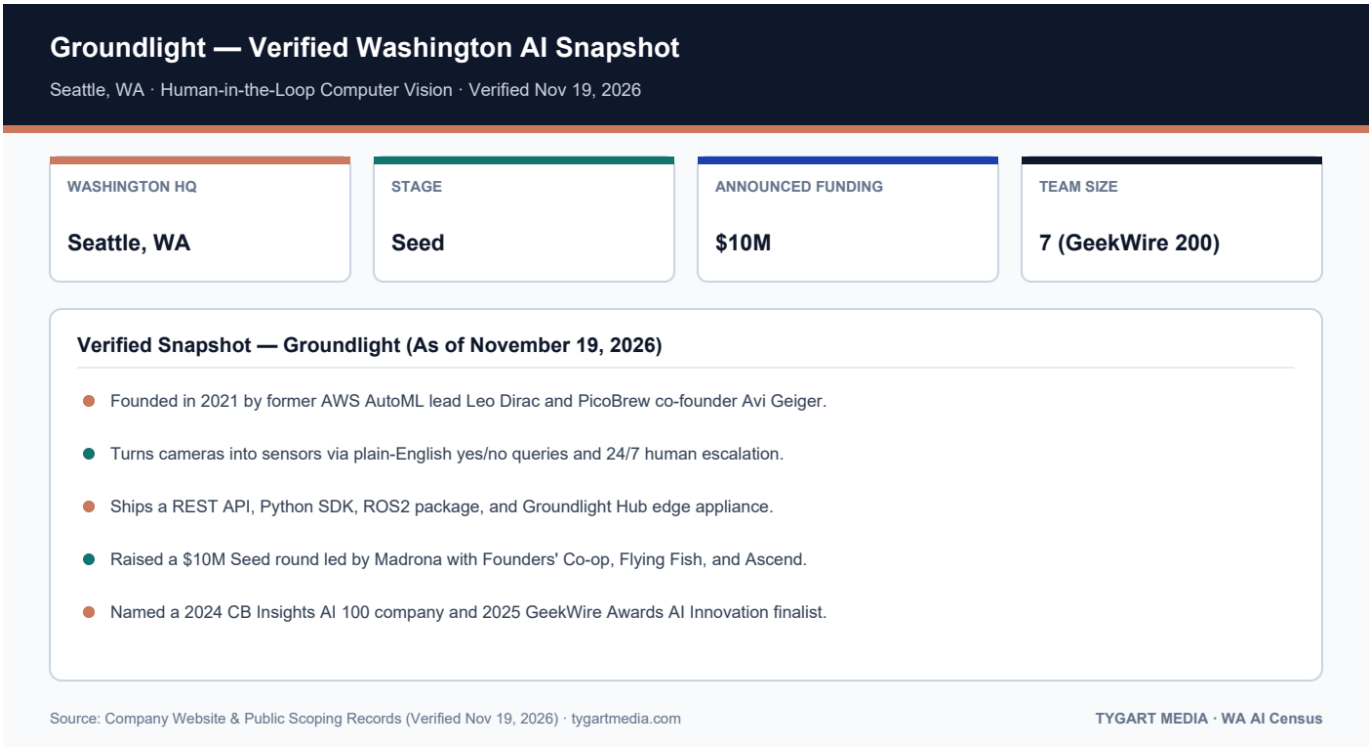
Groundlight: Seattle AI Profile — Product, Footprint & Verified Record

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

Verified Record Summary: As of November 19, 2026, Groundlight remains an independent, privately held Seattle startup with 7 employees listed on the Fall 2026 GeekWire 200. Founded in 2021 by AWS AutoML veteran Leo Dirac and former PicoBrew CTO Avi Geiger, the company builds a human-in-the-loop computer vision platform accessible via natural-language queries, SDKs, and the Groundlight Hub edge appliance. Groundlight raised a $10M Seed round led by Madrona Venture Group alongside three other Seattle-area venture firms.



