bei* (攻其不背) to describe their intent to help users make progress without arbitrary memorization. The system was officially launched in July 2014 and has since coached and helped tens of thousands of users.

Product Launches and Publications

Learning Strategy: Five-Step Learning

Adopting Hermann Ebbinghaus Forgetting Curve theory, Hope English has designed a learning protocol called "Five Times Spaced Repetition" for language acquisition. Using this protocol, students will conduct three different rounds of review after learning a new course. In the last round, they get a dictation and transcription exercise, which produces results for tracking their progress. Students do not need to memorize any vocabulary. Any vocabulary they acquire will be through the natural process of implicit learning.



攻其不背



With our Five-step Learning, learning is not forced or arbitrary. Our system customizes courses according to your interest and level of proficiency so that you can learn at your own pace.

主題課程



These specialized routes are for those who want to target specific goals such as be adept in using English in business settings, or pass TOEIC and TOEFL tests.

扭轉奇績



This course is tailored for high school students.

玩轉文法



This is a foundational course, which explains grammar rules using gamification.

Publications



Features

► Customized Curriculum

Adaptive Personalized Learning System (APLS) assigns content to students.

► Exclusive Patents

"Foreign Language Learning System" (utility model patent M485476)

"Foreign Language Learning Method and Its System" (invention patent 201539397).

