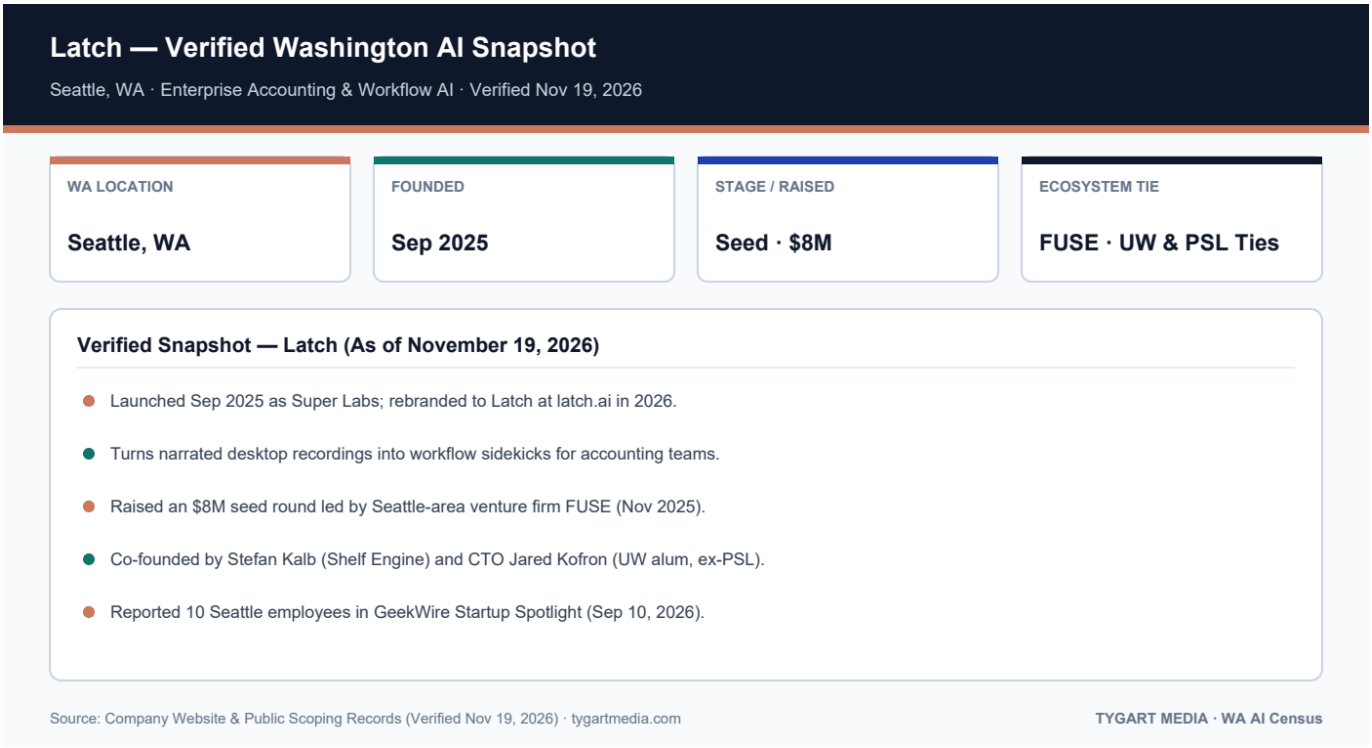
Latch: Seattle AI Profile — Product, Footprint & Verified Record

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

Verified Record Summary: As of November 19, 2026, Latch operates as an independent, Seed-stage Seattle startup at latch.ai building desktop-recorded workflow sidekicks for accounting and month-end close teams. Originally launched in September 2025 as Super Labs with an $8M seed round led by FUSE, the company rebranded to Latch in 2026 and reported 10 employees in September 2026 GeekWire coverage.



Field	Verified Record (As of Nov 19, 2026)
Company	Latch (formerly Super Labs)
Official Website	https://www.latch.ai/
Washington HQ	Seattle, WA
Other WA Footprint	Co-founder Stefan Kalb resides on Bainbridge Island, WA (GeekWire); founder lineage across Seattle startups and UW
Founded	September 2025 (GeekWire, Nov 12, 2025 & Sep 10, 2026)
Founders / Leadership	Stefan Kalb (Co-founder & CEO), Jared Kofron (Co-founder & CTO)
Stage	Seed
Announced Funding	$8M Seed round (Nov 2025; led by FUSE with Garry Tan, Liquid 2 Ventures, Soma Capital, Massive Tech Ventures, Immad Akhund, and Pioneer Fund)
Team Size	10 employees (GeekWire Startup Spotlight, Sep 10, 2026)
Primary Ecosystem Ties	FUSE (Seattle-area VC); Pioneer Square Labs & University of Washington alumni lineage; GeekWire Startup Spotlight

What Latch Builds

Latch develops desktop-recorded workflow automation software—positioning itself as an enterprise AI context layer for recurring accounting and month-end close work. On its official website, Latch replaces prompt engineering and manual procedure checklists with live demonstration: an accountant opens Latch on their desktop, records their screen and microphone while completing a recurring task in their existing tools, and talks through the clicks, rules, and exceptions. Latch converts that session into a structured process knowledge graph and builds testable workflow "sidekicks" that execute the routine steps while handing judgment calls back to the user.

