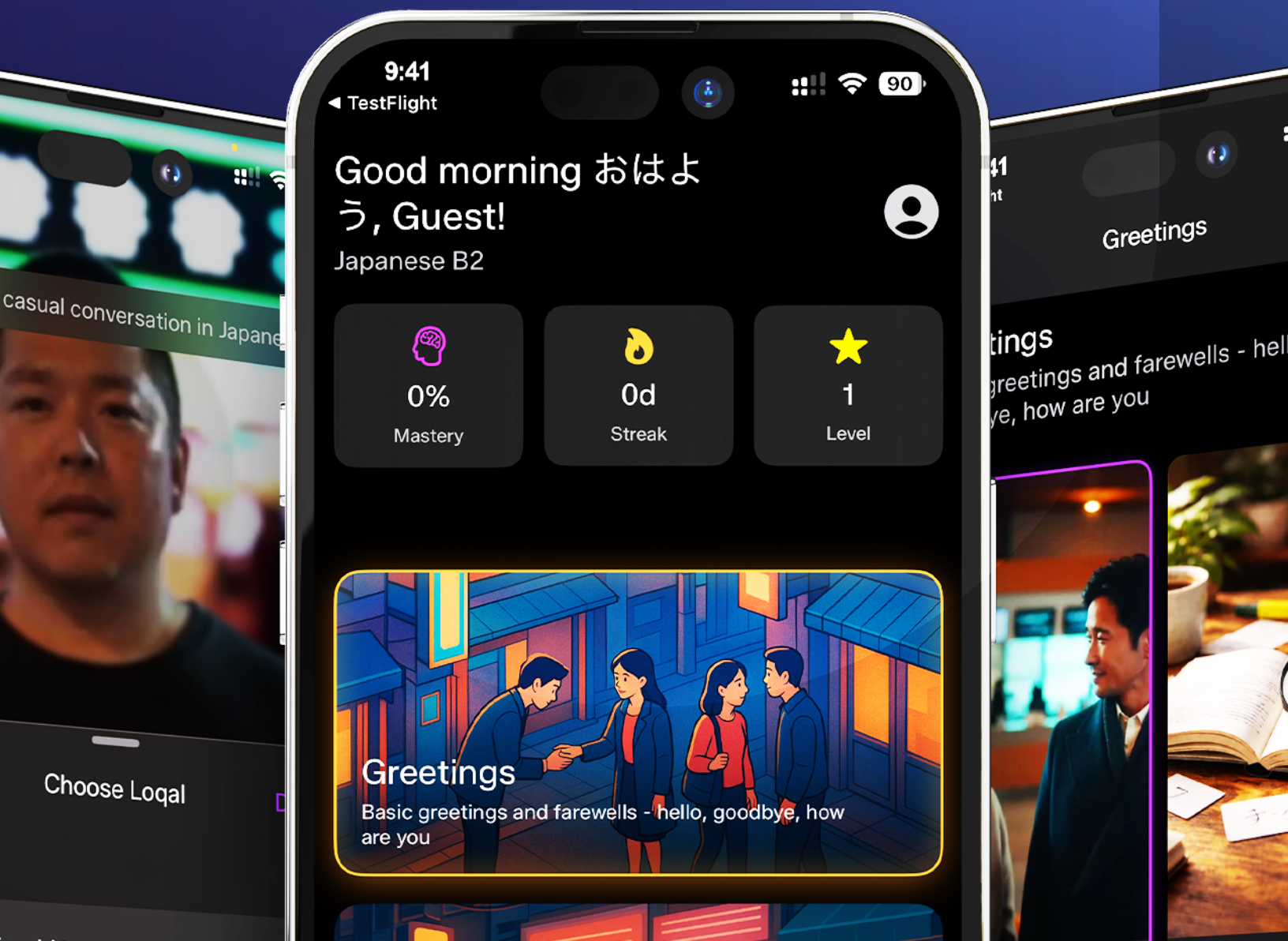# Loqal by Sorato

Company: Sorato, Inc. (Delaware C-Corp)
Product: Loqal
Status: Private iOS beta
Planned Launch: April 2026 (Canada, Belgium, Netherlands)

Executive Summary:

Loqal is a social, creator-driven language learning platform focused on real spoken fluency. It combines short-form, TikTok-like video, interactive speech evaluation, and a two-sided creator marketplace.

