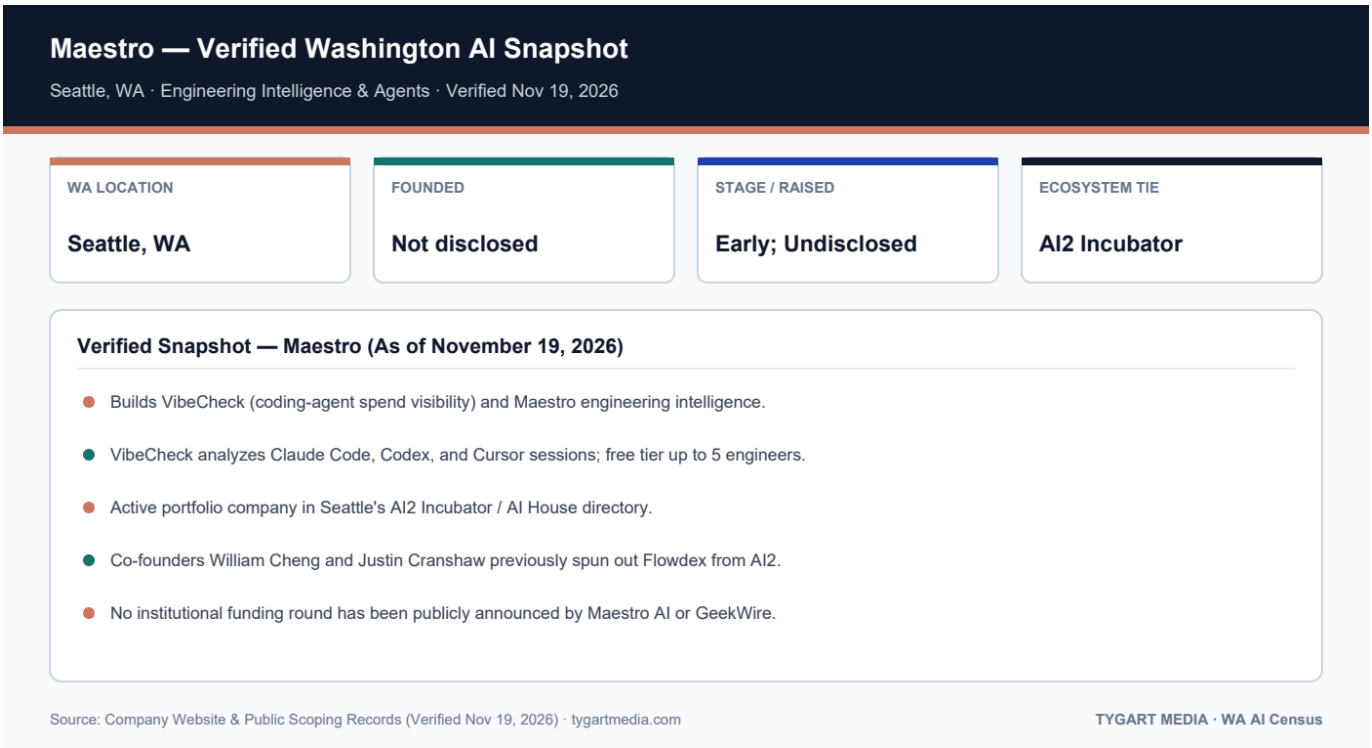
Maestro: Seattle AI Profile — Product, Footprint & Verified Record

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

Verified Record Summary: As of November 19, 2026, Maestro AI, Inc. actively markets VibeCheck and Maestro at getmaestro.ai and appears as an active, independent portfolio company in Seattle's AI2 Incubator directory. Neither Maestro AI nor GeekWire has publicly announced an institutional venture funding round.



