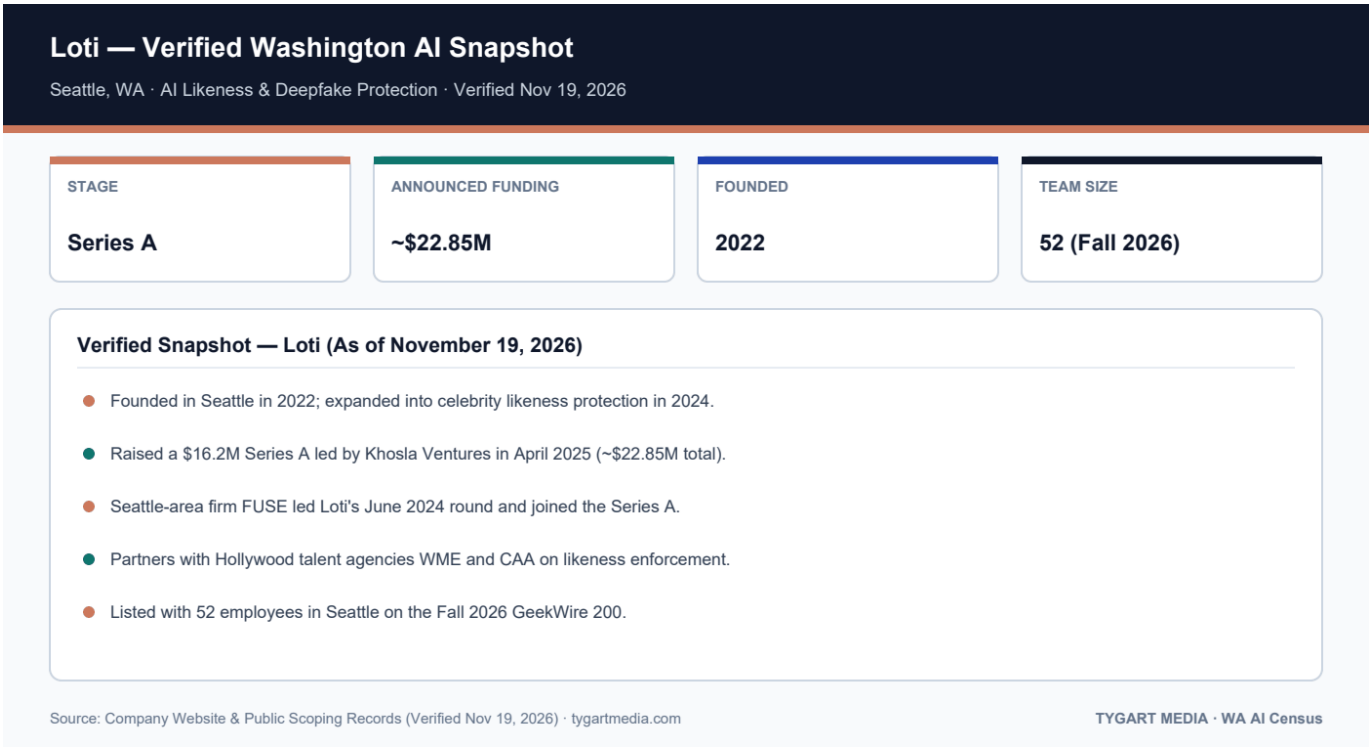
Loti: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/loti-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, Loti AI operates independently from Seattle, Washington, with 52 employees listed on the Fall 2026 GeekWire 200. The company builds proprietary facial, partial-face, and voice recognition models that scan the internet for unauthorized deepfakes, digital replicas, and impersonation scams and automate takedowns at scale. Primary press reports place total disclosed funding at ~$22.85M following its April 2025 $16.2M Series A led by Khosla Ventures.



