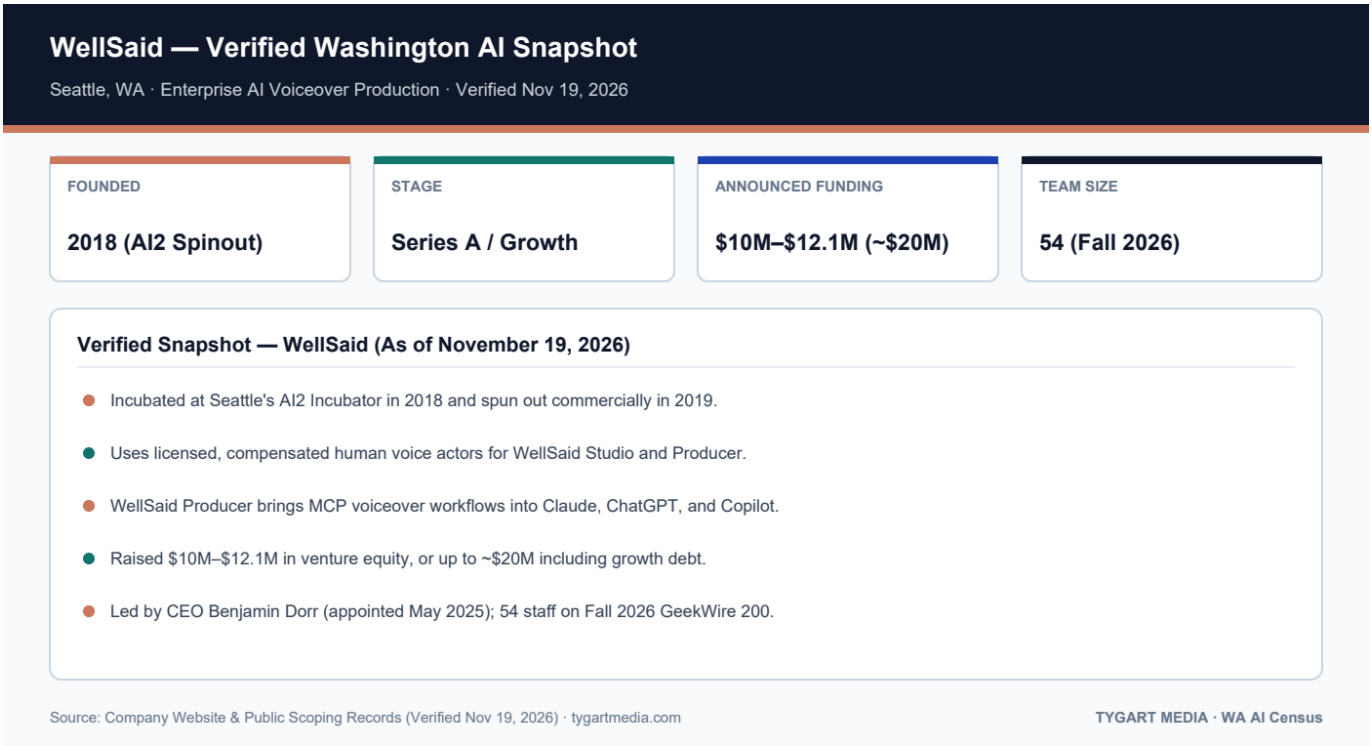
WellSaid: Seattle AI Profile — Product, Footprint & Verified Record

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

Verified Record Summary: As of November 19, 2026, WellSaid (formerly WellSaid Labs) operates independently from Greater Seattle with a live enterprise platform at wellsaid.io and 54 employees listed on the Fall 2026 GeekWire 200. Incubated at Seattle's Allen Institute for AI (AI2) Incubator in 2018 and spun out commercially in 2019, the company builds licensed, actor-compensated AI voiceover software through WellSaid Studio and its MCP-enabled WellSaid Producer workflow. WellSaid has raised $10M–$12.1M in venture equity—anchored by a $10M Series A from FUSE in 2021—with total financing reaching roughly $20M including growth debt from Multiplier Capital.



