

Latin America doesn't have an English problem. It has a **spoken-English** problem.

An AI system that trains Latin American professionals to **speak** English under pressure, not to pass another test.

From understanding everything and freezing in the meeting → **responding in real time, in your own words**, without more grammar, in your first week.

THE STORY WORTH TELLING, AND WHY NOW

Millions across LATAM have studied English for years and hold certificates. They understand almost everything they read and hear. Then a client calls, an interview starts, a US colleague asks a question, and the words don't come. The barrier was never knowledge. It's **processing speed under pressure**: the gap between knowing a language and producing it in real time.

Verifiable data peg: 70% of Colombian students finish secondary school unable to speak English, and only 4% reach B2 (ICFES Saber 11, 2024). Across LATAM, **speaking is the weakest English skill measured** (EF EPI 2025), even as nearshoring hiring surges (Chile +67%, Argentina +54%, Brazil +53% in 2024).

THE FOUNDER

Monica Barrero, Founder & CEO. Colombian founder and U.S. citizen, based in Bogotá. She landed in the U.S. with a B2 certificate and **froze at immigration**, couldn't answer a single question. Not for lack of English, but for lack of training in the one skill no course had built: responding under pressure. Fifteen years across U.S. multinationals later (Crane, Aerzen, Daniel Measurement & Control), she built the system she wished she'd had, to make fluency an economic equalizer, not a privilege.

THE STAKES (WHY IT MATTERS TO YOUR AUDIENCE)

The colleague who speaks up in English doesn't know more than you, he understands the same. His answer just comes out under pressure. And he's the one who gets the U.S. client, the promotion, the international role. That gap is trainable, and it's what keeps skilled LATAM talent underpaid and overlooked.

THE SYSTEM

RapEx (Fluency Workouts) builds automaticity through 130 exercises across A1-C1 with instant AI feedback, the reflex, so words come out without translating first. **TAI (Talking Ai)** is a 24/7 AI conversation partner that puts that reflex under real-time pressure. *RapEx builds the reflex; TAI puts it to the test.*

A full A1-C1 course runs \$1,800-\$16,000 and still trains recognition, not speaking. Rapid Fire English trains the missing skill for \$149.99 / year.

BEST STORY ANGLES

- ▶ **The spoken-English problem.** Why millions who "know" English still can't speak it, and the science of automaticity.
- ▶ **Fluency as economic mobility.** The gap keeping skilled LATAM talent locked out of global roles.
- ▶ **Frozen at immigration → 15 years in U.S. multinationals.** An immigrant founder's origin story.
- ▶ **The nearshoring & TN-visa moment.** How spoken English lets LATAM engineers work with, and in, the U.S.
- ▶ **A woman founder building AI in Latin America,** for a market she comes from.

"This isn't a course. It's training for the moment you have to respond."

"No te falta inglés. Te falta velocidad." You're not missing English. You're missing speed.

"Puedes rentar conocimiento, pero no la fluidez." You can rent knowledge, but not fluency.

THE ASK

Book Monica for an interview, live, in English or Spanish, a guest article, or a data-led segment on the spoken-English gap. She can **demonstrate the product live on air** (the interview itself proves the thesis: fluency under pressure). Press & bookings: support@asktai.ai