

# IR-0057 Gamma.app

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Private Draft Business: Gamma.app Generated: June 01, 2026 Identity & Overview Gamma is a web-based software platform that uses artificial intelligence to generate presentations, documents, webpages, and other visual content, allowing users to create structured layouts and draft text based on prompts or uploaded material. Gamma was established in the early 2020s by Grant Lee, James Fox, and Jon Noronha — all former colleagues at Optimizely. Grant Lee, CEO, earned his mechanical engineering degree from Stanford University and spent nearly a decade in finance; the global shift to remote work in 2020 exposed the limits of traditional presentations, and his combined tech and financial expertise pointed to a solution, with his experience ranging from helping to scale Optimizely to joining the small startup ClearBrain. Lee was living in London and reached out to former Optimizely colleagues James Fox and Jon Noronha, who were still in San Francisco; all three agreed that building this startup required in-person collaboration. They started with three co-founders but built a founding team of seven, all of whom came from Optimizely. The company is legally registered as Gamma Tech, Inc., headquartered in San Francisco, CA. The core problem Gamma solves is the “blank page problem”; — the friction of starting a presentation from scratch. Gamma operates on a credit-based freemium model with a B2C-like price point but a B2B SaaS value proposition. The credit-based tiers run from Plus at \$8/month, Pro at \$18/month, and Ultra at \$100/month, with features like advanced image models, custom branding, analytics, API access, and custom domains encouraging upgrades.

Market Position Gamma is currently the most widely used AI presentation tool, surpassing 70 million users and \$100M ARR as of November 2025. It occupies the market category of AI-native presentation and visual content creation, competing across several tiers:

- Direct AI-native competitors:** Tome has been Gamma’s primary startup competitor in the AI presentation space, growing to 25M users with venture backing of \$81M from firms including Greylock and a16z. However, their business model challenges resulted in only \$3.5M ARR in 2024 (compared to Gamma’s \$20M). Tome is now effectively dead — it shut down its Slides feature in April 2025 and the team pivoted to an AI-native CRM called Lightfield. Beautiful.ai competes on brand consistency and automation for enterprise teams.
- Incumbent threats:** Microsoft’s Copilot for Office and Google’s Duet AI threaten to commoditize the basic “generate slides from text” functionality that initially fueled Gamma’s growth, and their established enterprise relationships and familiar interfaces create significant switching barriers. Gamma has deliberately positioned itself not as a direct PowerPoint replacement but as a new content format altogether — focusing on web-native “cards” rather than trying to perfectly replicate traditional presentation software.

Traction & Scale The company has been profitable for over two years and scaled to \$100 million in ARR with only \$23 million in initial funding and a lean 50-person team; growth has been fueled by a loyal customer base of 70 million users globally. In August 2022, Gamma officially launched on Product Hunt with the slogan: “Write like a doc, present like a deck.” By year-end, the user base was only 60,000 and the company was running into serious financial challenges. The AI inflection point changed everything: when they launched AI features in 2023, signups jumped from hundreds to 10,000 per day. This new version helped Gamma gain 3 million users within three months. The company reports approximately 70 million customers with over 600,000 paying subscribers, profitability since 2023, and a lean team of 52 employees. Revenue grew from \$24M in 2024 to \$100M ARR in 2025. Since 2020, Gamma has grown to 70 million users generating over a million pieces of content every day.

Financial Picture Gamma has raised a total funding of \$87M over 3 rounds from 15 investors. The funding progression:

- Pre-Seed / Seed (2021):** The team quickly raised a \$3 million pre-seed round, then a \$4 million seed just nine months later. Seed investors included Script Capital, South Park Commons, Afore Capital, and Hustle Fund.
- Series A (May 2024):** Gamma raised a \$12 million Series A round led by Accel.
- Series B (November 2025):** \$68 million in Series B funding at a \$2.1B valuation led by Andreessen Horowitz with participation from Accel, Uncork Capital, and others. The round included a \$20 million secondary offering that gave liquidity to early employees. Unlike many fast-growing AI startups, Gamma has been

