Pitch Deck: Ex-Apple Marketer Raises $10M to Scale AI Agents That Decode Social Video

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The round was co-led by XYZ Venture Capital and Mischief Ventures, with participation from Ohanian’s Seven Seven Six and Acme Capital. It brings Plot’s total raised to $14 million, following an initial cash injection of $4 million in February 2025.

Plot was founded in 2022 by former Apple social marketing lead and Gap digital producer Megan Duong, after she grew frustrated with text-based social listening tools that couldn’t make sense of short-form or untagged video content.

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