Slang Named Technology Pioneer by World Economic Forum

- The World Economic Forum has announced its selection of the 100 most promising global Technology Pioneer companies that are leading the way in cutting-edge technologies and innovations.
- Slang, an AI-powered learning platform empowering the workforce with professional English, was recognized for its contributions to unlocking higher productivity and revolutionizing English-language training for professionals, helping them upskill for the modern, knowledge-based era of information.
- The 2022 cohort comes from 30 countries across six continents with a reach far beyond traditional tech hubs like Silicon Valley.

Boston, Massachusetts, May 10, 2022 – Slang, a leading Latam-based digital workforce development platform helping professionals upskill for the globalized market, was selected among thousands of candidates as one of the World Economic Forum's "Technology Pioneers." Slang innovatively addresses an urgent need for the global workforce: improving professional English-language proficiency. The Slang platform departs from the one-size-fits-all, general-English approach that has long dominated the industry by offering hundreds of discipline-specific English courses and enabling organizations to easily create custom professional English development programs with curated learning paths for every position within each sector.

The World Economic Forum's Technology Pioneers are early- to growth-stage companies from around the world that are involved in the use of new technologies and innovations and are poised to have a significant impact on business and society. Throughout the world, knowledge is primarily encoded in professional English, including millions of resources for upskilling: high-quality online courses, training videos, interviews, technical blogs, and podcasts, among others. This knowledge is something only 12% of the global workforce has the language skills to access and learn from. Slang's offering, now recognized by the World Economic Forum as pioneering, looks to address this **professional illiteracy**, which hinders productivity for non-fluent English speakers and limits opportunities for professional development and collaboration.

Owing to its speed and technological advantage, Slang offers what is by far the largest library of professional-English courses in the world, spanning a diverse array of fields including Computer Science, Nursing, Construction, Accounting, Data Science, Medical Device Manufacturing, Delivery, and Transportation Networks, to name a few.

Following its selection as a Technology Pioneer, Slang's CEO Diego Villegas will participate in critical discussions and events at the World Economic Forum. Villegas will also contribute to WEF's initiatives over the next two years, working with global leaders to help address key issues in industry and society.

"It is an honor to be part of the Technology Pioneer program and have Slang be recognized for bringing language education beyond the basic, one-size-fits-all approach that has dominated the industry for centuries. We're committed to transforming this industry to cover the entire English corpus, including all professional topics, with a truly personalized experience for every job title you can possibly imagine," says Diego Villegas CEO and Co-Founder of Slang. Kamran Khan, CTO & Co-Founder of Slang also adds: "I'm thrilled for Slang to be a part of this group of innovative companies! We're continuing our contributions to the state-of-the-art in language-related AI fields, and we're certainly in good company alongside the other WEF Technology Pioneer organizations."

This year's Tech Pioneer firms are shaping the future by advancing technologies such as AI, IoT, robotics, blockchain, biotechnology, and many more. Companies selected in the past include: Airbnb, Foundation Medicine, Google, Scribd, Spotify, Twitter, and Wikimedia. Historically, Technology Pioneers have been chosen based on the community's selection criteria, which include

innovation, impact, and leadership, as well as the company's relevance within the World Economic Forum's Platforms.

Using an ML-based tech stack and a massive lexical graph of English language knowledge to automate course creation, Slang can create new, highly specialized English courses in just one week — a speed unmatched by any other training platform, which can take years to add new courses. Slang provides access to this personalized learning experience and an enormous catalogue of professional courses through a B2B SaaS model.

Slang is currently experiencing rapid growth and actively expanding the team after a successful Series A round, in order to pave the way for a worldwide expansion. The platform is looking to expand globally to serve populations in profound need of a solution that closes the professional-English knowledge gap.

The Full list and all info on this year's Technology Pioneers can be found here.
More information on past winners, information on the community and the application link can be found here.

About Slang: Slang is a flexible English-learning platform with the world's largest offering of professional and technical courses. Its modular technology allows the creation of dynamic and optimized learning paths, based on the needs of each user, department, or organization, ensuring a hyper-personalized experience. To learn more about the company, visit *https://slangapp.com/*.

About World Economic Forum: The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas. (www.weforum.org).

About the Technology Pioneers: The World Economic Forum believes that innovation is critical to the future well-being of society and to driving economic growth. Launched in 2000, the Technology Pioneer community is composed of early to growth-stage companies from around the world that are involved in the design, development, and deployment of new technologies and innovations, and are poised to have a significant impact on business and society.
The World Economic Forum provides the Technology Pioneers community with a platform to engage with the public- and private-sector leaders and to contribute new solutions to overcome the current crisis and build future resiliency.

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