



MARKET REPORT

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\$9M/yr Glean for white collar contractors

TEAM

Jan-Erik Asplund

Co-Founder

jan@sacra.com

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\$9M/yr Glean for white collar contractors

By Jan-Erik Asplund

TL;DR: Fyxr is building an AI copilot for work for white-collar contractors and SMBs—freelancers, real estate brokers, consultants, fractional executives—who manage high email volumes but aren't on HubSpot or Salesforce. Sacra estimates Fyxr hit \$9M in annual recurring revenue (ARR) in May 2025, up 9x from \$1M at year-end 2024. For more, check out our full report and dataset on Fyxr.

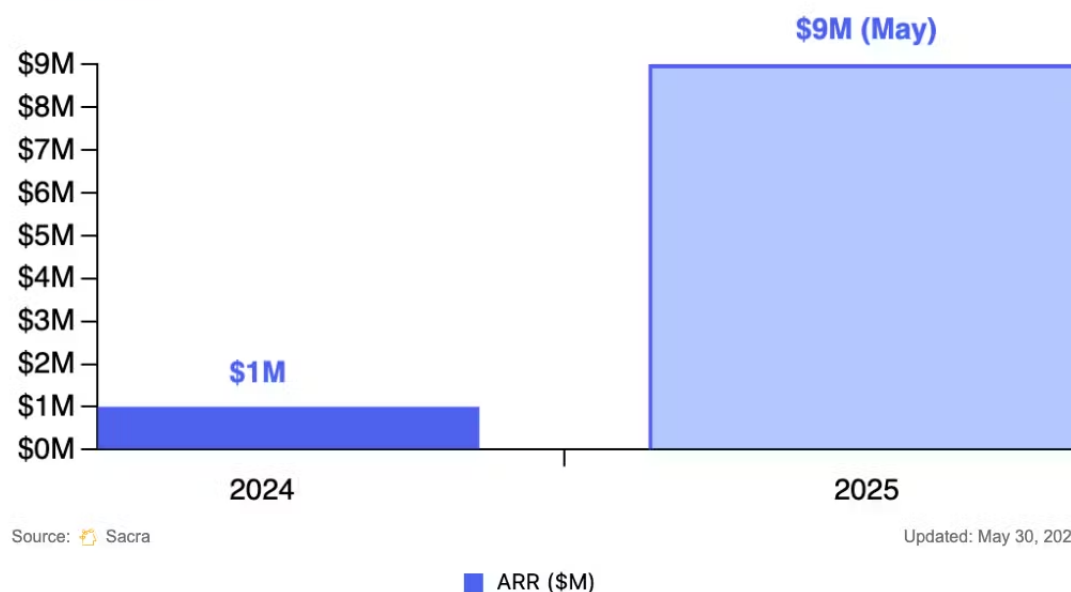


Fyxr AI

ARR & ARR Growth Rate

\$9.0M

↑ 800.0% YoY



Key points via Sacra AI:

- Spun out of its founders' \$5M ARR high-touch virtual assistant agency serving B2B SaaS execs, Fyxr (2024) launched as an email triage & drafting tool that hooks into your Gmail or Outlook inbox and uses OpenAI's API to (1) label & triage your inbound mail, and (2) automatically create draft replies in your writing style. Finding initial product-market fit with white-collar contractors who write a



large volume of semi-templated email—real estate brokers, indie consultants and fractional executives—but aren't on a team HubSpot, Salesforce or Zendesk plan, Fyxr monetizes through two tiers of subscription: 1) \$30/user/month for a single user, and 2) \$50/user/month for teams.

- **As its early adoption by solo executives & consultants turned into multi-seat team deals with brokerages and professional services firms like eXp Realty (\$1.2M/year for 5,000 seats) that put all their brokers on Fyxr, Sacra estimates that Fyxr hit \$9M in annual recurring revenue (ARR) in May 2025, up 9x from \$1M at year-end 2024.** Compare to enterprise AI copilots for work Glean at \$110M ARR in 2024, up 182% YoY and Writer at \$47M ARR, up 200% YoY, and prosumer AI productivity tools like Gamma at \$50M ARR growing 365% YoY.
- **With the risk of getting disintermediated by Gmail with Gemini and Outlook via Copilot, Fyxr is moving across tools to eat up scheduling (Calendly) and meeting notetaking (Otter) so that it has richer context for its copilot than any one tool individually.** Along with other tools like Read AI and Amie, Fyxr is part of a wave of companies building cross-surface AI copilots for work that operate on top of the existing SMB SaaS tool stack rather than trying to displace the calendar or the email client, versus Notion, ClickUp or Superhuman that wants to own the client and vertically integrate the AI.

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

- Fyxr (dataset)
- Gamma (dataset)
- Glean (dataset)
- Writer (dataset)
- Otter (dataset)
- Calendly (dataset)
- Jacob Wenger, CPO at Shortwave, on building a standalone business on email
- Jon Noronha, co-founder of Gamma, on building AI-powered slides
- How AI is transforming productivity apps
- Mike Knoop, co-founder of Zapier, on Zapier's LLM-powered future



- Tommy Wang, Chief Business Officer at ClickUp, on the rise of the all-in-one