Field	Verified Record (As of Nov 19, 2026)
Company	Groundlight (Groundlight, Inc.)
Official Website	https://www.groundlight.ai/
Washington HQ	Seattle, WA
Other WA Footprint	Seattle headquarters (public terms list 'Groundlight, Inc., Attn: Legal' without a street address); AWS AutoML and PicoBrew founder roots; four Seattle-area VC backers
Founded	2021 (GeekWire 200, Fall 2026)
Founders / Leadership	Leo Dirac (Co-founder and CEO); Avi Geiger (Co-founder and CTO)
Stage	Seed
Announced Funding	$10M (Seed round covered April 19, 2023)
Team Size	7 (GeekWire 200, Fall 2026)
Primary Ecosystem Ties	AWS and Seattle startup founder alumni; backed by Madrona, Founders' Co-op, Flying Fish, and Ascend; 2025 GeekWire Awards finalist; Fall 2026 GeekWire 200

What Groundlight Builds

Groundlight builds a computer vision platform that lets software engineers and operational teams turn standard cameras into intelligent visual sensors using plain-English yes-or-no queries and minimal code. Through its REST API, Python SDK, ROS2 robotics package, and plug-and-play Groundlight Hub appliance, Groundlight enables teams to stand up visual monitoring without building custom machine learning pipelines from scratch.

Under the hood, the platform combines proprietary machine learning models with continuous automatic tuning and real-time 24/7 human-in-the-loop escalation. That hybrid loop lets visual detectors operate from day one without pre-existing labeled datasets while improving performance as live camera feeds are evaluated.

Washington Footprint and Leadership

Groundlight is headquartered in Seattle and grew directly out of the region's cloud engineering and hardware startup communities. As reported by GeekWire and listed on the Groundlight team page, co-founder and CEO Leo Dirac previously served as a senior principal engineer at Amazon Web Services, where he led the AWS AutoML program.

Co-founder and CTO Avi Geiger worked as a product engineering consultant and earlier co-founded and served as CTO of Seattle-based PicoBrew. The company's public legal terms direct notices to Groundlight, Inc. in Seattle without publishing a street address, and the Fall 2026 GeekWire 200 index records a lean team of 7 employees.

Products, Users, and Public Traction

Groundlight targets software developers, robotics engineers, and operations teams working in manufacturing, robotics, retail, facilities management, and security. Its official website and blog highlight practical edge deployments where standard cameras and embedded hardware kits monitor physical workflows without specialized vision infrastructure.

Publicly named commercial and ecosystem partners include Austere Manufacturing as a customer, alongside robotics integrations with Universal Robots for industrial arms and Boston Dynamics for mobile inspection platforms. Groundlight was also named to CB Insights' 2024 AI 100 list, joined Khasm Labs' Batch 10 Fall Program, and was selected as a finalist for AI Innovation of the Year at the 2025 GeekWire Awards.

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

Groundlight raised a $10M institutional Seed round led by Madrona Venture Group, as covered by GeekWire on April 19, 2023. Participating investors included Greycroft, Founders' Co-op, Flying Fish Partners, Ascend, and Essence VC. No subsequent institutional funding round or acquisition has been reported through November 2026.

Inside Seattle's applied AI ecosystem, Groundlight occupies a practical developer-tool niche between pure foundation-model APIs and heavy custom vision integrators. Its continued presence on the Fall 2026 GeekWire 200 and its recognition at the 2025 GeekWire Awards reflect sustained regional relevance with a compact engineering footprint.

Verified Primary Sources & Official References

- Groundlight Official Website: https://www.groundlight.ai/
- Groundlight Team: https://www.groundlight.ai/team
- Groundlight Blog: https://www.groundlight.ai/blog
- GeekWire — Groundlight $10M Seed Round (Apr 19, 2023): https://www.geekwire.com/2023/amazon-and-microsoft-vets-raise-10m-for-computer-vision-startup-used-in-warehouses/
- GeekWire Awards 2025: https://www.geekwire.com/2025/geekwire-awards-2025-revealed-community-alive-and-well-at-annual-celebration-of-best-in-pnw-tech/
- GeekWire 200: https://www.geekwire.com/geekwire-200/

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