Field	Verified Record (As of Nov 19, 2026)
Company	WellSaid (formerly WellSaid Labs)
Official Website	https://www.wellsaid.io/
Washington HQ	Seattle, WA (113 Cherry Street, Suite 52562, Seattle, WA 98104)
Other WA Footprint	Spun out of Seattle's Allen Institute for AI (AI2) Incubator (now AI House); Greater Seattle Eastside operations also reported in Kirkland and Bellevue, WA.
Founded	2018 (incubated at AI2 Incubator in 2018; spun out commercially in 2019)
Founders / Leadership	Benjamin Dorr (CEO, appointed May 2025), Matt Hocking (Co-Founder & Founding CEO), Michael Petrochuk (Co-Founder & CTO)
Stage	Series A / Growth
Announced Funding	$10M–$12.1M equity ($10M Series A led by FUSE in Jul 2021); up to ~$20M including Multiplier Capital growth debt
Team Size	54 (Fall 2026 GeekWire 200)
Primary Ecosystem Ties	AI2 Incubator (AI House) alumnus, FUSE, Voyager Capital, GeekWire 200 (Fall 2026), 2024 GeekWire Awards UX Design finalist

What WellSaid Builds

WellSaid (formerly WellSaid Labs; legacy domain wellsaidlabs.com redirects cleanly to its canonical brand site) builds an enterprise AI voiceover production platform built exclusively on licensed, consented human voice actors who are compensated when their synthetic voices are used. As GeekWire noted in 2025 coverage of its cautious voice approach and 2025 coverage of emotional directing, the company emphasizes commercial IP clarity and granular audio direction over unconsented voice cloning.

On the WellSaid official website, the product line consists of two core tools: WellSaid Studio for line-by-line control over pacing, emphasis, pronunciation, team approvals, and native 48kHz audio output, and WellSaid Producer, an MCP-enabled layer that lets teams generate voiceovers directly from Claude, ChatGPT, Microsoft Copilot, or custom AI agents—an expansion profiled by GeekWire in 2026.

Washington Footprint and Leadership

WellSaid originated inside Seattle's Allen Institute for AI (AI2) Incubator—now branded as AI House—beginning incubation in 2018 before spinning out commercially in 2019. The AI House incubator directory continues to list WellSaid among its active, non-acquired alumni. WellSaid maintains a registered Seattle address at 113 Cherry Street, Suite 52562, Seattle, WA 98104, while regional reporting has also cited Greater Seattle Eastside operations in Kirkland and Bellevue.

Co-founded by Matt Hocking (founding CEO through January 2024 and later Executive Chairman) and CTO Michael Petrochuk, the company underwent a planned leadership transition to professionalize enterprise scale. In May 2025, GeekWire reported that former CFO Benjamin Dorr became CEO, succeeding Brian Cook, as reflected on the WellSaid About page. The Fall 2026 GeekWire 200 lists 54 employees.

Products, Users, and Public Traction

WellSaid builds for enterprise learning and development, corporate training, customer education, product marketing, advertising, and localization teams across healthcare, insurance, financial services, industrial, and higher education organizations. Its live homepage features named enterprise case studies from Microsoft (quoting Doug Shaddick, Manager, Learning and Business Systems) and 4imprint (quoting Amy Gustafson, Multimedia Developer).

Additional enterprise customers cited across public materials include T-Mobile, Progressive, Humana, and ServiceNow. On its homepage, WellSaid claims that half of the Fortune 100 use its software for voiceover production and that customer teams have generated more than 100 million minutes of audio since 2019. In 2024, WellSaid Labs was also named a GeekWire Awards finalist for UX Design of the Year.

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

WellSaid has raised $10M–$12.1M in venture equity, anchored by a $10M Series A in July 2021 led by Seattle venture firm FUSE alongside AI2 Incubator, Qualcomm Ventures, Voyager Capital, Good Friends, and AI Venture Labs. Supplemented by non-dilutive venture/growth debt from Multiplier Capital, total financing has been cited by GeekWire at roughly $20M.

Within Seattle's AI ecosystem, WellSaid is one of the longest-running commercial spinouts from the AI2 Incubator, illustrating a compliance-first path in generative audio. Its continued inclusion on the Fall 2026 GeekWire 200 and its 2026 agent-ready MCP pivot reflect steady commercial positioning alongside enterprise buyers requiring licensed training data.

Verified Primary Sources & Official References

- WellSaid Official Website: https://www.wellsaid.io/
- WellSaid Producer MCP Launch Blog: https://www.wellsaid.io/resources/blog/wellsaid-producer-mcp-voiceover-production
- GeekWire: WellSaid retools for agents (2026): https://www.geekwire.com/2026/ai-voice-company-wellsaid-retools-for-agents-while-keeping-its-commitment-to-human-actors/
- GeekWire: WellSaid names Benjamin Dorr CEO (2025): https://www.geekwire.com/2025/tech-moves-typeface-hires-first-cmo-microsoft-adds-cvp-wellsaid-names-new-ceo/
- AI House Incubator Companies (WellSaid listing): https://aihouse.vc/incubator/companies
- GeekWire 200: https://www.geekwire.com/geekwire-200/

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