Loqal addresses two massive failures in the current market:

(1) language apps that scale but do not produce speaking ability.

(2) language creators who command attention but lack tools to teach, assess, and monetize interactive speech.

Founder

Aviah Morag

Founder & CEO

13+ Year Apple Veteran

Former Apple product and engineering leader with deep experience in consumer platforms, speech systems, and language technologies.

Market Opportunity

Global online language learning market		$24–30B (2025–2026)
Compound Annual Growth Rate		15%
Global online language learning market		>500M globally

Creator Economy:

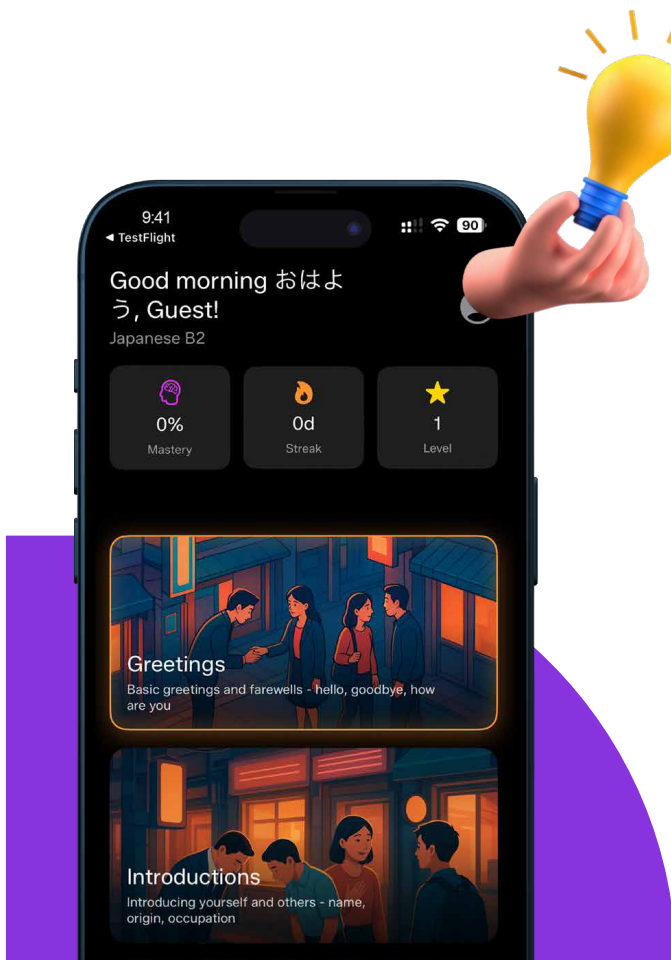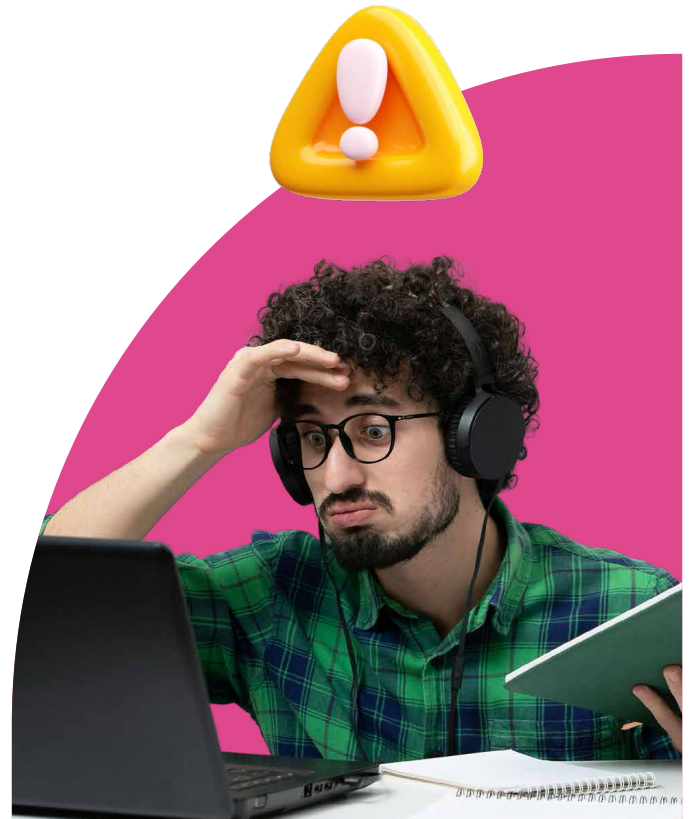|		
Global creator economy		>$250B
Education is one of the fastest-growing verticals		
Language content consistently ranks among the top education categories on YouTube and TikTok		

