

Lumina

AI-powered notes that think with you

Seed Round · \$4M · 2026

The Problem

Knowledge workers lose 30% of their day to fragmented notes

- **Meeting overload:** Average professional attends 18 meetings/week — manual notes miss 60% of action items
- **Context collapse:** Critical insights buried across Notion, Docs, Slack, and email simultaneously
- **Recall failure:** 70% of meeting content forgotten within 24 hours (Hermann Ebbinghaus, 2024 replication study)
- **Tool fatigue:** Teams average 4.3 note-taking tools — zero cross-tool search

Knowledge workers spend **9.3 hours/week** re-finding information they already captured.

— McKinsey Global Institute, 2025

The Solution

Lumina: Your AI thought partner, not just a note-taker

- **Live transcription + synthesis** — joins calls, extracts decisions, owners, and deadlines automatically
- **Semantic memory graph** — links new notes to past context across all your sources
- **Proactive surfacing** — pushes the right note at the right moment (before a meeting, during a search)
- **One-click actions** — turns action items into Jira tickets, Linear issues, or calendar blocks instantly

Lumina doesn't just record what happened — it **understands what matters** and connects it to everything you know.

How It Works

Three-layer AI architecture

1. Capture Layer

- Real-time STT via Whisper v3 + speaker diarization
- Chrome extension, desktop app, iOS/Android — capture anywhere

2. Understanding Layer

- Fine-tuned LLM extracts entities, decisions, action items with >94% accuracy
- Proprietary knowledge graph links concepts across time and context

3. Delivery Layer

- Proactive push notifications with relevance scoring
- Natural language Q&A: "What did we decide about pricing in Q1?"
- Integrations: Slack, Notion, Linear, Jira, Google Workspace, Salesforce

Market Size

A massive and underserved global opportunity

Segment	Size	Basis
TAM	\$47B	Global productivity software market (2026)
SAM	\$12B	AI-assisted knowledge work tools
SOM	\$420M	SMB + enterprise teams of 10–500, English-speaking markets, 3-yr target

Key tailwinds

- Remote-first work normalized: **68%** of knowledge workers hybrid or fully remote (2026)
- AI tool adoption accelerating: enterprise AI spend up **3.2x** YoY
- Privacy-first demand: on-premise option unlocks regulated industries (legal, finance, healthcare)

Traction

14 months post-launch — product-market fit signal is strong

- **8,400** paying users (up from 620 one year ago — **13.5x growth**)
- **\$62K MRR** — growing 18% month-over-month for 6 consecutive months
- **Net Revenue Retention: 128%** — users expand as teams grow
- **Avg. session: 47 min/day** — deeply embedded in daily workflow
- **Churn: 2.1% monthly** (SaaS benchmark: 3–5%)

Notable customers

- 3 Series B startups (30–120 seats each)
- 1 Fortune 500 pilot: 200-seat legal team at a global consulting firm
- **4.8/5 stars** — G2 Crowd, 214 verified reviews

Business Model

Simple, scalable SaaS with land-and-expand dynamics

Plan	Price	Target
Individual	\$18/mo	Freelancers, solopreneurs
Team	\$14/seat/mo (min 5)	Startups, SMBs
Enterprise	Custom (\$28–\$45/seat)	100+ seats, SSO, on-prem

Unit economics (Team plan, current cohorts)

- **CAC**: \$186 (blended, paid + organic)
- **LTV**: \$1,840 (based on 13-month avg. retention to date)
- **LTV/CAC ratio: 9.9x**
- Payback period: **4.2 months**

Competition

Lumina occupies a distinct, defensible position

	Lumina	Otter.ai	Notion AI	Mem.ai
Real-time meeting capture	✓	✓	✗	✗
Cross-source memory graph	✓	✗	Partial	✓
Proactive insight delivery	✓	✗	✗	Partial
Native workflow integrations	✓	Limited	Limited	Limited
On-premise / GDPR-ready	✓	✗	✗	✗

Our moat: proprietary knowledge graph trained on user context + integrations that deepen with every workflow action. Switching cost grows week over week.

Team

Operators who have built and shipped at scale

Sarah Chen — CEO & Co-founder

Former PM Lead at Notion (0→3M users); Stanford CS + HCI. Led Note product from beta to GA.

Marcus Webb — CTO & Co-founder

Ex-Google Brain research engineer; PhD NLP (CMU). 4 patents in conversational AI. Built real-time ML pipelines serving 200M users at Scale AI.

Priya Ramesh — Head of Growth

Scaled Loom's self-serve from \$2M to \$28M ARR in 18 months. Expert in PLG motions.

Advisors: Kevin Weil (former OpenAI CPO), Elena Ivanova (Partner, Bessemer Venture Partners)

The Ask

~~\$4M Seed Round~~ ~~18 month runway to Series A~~

Use of funds

Allocation	%	Purpose
Engineering (4 hires)	45%	Core AI, infra, mobile
Sales & Marketing	28%	PLG loop + first AE hire
Operations & Legal	15%	SOC 2 Type II, GDPR compliance
Reserve	12%	Buffer + opportunistic hiring

18-month milestones

- **\$500K MRR** (8x current)
- **3 enterprise contracts** (100+ seats each)
- **Series A ready:** \$6M ARR run rate, NRR >130%

Lead investor sought · \$2.5M anchor · Closing Q3 2026

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