



VC Funding Cognima

Seed Funding

- \$1m from Atlas Venture
- For 30% of the company
- 6 months to close
- Simple BizPlan



Funding Rounds



- 2002 \$5m A round
- 2004 \$4m A+ round
- 2006 \$12m B round
- 35 Employees

Product Evolution

Data uploading framework



Effortless photo upload




Founders often get kicked out...



Timing is... Everything

- 10 years too early
- Instagram exit for \$1 Bn
- Smartphones mass market
- All you can eat tariffs
- Maximise time alive



A photograph of a person's legs sticking out of the water in a lake. The legs are raised and bent at the knees, with water splashing around them. The background shows a calm lake and distant mountains under a hazy sky.

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