The Problem

Traditional language apps optimize for drills, recognition, and passive interaction. Even modern AI-driven products rely on scripted conversations or closed content libraries.

Social platforms provide reach and engagement but are broadcast-only. Creators cannot make learners speak, evaluate responses, or track progress.

The result is a fragmented ecosystem where learners are entertained but not trained.

The Solution

Loqal delivers short, immersive, real-world scenarios that require learners to respond verbally. Responses are evaluated in real time using speech and language models. The experience is scenario-based, spoken-first, socially driven, and designed for habit and delight.

- Built on beautifully crafted first-party content — not just creator uploads.
- Engaging video designed to make you speak, not just watch.
- Created using a full suite of in-house tools to produce world-class learning content.

The Social & Influencer Moat

Loqal is built as a two-sided network.

Creators publish interactive speaking scenarios, build followings, and monetize directly.

Learners follow people rather than courses and return for socially meaningful situations.

This creates network effects that compound engagement, retention, and content quality — something closed language apps cannot replicate.

Early Adopters

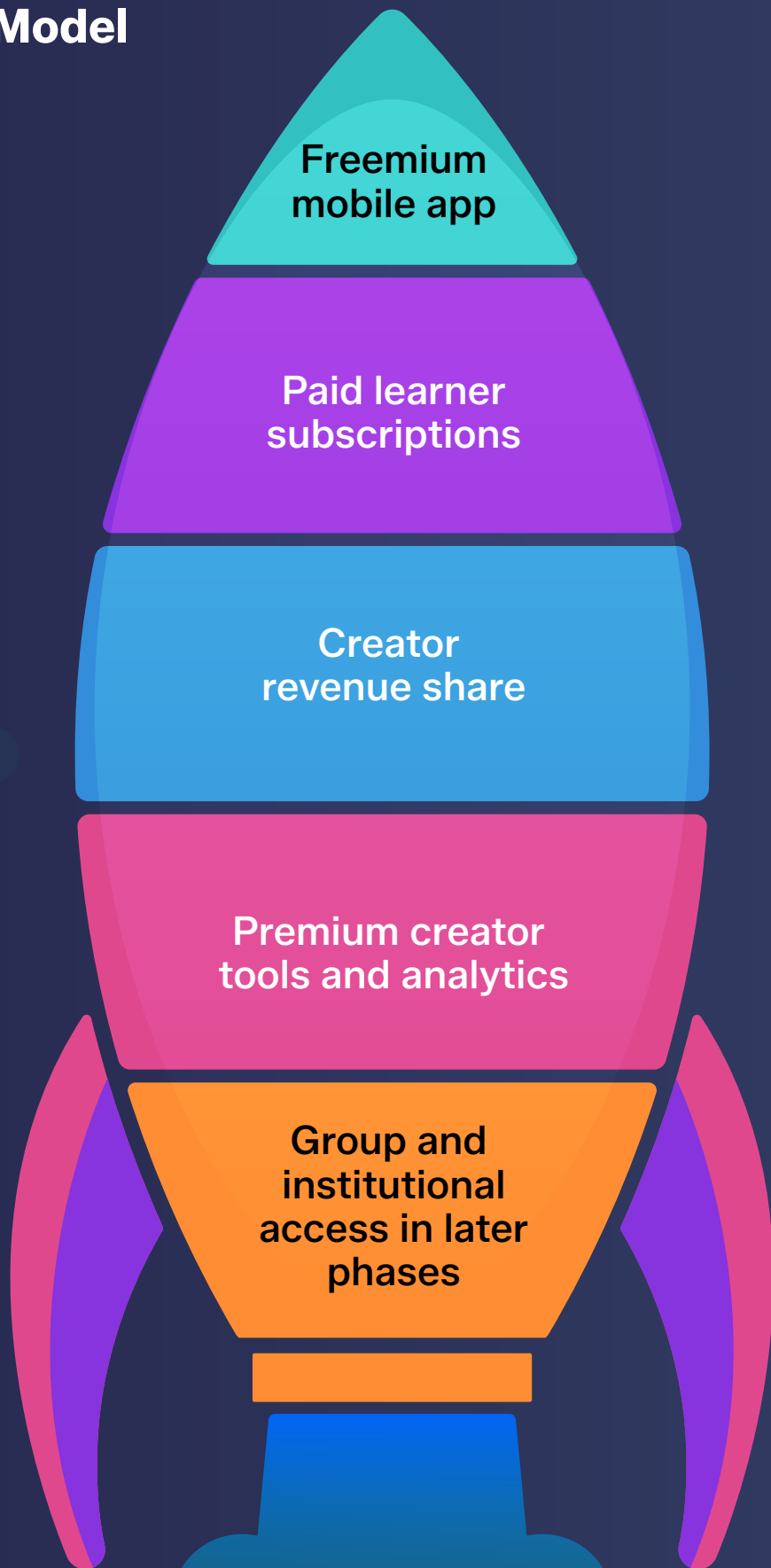**Immigrants and expats integrating into daily life**