Field	Verified Record (As of Nov 19, 2026)
Company	Maestro (Maestro AI, Inc.)
Official Website	https://www.getmaestro.ai/
Washington HQ	Seattle, WA
Other WA Footprint	AI2 Incubator / AI House (Seattle, WA)
Founded	Not publicly disclosed (founders spun out prior AI2 venture Flowdex in May 2022; Maestro privacy policy effective March 6, 2023)
Founders / Leadership	William Cheng (Co-founder & CEO), Justin Cranshaw (Co-founder & CPO)
Stage	Incubator / Early-stage
Announced Funding	Not publicly disclosed (no institutional funding round publicly announced by the company or GeekWire)
Team Size	Not publicly disclosed
Primary Ecosystem Ties	AI2 Incubator / AI House (Seattle, WA); Microsoft Research alumni founders

What Maestro Builds

Maestro AI, Inc. builds software designed to give engineering organizations visibility into how AI coding agents are used and whether that usage produces durable code. On its official website, the company presents two connected products: **VibeCheck**, focused on coding-agent visibility and spend tracking, and **Maestro**, focused on engineering intelligence and team outcomes.

VibeCheck connects to coding-agent sessions across **Claude Code**, **Codex**, and **Cursor** to show where token consumption and estimated agent spend go. Rather than leaving token bills disconnected from engineering work, VibeCheck groups agent sessions by the feature, bug fix, or migration they supported—mapping each shipped initiative to its session count, token volume, pull requests, and estimated agent spend. The product also models team-by-team return on investment by comparing combined payroll and agent spend against landed pull requests (defined on the site as merged changes still remaining in the main branch 30 days later).

Washington Footprint and Leadership

Maestro is based in Seattle and listed as an active, non-acquired portfolio company on the AI House / AI2 Incubator companies directory, where it is described as creating "actually useful engineering insights for teams." Its legal entity is **Maestro AI, Inc.**, per its published privacy policy (effective March 6, 2023; last updated September 25, 2026).

The company was co-founded by **William Cheng** (Co-founder & CEO) and **Justin Cranshaw** (Co-founder & CPO), whose roles are confirmed directly on Maestro's April 2026 manifesto. Both founders are Microsoft Research alumni and former entrepreneurs-in-residence at Seattle's Allen Institute for AI (AI2) Incubator. Before building Maestro's engineering-intelligence platform, Cheng and Cranshaw spun out an AI note-management startup called Flowdex from AI2 in May 2022, as reported by GeekWire. Because primary filings do not specify a single public founding year separating Flowdex from the Maestro brand transition, the company's founding year is listed as not publicly disclosed.

Products, Users, and Public Traction

Maestro builds for engineering leaders, software development teams, and technology organizations managing growing monthly coding-agent bills across multiple AI development tools. On getmaestro.ai, VibeCheck advertises self-serve onboarding with a **free tier for up to 5 engineers**, alongside a "Book a demo" path for larger organizations.

Named customers, paid seat counts, and revenue figures are not publicly disclosed in verified company or press sources. Although the homepage includes a customer-usage section heading and interactive product mockups illustrating monthly spend and cost-per-PR comparisons, no public customer case studies or verified enterprise logos appear in scraped text, and headcount is not publicly disclosed.

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

No institutional funding round has been publicly announced by Maestro AI or GeekWire. The company's verified institutional affiliation in public records is Seattle's **AI2 Incubator / AI House**, which continues to list Maestro among its active, independent portfolio companies as of November 19, 2026.

Within Seattle's developer-tools ecosystem, Maestro addresses the measurement and financial-governance layer of AI-assisted software engineering. As local startups and enterprises adopt multi-agent coding tools, VibeCheck sits downstream of code generators—focusing on whether higher token spend and pull-request volume actually translate into durable shipped code rather than churn.

Verified Primary Sources & Official References

- Maestro AI / VibeCheck Official Website: https://www.getmaestro.ai/
- Maestro AI Manifesto — Engineering Intelligence is Dead (Apr 2026): https://www.getmaestro.ai/manifesto
- Maestro AI Privacy Policy: https://www.getmaestro.ai/privacy
- AI2 Incubator / AI House Portfolio Directory: https://aihouse.vc/incubator/companies
- GeekWire — Founders' Prior AI2 Spinout Flowdex (May 17, 2022): https://www.geekwire.com/2022/noteworthy-spinout-flowdex-comes-out-of-seattles-ai2-with-app-using-ai-to-manage-notes/

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