Remotion raises CHF 180'000 to simplify programmatic video creation

November 9th 2022, Zurich – Remotion, a Zurich based startup, has raised a seed round of 180'000 Swiss Francs from angel investors to create tools for developers allowing them to programmatically create videos and video apps.

Started in 2021 as a source-available GitHub project that allowed developers to create videos by writing React code, Remotion has since then evolved into a company and a team of three. Since its launch, it has accumulated over a quarter of a million downloads, 14000 GitHub stars and seen two major new versions which brought the ability to embed interactive videos in the browser and render videos at scale in the cloud.

Remotion operates using a hybrid licensing model, where individuals can use it for free, while companies need to subscribe to a license. With its first funding round, Remotion seeks to cut the technical complexity of its product to make it accessible to more developers and allow them to create higher quality apps with ease.

With new templates, presets and components, developers can bring their video apps to market faster and will also be able to monetize them easily with new building blocks that Remotion will provide.

Investors include gaming innovator Heiko Hubertz, design studio For One Red, React personalities William Candillon and Sebastien Lorber, engineers from Spotify and Musixmatch, and customers of Remotion.

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