International students

Professionals relocating or working cross-border

Serious learners dissatisfied with drill-based apps

Business Model

Freemium mobile app

Paid learner subscriptions

Creator revenue share

Premium creator tools and analytics

Group and institutional access in later phases

Why Now

Speech recognition and evaluation are now viable at consumer scale.

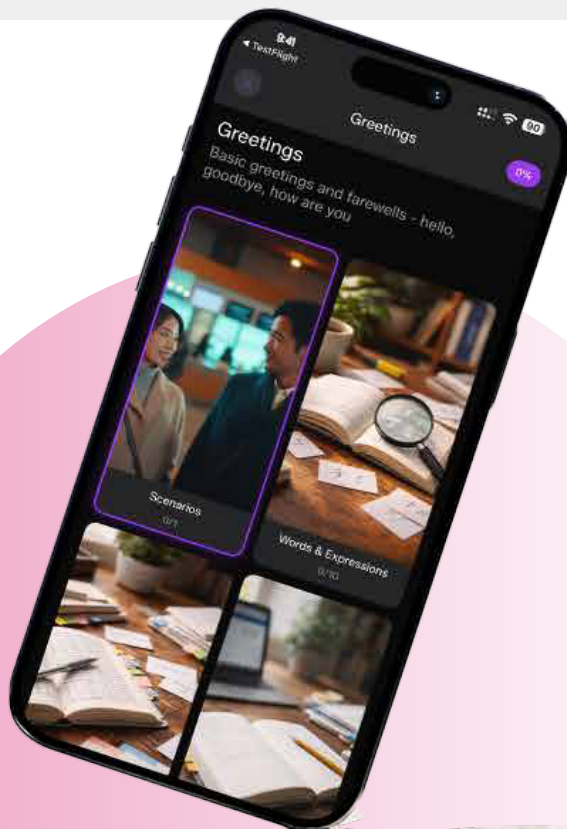Short-form video has reshaped user expectations

Creators seek monetization beyond ads

Spoken fluency remains unsolved despite decades of language apps

Why Choose Loqal?

	Duolingo	Speak	Loora	Praktika	YouTube	TikTok	Loqal
Real Speech Practice	❌	✅	✅	✅	❌	❌	✅
Creator Economy	❌	❌	❌	❌	✅	✅	✅
Social Network	❌	❌	❌	❌	❌	❌	✅
Multi-Language	✅	❌	❌	❌	✅	✅	✅
Progress Tracking	✅	✅	✅	✅	❌	❌	✅
Open Content	❌	❌	❌	❌	✅	✅	✅

Thank you for watching

Conclusion

Loqal is not a better course. It is a new category: a social platform for learning how to speak.

By combining creator-driven content, spoken interaction, and real-world scenarios, Loqal is positioned to define the next generation of language learning.