profitable for most of its history, has not raised significant funding, and built a massive business in a category most investors dismissed. At ~\$102M in ARR as of 2025, the company's most recent valuation implies an approximate 21x revenue multiple. Public Sentiment is broadly positive on speed and ease of use, with recurring criticism around export fidelity and customization limits. **Positive signals:** Many Reddit users describe it as one of the best AI tools for generating PowerPoint presentations in 2025. Practitioner reviewers in 2026 describe no alternative for those working heavily with slide decks, noting the AI agent launch put it further ahead of competition. **Consistent pain points:** PowerPoint export frequently breaks formatting — missing fonts, shifted layouts, misplaced text boxes, and non-standard slide dimensions — and this is the most common complaint in Gamma AI reviews. Gamma-generated content is often considered barely a first draft; and requires significant human intervention. Occasional data inaccuracies have been flagged — for example, presenting Netflix's 2023 revenue as 2024 data — requiring manual fact-checking. **Ethical concerns:** A separate mention of Gamma's ability to clone websites garnered strong negative reactions, with users calling it terrible; shameful; and describing it as AI built to steal designs; raising ethical concerns. Media & Press Coverage has appeared in the Wall Street Journal, New York Times, and Fast Company, reflecting Gamma's mainstream breakout status. Grant Lee's story of building a \$2B+ company — with Gamma valued at over \$2 billion and hitting \$100M ARR in just over two years — has become a widely circulated startup narrative. The most significant negative press came from cybersecurity: Gamma was exploited in multi-stage phishing attacks involving redirections to fake Microsoft login pages; intrusions commence with delivery of malicious emails with a hyperlink masquerading as a PDF attachment, which redirects to a Gamma-hosted presentation. This campaign is part of a growing trend of living-off-trusted-sites (LOTS) attacks, which exploit legitimate services to host malicious content — like previous attacks leveraging Canva, Lucidchart, and Figma. Notably, Dark Reading reported that Gamma had not responded to press inquiries for comment on the phishing campaign. On the product milestone front, Gamma 3.0, the company's latest major release, introduced a built-in AI design agent that helps users turn rough ideas, documents, or links into fully-designed presentations in minutes. Current Status Gamma is in active growth and platform expansion mode as of mid-2026. Gamma Imagine launched on March 17, 2026 as a new AI image-generation product for marketing assets — charts, visualizations, social graphics, and infographics. It now competes directly with Canva and Adobe's creative tools, and Gamma achieved SOC 2 Type II certification in October 2025. The developer API changelog shows consistent shipping cadence into 2026, with the ChatGPT App going live in March 2026 and Claude connector added in January 2026. As recently as May 2026, Gamma shipped 6-column layouts and custom font embedding in PowerPoint exports — directly addressing the long-standing export complaint. Gamma's roadmap emphasizes expanding its role as a generative communication platform rather than a pure presentation tool, with development continuing around more advanced AI agents, improved content generation, richer embeds, and broader publishing capabilities across documents and web formats. The competitive threat from Microsoft Copilot and Google's AI integrations remains the primary structural risk. **Summary Verdict Gamma.app — Board-Level Intelligence Briefing** Gamma is one of the most capital-efficient AI success stories in the current cycle. Founded in 2020 by three ex-Optimizely colleagues — Grant Lee (CEO), James Fox, and Jon Noronha — the company nearly failed before the 2023 AI wave transformed it from a niche productivity tool into a category-defining platform. It reached \$100M ARR in roughly two years of meaningful revenue generation, achieved profitability without the bloated fundraising typical of its peers, and built a 70 million-user base with a headcount of approximately 50 people. The November 2025 Series B at a \$2.1B valuation on \$87M total capital raised represents exceptional capital efficiency by any benchmark. The core product works. Users consistently report strong speed, design output, and AI-generation quality. The persistent weakness — PowerPoint export fidelity — is a structural constraint that has limited enterprise adoption and is only now being addressed in 2026 updates. The phishing misuse controversy (Q1–Q2 2025) reflects Gamma's legitimate-domain trust being weaponized by bad actors, a risk common to all high-trust platforms at scale; it was not a Gamma security failure per se, but a reputational friction point the company handled poorly in terms of public communications. The competitive risk is real but manageable in the near term. Tome's collapse validates Gamma's monetization discipline. Microsoft Copilot and Google Gemini integrations into native Office/Slides represent the longer-term commodity threat. Gamma's answer — expanding from presentations into a full visual creation suite (Gamma Imagine, web pages, documents, API layer) — is the correct strategic move, repositioning it closer to Canva's territory rather than remaining a PowerPoint challenger. One-line

assessment:\*\* Gamma is a rare, profitable AI unicorn with genuine product-market fit, strong unit economics, and a credible platform expansion thesis — the primary risk being commoditization from entrenched incumbents, not competitive startup pressure.