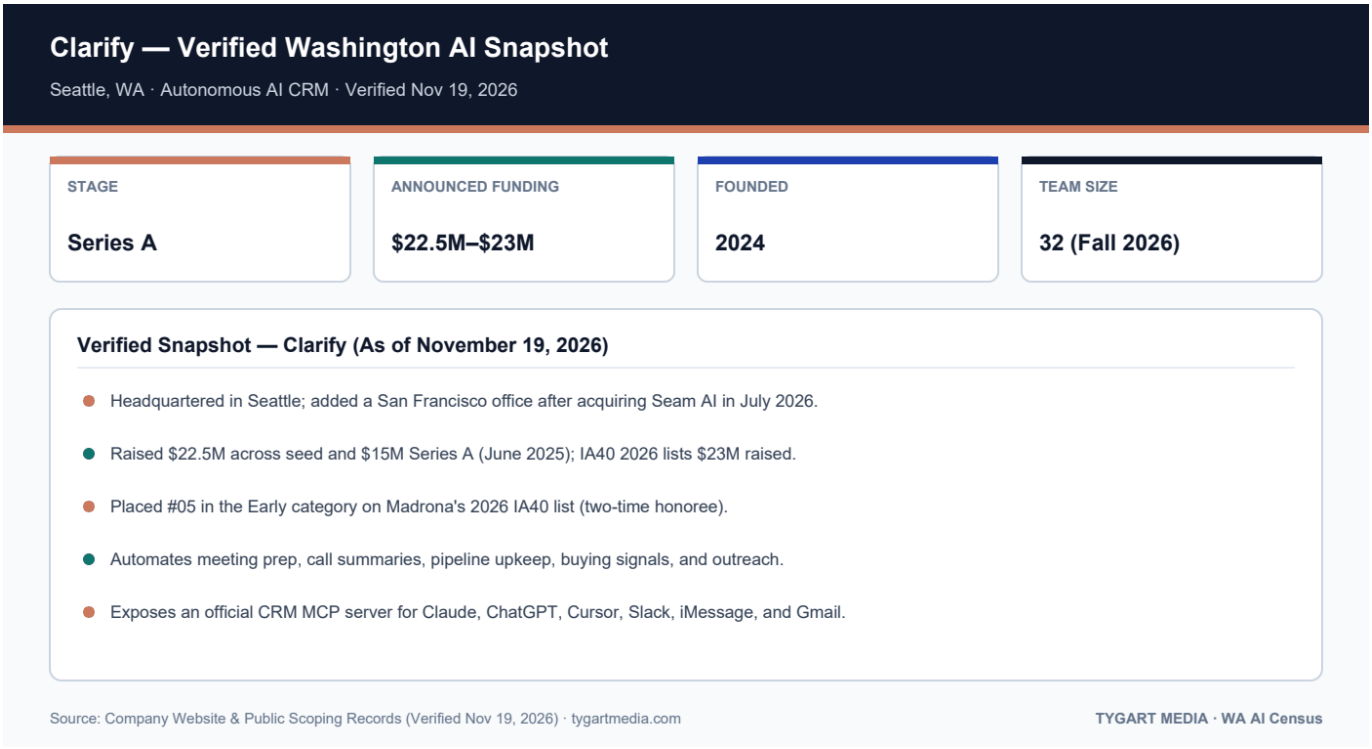
Clarify: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/clarify-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, Clarify Inc. operates as an independent, venture-backed Seattle company with 32 employees per GeekWire 200 and an added San Francisco footprint following its July 2026 acquisition of Seam AI. Its autonomous AI-native CRM automates meeting prep, call summaries, pipeline updates, prospecting, outreach, and buying-signal monitoring, including an official CRM MCP server. Total disclosed capital stands at $22.5M–$23M across seed, its June 2025 $15M Series A, and undisclosed additional capital tied to the Seam AI deal.



