MARKET REPORT

Granola vs Zoom

TEAM

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DISCLAIMERS

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By **Jan-Erik Asplund**

TL;DR: Granola's cross-platform, always-on meeting recorder turns every video call into structured, searchable data, collapsing Zoom, Meet, and Teams as arbitrary video calling apps—and positioning Granola to vertically integrate around their platform as a hub for collaboration around meeting notes. For more, check out our <u>full report on Granola</u>.

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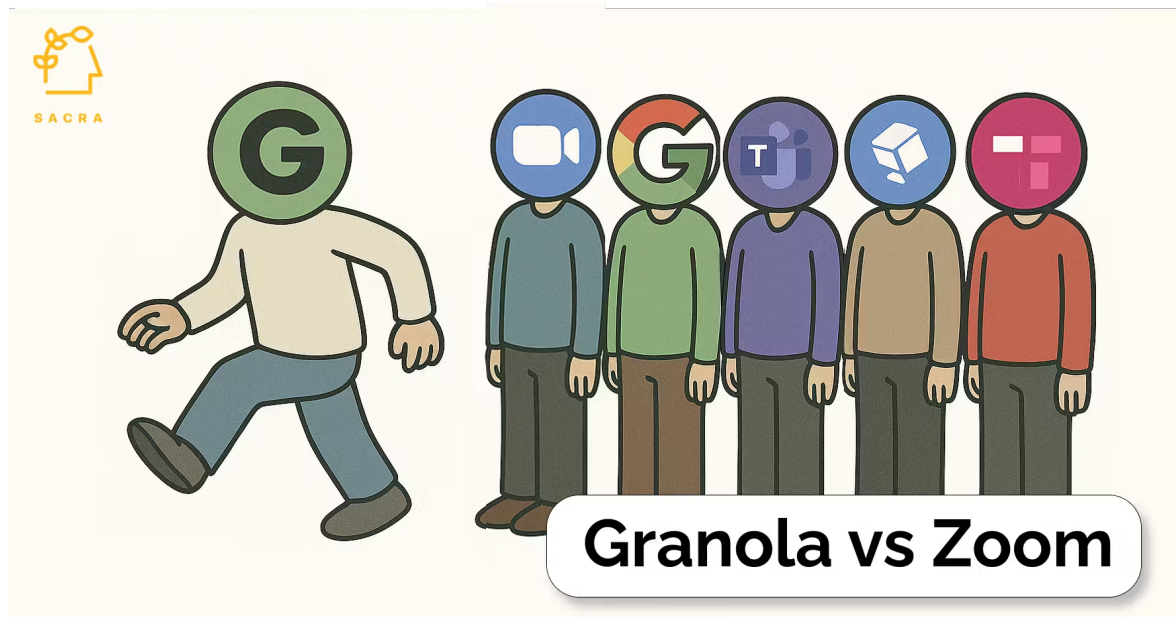
<u>Granola</u> (founded 2023) is an AI notetaker app that wakes up whenever your microphone is live on a Zoom/Teams/Google Meet call, records your call, and returns an AI-enhanced transcript plus action-items minutes after the call. In October 2024, Granola raised a $20M Series A led by Spark Capital.

With Zoom launching their AI Companion in September 2023, we dug in deeper to learn more about how Granola works and positions itself against Zoom's AI assistant.

Key points from our research via Sacra AI:

- **On installing its desktop app, <u>Granola hijacks meeting launch from the calendar and recording from meeting bots</u>, making its app the center of gravity for meeting-centric workflows**. By running a desktop agent that watches for mic activation, calendar invites and tab URLs across Zoom,

Meet, Slack, and Teams, Granola pops up a notification right when it infers you're in a call—getting in front of Google Calendar—then begins live capture and transcription when you click "Start notes" and produces a structured summary of your meeting notes when the call finishes.

- **By betting that transcription costs will continue to fall ($0.02/min today vs. ~$0.25/min in 2021), <u>Granola delivers frontier-model summarization to its small but spend-happy userbase</u>—57% of which serve in leadership roles.** Lacking Team's bundlenomics with Office, Zoom has more pressure to follow suit and take the margin hit subsidizing its own AI notes across 20M+ paid seats, adapt its plans & pricing or risk falling behind on serving the early adopter segment.

- **As the <u>video call has been commoditized</u>, the battleground has shifted from the lowest latency & highest quality video calls to the vertically integrated meeting productivity app**. Zoom—despite innovating with the most reliable video calls—has failed to build out the wider productivity suite, leaving <u>Granola</u> a path to invert the stack and launch its own video call software vertically integrated with notes, follow-ups, to dos, search and CRM.

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

- <u>$10M/yr Plaid for meeting bots</u>
- <u>Gong</u> (<u>dataset</u>)
- <u>Gongification of SaaS</u>
- <u>Nico Ferreyra, CEO of Default, on building an end-to-end inbound sales platform</u>
- <u>Austin Hughes, CEO and co-founder of Unify, on the death of the SDR</u>
- <u>How Clearbit sold to HubSpot</u>
- <u>Apollo at $100M ARR</u>
- <u>Matt Sornson, co-founder & ex-CEO at Clearbit, on vertically integrated data and workflow tools in sales and marketing</u>
- <u>Apollo</u> (<u>dataset</u>)
- <u>Pinecone</u>
- <u>Adam Brown, co-founder of Mux, on the future of video infrastructure</u>
- <u>Matt Redler, ex-CEO of Panther, on the competitive positioning of Deel vs. Remote vs. Rippling</u>

- [Lenny Bogdonoff, co-founder and CTO of Milk Video, on the video infrastructure value chain](#)
- [Len Markidan, CMO at Podia, on the future of business video](#)
- [Ben Ruedlinger, CINO at Wistia, on the video hosting infrastructure stack](#)