



# High Potential Initiatives Profiles

## 1 Accelerator

European Pioneers



## 2 Project and Organization

lingua.ly  
Lassoit Ltd



### 2.1 Country

Israel

### 2.2 Project Abstract

Lingua.ly is a language learning system that combines real time coaching sessions with adaptive scalable tools. One-on-one interaction with a native speaker is known to be the best way to learn a language. Lingua.ly are creating a live tutoring service embedded in a smart platform that uses big-data algorithms. This combination optimizes learning and human interaction to motivate and guide language learning. In other words, we use technology to empower tutors rather than replacing them.

Lingua.ly is planning to introduce the tutoring services soon. Our current products include our core technology on a Webapp, iOS & Android apps and a Chrome extension. To date, we have been awarded with the 1776 "International Challenge Cup", "App of the year" by TheGuardian, "Israel's Most promising EdTech startup 2014", and others.

### 2.3 Sector

Consumer education

### 2.4 Target Market

B2C

### 2.5 Business Model

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO



lingua.ly FIWARE Short Profile

May 2016

## 2.6 Website

<https://lingua.ly/>