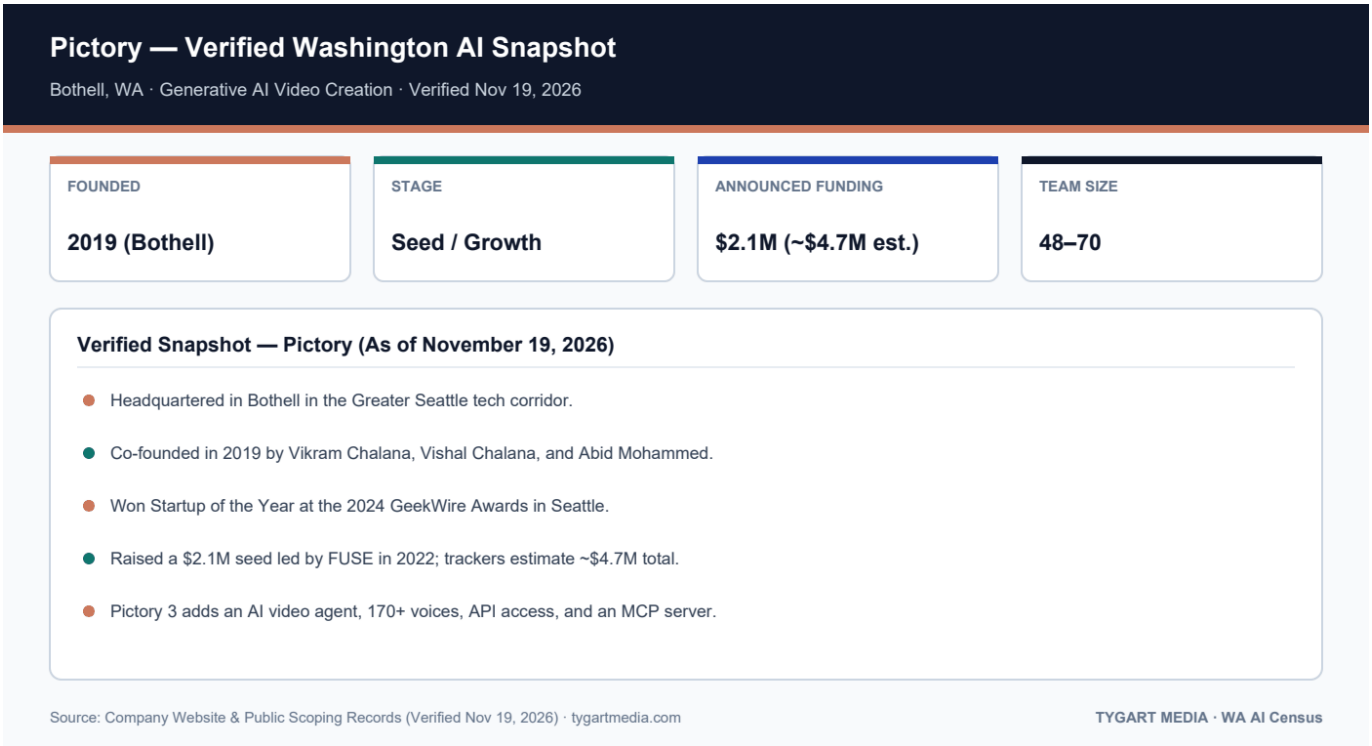
Pictory: Bothell AI Profile — Product, Footprint & Verified Record

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

Verified Record Summary: As of November 19, 2026, Pictory operates independently from Bothell, Washington with a live commercial platform at pictory.ai and 48–70 employees across PitchBook estimates and the Fall 2026 GeekWire 200. Founded in 2019 by former Winshuttle co-founders Vikram and Vishal Chalana alongside Abid Mohammed, Pictory builds an AI video agent and generative video creation platform (Pictory 3) with API and MCP integrations. The capital-efficient company publicly disclosed a $2.1M seed round led by FUSE in 2022, while PitchBook and Tracxn estimate roughly $4.7M in cumulative venture funding.



