

Long Qin is the co-founder and chief executive officer of Singsound. Dr. Qin is an expert in artificial intelligence with more than 15 years of academic and industrial experience. Before founding Singsound, Dr. Qin was a senior research scientist at Duolingo, working on speech assessment and adaptive learning. Dr. Qin received his PhD from the School of Computer Science of Carnegie Mellon University.



What was the best business advice you received while launching your EdTech startup?

Keep building the best team. Keep finding the right business plan. Keep fighting.

What things did you do early on that you would do differently today?

When we first started our company, we didn't spend much time building our own unique company culture. Later, we quickly figured out that having a unique culture would help our business grow faster. Waiting to shape and develop our culture later, rather than at the beginning, was much harder to do.

What inspired you to start your EdTech startup?

My personal experience has helped me understand the importance of education. I grew up in a small town in northeastern China, and my parents ensured that I received a quality elementary and high school education. I later went to an elite university in China for my undergrad and attended Carnegie Mellon University in the United States for graduate school.

My education helped prepare me for the challenges I encounter today as an entrepreneur. Currently, in remote areas of China it is difficult for students to receive a good education. As a result, students in these areas tend to not perform well and cannot access suitable higher education institutions.

Most of our founding team and our employees were originally from small cities or remote areas of China. We studied very hard and were lucky to attend good universities, which enabled us to secure good jobs in big cities such as Beijing and Shenzhen. We know that a good education can change the life of a person. However, nowadays in China, education resources are very limited. Therefore, we want to use artificial intelligence to provide students with the best educational resources.

I work in EdTech, so that I can help students from every family in China receive a quality education and have an equal opportunity to compete.

What was the biggest challenge you encountered, and how did you mitigate the risks?

Finding the right business plan. When you launch a startup, you don't really know which way leads to the success. We found that we needed to execute fast, keep iterating, and determine the right plan before running out of capital.

What was the best resource you discovered that enabled your success?

I like to talk to people who do similar work or who have had similar experiences. I find I can learn a lot from others past experiences.

What advice do you want to share with today's EdTech startup?

In education, it's very hard to build a technology that can totally replace a teacher. I think it's better to build technologies that can help teachers and save time, so that teachers can spend more time with individual students. EdTech is not the center of the stage, education is



About Singsound

Singsound is an artificial intelligence education technology company, focusing on speech recognition and natural language processing technologies.

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