



VEED

Sector: Creative technology: AI powered online video editing platform | **Size:** Scale-up, 10 million+ paid users, backed by Sequoia

ORGANISATION OVERVIEW

Founded in 2018 by Sabba Keynejad (CEO) and Tim Mamedov (CTO), VEED is an online video editing platform that uses AI to make professional quality video creation accessible to businesses, educators and content creators. Its flagship feature, AI powered auto captioning in over 100 languages, has helped it grow to over 1.5 million downloads worldwide and adoption by 76% of Fortune 500 companies, including Google, Meta, Amazon and Netflix.

CURRENT AI ADOPTION

VEED offers AI powered auto captioning and editing tools, and has recently acquired SpiritMe, a Russian AI company specialising in synthetic avatars and voice cloning. This acquisition allows VEED to run its AI pipeline in-house, rather than relying solely on third party APIs, which previously cost around \$1 per minute of video at a user base of 10 million.

TARGET AI IMPLEMENTATION AND ADOPTION

VEED aims to run its entire AI pipeline in-house, cutting reliance on expensive external APIs and gaining full control to experiment with product features and build a competitive advantage. Strategically, it must also decide whether to specialise in video editing or expand into a broader creative suite.

KEY CHALLENGES TO AI ADOPTION

- Technical and economic constraints: third party API costs made its unit economics unsustainable at scale, and building comparable in-house AI capability across the whole product is a major undertaking.
- Strategic direction uncertainty: whether to stay focused on video editing or expand into a wider creative suite, each with different resourcing implications.
- Market evolution and competition: the AI video creation market is fragmenting quickly, with well funded competitors risking commoditisation of VEED's advantages.
- Operational scaling: a lean team faces internal resistance to AI adoption, concerns about robotic output quality, and fears around job security.
- Investor pressure: following the acquisition, investors including Sequoia are pushing for rapid growth toward a 100x valuation.