Field	Verified Record (As of Nov 19, 2026)
Company	Pictory
Official Website	https://pictory.ai/
Washington HQ	Bothell, WA (22722 29th Drive SE, West Suite 100, Bothell, WA 98021)
Other WA Footprint	Also associated with 17625 48th Ave SE, Bothell, WA 98012; broadly covered as part of the Greater Seattle tech corridor where founders previously built Winshuttle.
Founded	2019 (some commercial directories cite 2020 commercial rollout)
Founders / Leadership	Vikram Chalana (Co-Founder & CEO), Vishal Chalana (Co-Founder & CTO), Abid Mohammed (Co-Founder)
Stage	Seed / Growth (capital-efficient; last publicly announced institutional round was Seed, classified Growth on GeekWire 200)
Announced Funding	$2.1M disclosed seed (Jan 2022 led by FUSE); ~$4.7M ($4.72M) total estimate per PitchBook/Tracxn
Team Size	48–70 (70 on Fall 2026 GeekWire 200; ~48–50 estimated by PitchBook)
Primary Ecosystem Ties	2024 GeekWire Awards Startup of the Year winner, FUSE, Voyager Capital, WTIA 2026 Washington Tech Universe Map, GeekWire 200 (Fall 2026)

What Pictory Builds

Pictory builds a generative AI video creation platform and AI video agent—currently marketed as Pictory 3 on the Pictory official website—that converts scripts, text prompts, URLs, articles, slide decks, audio recordings, and images into edited short-form and long-form videos.

Its production workflow combines chat- and transcript-based video editing with AI avatars, more than 170 AI voices across 29+ languages, and automated captioning and translation. Beyond its web workspace, Pictory offers developer API access and a Pictory MCP server that lets teams trigger video generation directly from AI assistants and developer tools including Claude, ChatGPT, Perplexity, Cursor, and VS Code.

Washington Footprint and Leadership

Pictory Corp. is headquartered in Bothell, Washington—registered at 22722 29th Drive SE, West Suite 100, Bothell, WA 98021 (and also associated with 17625 48th Ave SE, Bothell, WA 98012)—within the Greater Seattle tech corridor. While corporate filings specify Bothell, regional press stories frequently refer to Pictory as a Greater Seattle startup, and WTIA included the company in its 2026 Washington Tech Universe Map coverage.

The company was co-founded in 2019 (some commercial directories cite its 2020 commercial rollout) by CEO Vikram Chalana, CTO Vishal Chalana, and Abid Mohammed (listed as Abid Ali in some third-party registries). As noted in GeekWire's 2022 funding report, Vikram and Vishal Chalana previously co-founded Seattle/Bothell-area data management company Winshuttle before its acquisition. Reported team size ranges from roughly 48–50 employees in PitchBook estimates to 70 employees on the Fall 2026 GeekWire 200.

Products, Users, and Public Traction

Pictory serves content marketers, digital marketing agencies, social media managers, independent creators, higher-education instructional designers, and enterprise learning and development teams. On its press and partners page and public materials, named customers and content or technology partners include The Regis Company, CDW, HealthIQ, Gimmefy, Trustonic, Getty Images, ElevenLabs, and Storyblocks.

In May 2024, Pictory won Startup of the Year at the 2024 GeekWire Awards in Seattle. On its live homepage—which in November 2026 promotes Pictory 3 and its 2026 State of Video report—Pictory claims that more than 20,000 teams and institutions worldwide use the platform with a 4.6 out of 5 rating.

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

Pictory represents a notably capital-efficient profile within Washington's generative AI cohort. Its last publicly announced institutional financing was a $2.1M seed round in January 2022 led by Seattle VC firm FUSE, with Voyager Capital and angel investors Bill Bryant, Omri Bahat, and Bharat Shyam participating. Financial databases PitchBook and Tracxn estimate roughly $4.7M ($4.72M) in cumulative venture funding across its seed financing and subsequent extensions, consistent with the independent trajectory outlined on Pictory's About Us page.

Although Pictory has not publicly announced a Series A or later institutional equity round, its scale—70 listed employees on the Fall 2026 GeekWire 200—earns a Growth classification on the index. Alongside Seattle voiceover peer WellSaid (also backed by FUSE and Voyager Capital), Pictory anchors Greater Seattle's applied generative media niche.

Verified Primary Sources & Official References

• Pictory Official Website: https://pictory.ai/
• Pictory About Us: https://pictory.ai/about-us
• Pictory Press & Partners: https://pictory.ai/press-and-partners
• GeekWire: 2024 GeekWire Awards Winners (Startup of the Year: Pictory): https://www.geekwire.com/2024/geekwire-awards-2024-revealed-winners-bask-in-momentum-of-ai-and-potential-of-region/
• GeekWire: Seattle investors back Pictory ($2.1M seed, 2022): https://www.geekwire.com/2022/seattle-investors-back-new-startup-pictory-that-aims-to-automate-short-form-video-production/
• GeekWire: WTIA 2026 Washington Tech Universe Map: https://www.geekwire.com/2026/new-map-traces-washington-states-tech-universe-to-a-few-key-hubs-and-shows-whats-at-risk/

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