Field	Verified Record (As of Nov 19, 2026)
Company	Clarify (Clarify Inc.)
Official Website	https://www.clarify.ai/
Washington HQ	Seattle, WA
Other WA Footprint	Seattle headquarters; added a San Francisco office footprint following its July 2026 acquisition of Seam AI
Founded	2024
Founders / Leadership	Patrick Thompson (Co-Founder & CEO); Ondrej Hrebicek (Co-Founder & CTO); Austin Hay (Co-Founder)
Stage	Series A
Announced Funding	$22.5M–$23M ($22.5M seed + June 2025 $15M Series A per GeekWire, plus undisclosed capital with July 2026 Seam AI acquisition; $23M rounded on Madrona IA40 2026)
Team Size	32 (GeekWire 200, Fall 2026)
Primary Ecosystem Ties	Madrona Venture Group (2025 and 2026 IA40 honoree, #05 Early in 2026), Ascend (Seattle), GeekWire 200 (Fall 2026), Iteratively alumni founders

What Clarify Builds

Clarify Inc. builds a full-stack, AI-native autonomous CRM platform designed to eliminate manual record maintenance for B2B sales and revenue teams. Detailed on the Clarify official website, its AI agents run continuously to automate meeting preparation, call recording and summarization, pipeline updates, prospect enrichment, and coordinated email and LinkedIn outreach.

Following its July 2026 acquisition of San Francisco-based Seam AI—reported by GeekWire—Clarify integrated buying-signal tracking directly into the platform as Clarify Signals. Clarify also maintains an official Clarify CRM MCP server accessible from its website, letting teams query and update CRM records directly inside Claude, ChatGPT, Cursor, Slack, iMessage, and Gmail.

Washington Footprint and Leadership

Clarify is headquartered in Seattle, Washington, and is recorded with 32 employees and a 2024 founding year in the Fall 2026 GeekWire 200. While maintaining Seattle as its headquarters—where its careers page listed 5 open roles in November 2026—Clarify added a San Francisco office footprint after acquiring Seam AI (led by CEO Nicholas Scavone) in July 2026.

The company was co-founded in early 2024 by CEO Patrick Thompson, CTO Ondrej Hrebicek, and co-founder Austin Hay, as outlined on the Clarify company page and in GeekWire reporting. Thompson and Hrebicek previously co-founded data-analytics startup Iteratively, which was acquired by Amplitude in 2021.

Products, Users, and Public Traction

Clarify builds for fast-moving B2B go-to-market teams, founders running founder-led sales, sales leaders, revenue operations groups, and venture capital firms seeking automated CRM execution. On the Clarify official website, the company states that its autonomous CRM is trusted by more than 8,000 GTM teams.

Named customer testimonials and case studies published on Clarify's website include RevSystems, Cura, Defensive Networks, Sift, Pocketflows, Agentic Company, Tesorio, and FutureFit AI. Clarify has also received back-to-back regional recognition on Madrona's Intelligent Applications 40 list, covered in GeekWire's 2025 IA40 report and placing #05 in the Early category on the sixth annual 2026 IA40 list.

Funding, Stage, and Place in Washington's AI Landscape

Clarify's publicly reported capital totals $22.5M–$23M depending on the source. GeekWire reported $22.5M across seed and Series A—anchored by a $15M Series A announced in June 2025 co-led by USVP (U.S. Venture Partners) and Gradient Ventures, with Seattle investors Madrona and Ascend participating alongside Fika Ventures, New Normal Fund, Recall, and Essence. In July 2026, GeekWire reported undisclosed additional capital alongside the Seam AI acquisition, while Madrona's 2026 IA40 directory displays $23M raised (rounded).

Within Seattle's enterprise application ecosystem, Clarify represents the region's push into agent-native business systems backed by local firms Madrona and Ascend. Remaining independent while completing an early product-expanding acquisition in San Francisco places Clarify among the faster-moving Series A SaaS startups tracked on the GeekWire 200.

Verified Primary Sources & Official References

• Clarify Official Website: https://www.clarify.ai/
• Clarify Company Page: https://www.clarify.ai/company
• Madrona IA40 2026 List: https://www.ia40.com/the-list/
• GeekWire — Clarify $15M Series A Coverage (2025): https://www.geekwire.com/2025/seattle-startup-clarify-lands-15m-to-take-on-salesforce-with-ai-native-autonomous-crm/
• GeekWire — Clarify Acquires Seam AI (July 2026): https://www.geekwire.com/2026/seattles-clarify-acquires-s-f-startup-seam-ai-joining-forces-to-challenge-crm-stalwarts/
• GeekWire 200: https://www.geekwire.com/geekwire-200/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/clarify-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/clarify-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.