



## MARKET REPORT

UPDATED

04/22/2025

# \$10M/yr Plaid for meeting bots

## TEAM

Jan-Erik Asplund

Co-Founder

[jan@sacra.com](mailto:jan@sacra.com)

## DISCLAIMERS

This report is for information purposes only and is not to be used or considered as an offer or the solicitation of an offer to sell or to buy or subscribe for securities or other financial instruments. Nothing in this report constitutes investment, legal, accounting or tax advice or a representation that any investment or strategy is suitable or appropriate to your individual circumstances or otherwise constitutes a personal trade recommendation to you.

This research report has been prepared solely by Sacra and should not be considered a product of any person or entity that makes such report available, if any.

Information and opinions presented in the sections of the report were obtained or derived from sources Sacra believes are reliable, but Sacra makes no representation as to their accuracy or completeness. Past performance should not be taken as an indication or guarantee of future performance, and no representation or warranty, express or implied, is made regarding future performance. Information, opinions and estimates contained in this report reflect a determination at its original date of publication by Sacra and are subject to change without notice.

Sacra accepts no liability for loss arising from the use of the material presented in this report, except that this exclusion of liability does not apply to the extent that liability arises under specific statutes or regulations applicable to Sacra. Sacra may have issued, and may in the future issue, other reports that are inconsistent with, and reach different conclusions from, the information presented in this report. Those reports reflect different assumptions, views and analytical methods of the analysts who prepared them and Sacra is under no obligation to ensure that such other reports are brought to the attention of any recipient of this report.

All rights reserved. All material presented in this report, unless specifically indicated otherwise is under copyright to Sacra. Sacra reserves any and all intellectual property rights in the report. All trademarks, service marks and logos used in this report are trademarks or service marks or registered trademarks or service marks of Sacra. Any modification, copying, displaying, distributing, transmitting, publishing, licensing, creating derivative works from, or selling any report is strictly prohibited. None of the material, nor its content, nor any copy of it, may be altered in any way, transmitted to, copied or distributed to any other party, without the prior express written permission of Sacra. Any unauthorized duplication, redistribution or disclosure of this report will result in prosecution.



Published on Apr 22nd, 2025

# \$10M/yr Plaid for meeting bots

By Jan-Erik Asplund

**TL;DR: With every sales, recruiting, customer success, and user research tool integrating with Zoom, Meet, Teams, Webex, and Slack Huddles bots, Recall.ai built a universal meeting-bot API that abstracts away the engineering and pipes raw audio, video, and metadata into any SaaS app. Sacra estimates Recall.ai reached \$8M ARR in 2024, up 300% YoY. For more, check out our full Recall report and dataset.**

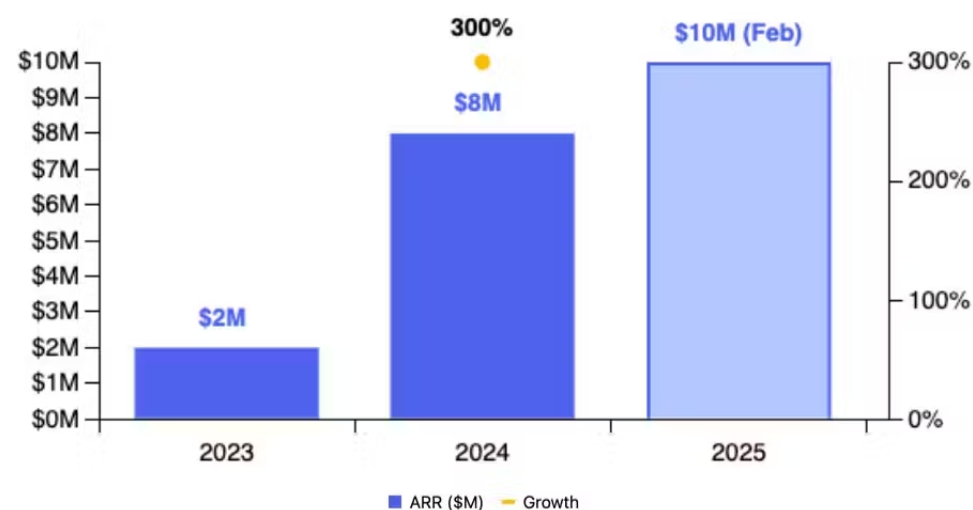


**Recall.ai**

ARR & ARR Growth Rate

**\$10.0M**

↑ 25.0% YoY



Source: Sacra

Updated: Feb 27, 2025

Key points via Sacra AI:

- **As COVID moved every meeting into Zoom and the success of Gong (\$285M ARR) sparked video calls to be built into every B2B SaaS app, Recall.ai (founded 2022) launched with a universal meeting-bot API that uses cloud VMs to join video calls, captures the complete meeting data, and delivers it via a single API that works across**



**Zoom, Teams, Google Meet, and even platforms with no official APIs like Slack Huddles. As a universal API, Recall.ai positions as a way for developers to build faster and save on expensive developer salaries & time, renting out its integrations infrastructure on a usage basis, charging per minute of meeting processed (estimated at \$0.80-1.00 per hour) with enterprise volume discounts and additional fees for value-added services like transcription.**

- **With AI making unstructured qualitative data much more valuable and usable, app developers have been hungry to eat up meeting call data with Sacra estimating that Recall.ai grew 300% YoY from \$2M annual recurring revenue (ARR) in 2023 to \$8M ARR in 2024, reaching \$10M ARR in January. Compare to call recording SaaS leader Gong at \$298M ARR at the end of 2024, up 28% YoY from \$232M in 2023, the customer service AI BPO Decagon at \$6M ARR in 2024, up 900% YoY, and Plaid at an estimated \$390M ARR in 2024, up 27% from \$308M in 2023.**
- **As AI voice agents generate a high volume of conversation data powered by voice AI APIs like Vapi, Retell & Bland AI, Recall.ai has the potential to benefit from a virtuous cycle where more calls generate more call recording & transcription usage, with the data & analytics from those meetings driving insights & automations that incentivize more calls.** As AI-native companies bypass meeting bots to capture system audio directly at the operating system layer—most notably AI meeting scribe Granola (\$20M raised, Spark)—Recall.ai has started repositioning beyond meeting bots into AI infrastructure for audio with the launch of its desktop SDK for Mac.

For more, check out this other research from our platform:

- Gongification of SaaS
- Tony Xiao, founder and CEO of Venice, on the opportunities in financial data aggregation
- The future of Plaid's \$250M screen scraping business
- "Plaid for X" startups
- Zachary Kirby, co-founder of Vessel, on building the Vercel for integrations
- Ayan Barua, CEO of Ampersand, on going upmarket with deep native product integrations



- Peter Zhou, CEO of Rutter, on building the Plaid for ecommerce
- Austin Hughes, CEO and co-founder of Unify, on the death of the SDR
- Matt Sornson, co-founder & ex-CEO at Clearbit, on vertically integrated data and workflow tools in sales and marketing
- Apollo at \$100M ARR
- Nico Ferreyra, CEO of Default, on building an end-to-end inbound sales platform
- Chris Savage, CEO of Wistia, on the economics of AI avatars
- AI and the future of video
- AI talking heads growing 1024%
- Hassaan Raza, CEO of Tavus, on building the AI avatar developer platform
- \$100M/yr Canva for talking head videos
- Intercom at \$343M/year