The product reflects a concrete evolution from the company's initial launch. When co-founders Stefan Kalb and Jared Kofron debuted the Seattle startup in September 2025 under the name **Super Labs** (GeekWire, Nov 12, 2025), it initially positioned itself as an AI vendor marketplace and implementation partner for non-technical mid-market companies in manufacturing, e-commerce, distribution, and retail. Following its 2026 rebrand to **Latch** (GeekWire Startup Spotlight, Sep 10, 2026), the company focused directly on observing employee desktop execution—differentiating itself from passive video tools like Loom by extracting structured operational context that agents can act on, with live site workflows tailored to accounting teams.

Washington Footprint and Leadership

Latch is headquartered in Seattle, Washington, with leadership deeply rooted in the Puget Sound startup community. Co-founder and CEO **Stefan Kalb**—a Bainbridge Island resident per GeekWire—founded Seattle fresh-food supplier **Molly's** in 2009 (serving local cafes and hospitals) before launching grocery-AI startup **Shelf Engine**, which raised more than $60M and worked with retailers including Kroger, Target, Dollar General, and Walmart prior to its 2025 acquisition by retail data firm Crisp.

Co-founder and CTO **Jared Kofron** is a University of Washington physics alumnus and former principal software engineer at Seattle venture studio **Pioneer Square Labs**, with earlier engineering roles at Seattle-area firms **Flux**, **Rover**, and **Glowforge** (GeekWire, Nov 12, 2025). As of GeekWire's September 10, 2026 Startup Spotlight, Latch operated with a team of 10 employees, reflecting Kalb's stated goal of scaling headcount more deliberately than at Shelf Engine.

Products, Users, and Public Traction

As of November 19, 2026, latch.ai targets corporate controllers, staff accountants, and finance teams running repetitive multi-tool close checklists, offering account signup, demo booking, and dedicated pricing and security pages. Listed integrations include **Excel**, **QuickBooks**, **Xero**, **NetSuite**, **Sage Intacct**, **Google Sheets**, **Google Drive**, **Slack**, **Stripe**, **Bill.com**, **Ramp**, **Brex**, **Expensify**, **Gusto**, **ADP**, and **Salesforce**, alongside an interactive 8-step bank reconciliation demo.

Named external enterprise customers, active seat counts, and revenue figures are not publicly disclosed on Latch's website or in GeekWire reporting. As an internal workflow benchmark, latch.ai describes its own controller's Xero-to-financial-model routine—spanning more than 200 manual clicks under a single checklist item—stating that Latch took over those steps across the existing tools. In his September 2026 GeekWire interview, Kalb noted that saturated AI-generated outbound email led Latch to invest in fewer, deeper, in-person customer conversations.

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

Latch is a Seed-stage company backed by an **$8M seed round** reported by GeekWire on November 12, 2025. The financing was led by Seattle-area venture firm **FUSE**, with participation from Y Combinator CEO Garry Tan, Liquid 2 Ventures, Soma Capital, Massive Tech Ventures (Kalb's own venture fund), Mercury CEO Immad Akhund, and Pioneer Fund. No subsequent funding round or acquisition has been publicly disclosed through November 2026.

Within Washington's enterprise AI landscape, Latch represents a shift toward capturing tacit operational context directly from employee workflows rather than asking non-technical finance teams to write software specs or abandon legacy spreadsheets. By anchoring automation inside existing accounting ledgers and workbooks under local sandbox controls, Latch sits alongside Seattle and Eastside startups applying agentic workflows to structured back-office operations.

Verified Primary Sources & Official References

• Latch Official Website: https://www.latch.ai/

• Latch About Page: https://www.latch.ai/about

• Latch Security Overview: https://www.latch.ai/security

• GeekWire — Latch Startup Spotlight (Sep 10, 2026): https://www.geekwire.com/2026/spotlight-startup-vet-launches-latch-to-liberate-humanity-from-doing-work-that-owns-us/

• GeekWire — Super Labs Launch & $8M Seed (Nov 12, 2025): https://www.geekwire.com/2025/seattle-entrepreneur-stefan-kalb-launches-new-startup-to-help-mid-market-businesses-tap-into-ai/

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