Field	Verified Record (As of Nov 19, 2026)
Company	Loti (Loti AI)
Official Website	https://www.lotiai.com/
Washington HQ	Seattle, WA
Other WA Footprint	Seattle headquarters; backed by Seattle-area venture firm FUSE
Founded	2022 (expanded to celebrity/public-figure likeness protection in 2024; GeekWire 200 lists 2024)
Founders / Leadership	Luke Arrigoni (Co-Founder & CEO); Rebekah Arrigoni (Co-Founder & Head of Partnerships); Hirak Chhatbar (Co-Founder)
Stage	Series A
Announced Funding	~$22.85M ($16.2M April 2025 Series A + ~$6.65M prior seed including $5.1M June 2024 round per primary press; third-party tracker GetLatka aggregates ~$28M)
Team Size	52 (GeekWire 200, Fall 2026)
Primary Ecosystem Ties	FUSE (Seattle-area seed lead and Series A investor), GeekWire 200 (Fall 2026), WME and CAA entertainment partnerships

What Loti Builds

Loti AI develops proprietary facial, partial-face, and voice recognition machine learning models that continuously scan the internet to detect unauthorized digital replicas, deepfakes, impersonation scams, and intellectual property misuse. When unauthorized copies appear, the platform automates takedown workflows at scale rather than relying on slow manual enforcement.

As outlined on the Loti AI official website, the product spans a free consumer monitoring tier ("Everyone"), the paid Watchtower / Loti Artist suite for celebrities and public figures, and an upcoming developer API for centralized likeness and brand-rights enforcement. Because its detection pipeline handles biometric matching, Loti publishes dedicated privacy and biometric privacy policies.

Washington Footprint and Leadership

Loti is headquartered in Seattle, Washington, and is recorded with 52 employees on the Fall 2026 GeekWire 200. While GeekWire 200 displays a 2024 founding year, GeekWire reporting documents a 2022 founding, and the FAQ on lotiai.com explains that Loti originally built a partial-face recognition system before expanding in 2024 to celebrity and public-figure likeness protection (note that its live site is `lotiai.com`, whereas an alternate `loti.ai` domain serves an empty response).

The company was co-founded by CEO Luke Arrigoni, Co-Founder and Head of Partnerships Rebekah Arrigoni, and serial entrepreneur Hirak Chhatbar. Luke Arrigoni previously worked as a data scientist at Creative Artists Agency (CAA) and ran an AI consulting firm, bridging Seattle machine learning engineering with entertainment rights management; open roles are hosted on Loti AI Careers.

Products, Users, and Public Traction

Loti builds for public figures, actors, musicians, athletes, politicians, corporate executives, influencers with over 500,000 followers, talent agencies, and IP owners, alongside everyday consumers via its free Everyone plan. In entertainment, Loti has established reported partnerships with major Hollywood talent agencies WME (William Morris Endeavor) and CAA (Creative Artists Agency) to help protect represented talent against unauthorized digital replicas and deepfakes.

National media attention accelerated during 2025 as synthetic video and voice impersonation drew broader scrutiny. Loti highlights press coverage on its official website and press page, including features in the Los Angeles Times (October 26, 2025), The Hollywood Reporter (July 9, 2025), and Rolling Stone (January 27, 2025), alongside regional reporting in GeekWire.

Funding, Stage, and Place in Washington's AI Landscape

In April 2025, Loti announced a $16.2M Series A led by Khosla Ventures with participation from Seattle-area venture firm FUSE, Bling Capital, Ensemble VC, Alpha Edison, and K5 Tokyo Black, as reported by GeekWire. Combined with roughly $6.65M in prior seed capital—including a $5.1M June 2024 round led by FUSE—primary press sources support total disclosed funding past $22M (~$22.85M). Third-party tracker GetLatka estimates roughly $28M by summing separate 2024 seed tranches, while primary announcements support ~$22.85M; Loti remains independent and privately held through November 2026.

Within Washington's AI ecosystem, Loti stands out as one of Seattle's larger Series A startups focused specifically on likeness security, deepfake detection, and automated enforcement on the GeekWire 200. Backed locally by FUSE and nationally by Khosla Ventures, it connects Seattle vision and voice-recognition engineering directly to entertainment agencies, executives, and consumer anti-impersonation tooling.

Verified Primary Sources & Official References

- Loti Official Website: https://www.lotiai.com/
- Loti AI Press Page: https://www.lotiai.com/in-the-press
- Loti AI Biometric Privacy Policy: https://www.lotiai.com/biometric-privacy-policy
- Loti AI Careers: https://www.lotiai.com/careers
- GeekWire — Loti $16.2M Series A Coverage (April 2025): https://www.geekwire.com/2025/seattle-startup-loti-lands-16m-to-help-celebs-politicians-and-ceos-detect-deepfakes/
- GeekWire 200: https://www.geekwire.com/geekwire-200/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/loti-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/loti-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.