

Convo Backed by Morgenthaler for a New Take on Business Collaboration

Deborah Gage

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Businesses lately are rife with online collaboration software, all of it claiming to break down corporate barriers, improve employee communication and get projects done faster.

Scrybe Corp., doing business as Convo, also has online collaboration software, but it's found a way to keep its users tightly engaged, according to founder and Chief Executive Faizan Buzdar, and now it's raised \$5 million in funding to keep going.

The Series A round comes from [Morgenthaler Ventures](#). Other investors in Convo include [Adobe Systems Inc.](#) and LMKR Holdings, which previously provided seed funding of less than \$2 million, Mr. Buzdar said. Valuation is not disclosed.



Before it was called Convo, Scrybe was a Pakistani company with a calendaring app, one that became popular enough that Mr. Buzdar was invited to speak at the Massachusetts Institute of Technology and at Silicon Valley tech companies.

What had caught his attention about calendaring was the sharing feature, he said, "and that got us fascinated over product design...and faster sharing and consumption of data. We wanted to target enterprises there."

Convo, which is now reincorporated in Delaware and headquartered in San Francisco, enables users to collaborate in a way that they can pinpoint and change, in real time, exact sentences or pictures in complex documents and videos. It runs on mobile devices and is especially useful for companies that face tight deadlines.

"Context is key to us, and that's why Convo won't devolve into social chitchat about coffee and lunch," he said.

Convo is now used by 5,000 companies in 156 countries. Mr. Buzdar says the company has been winning customers from Yammer, which [Microsoft Corp.](#) acquired last year for \$1.2 billion.

The new money will be used to keep expanding the software and the team while maintaining a tight focus on what's useful for customers. Sometimes Convo catches on among a company's top executives first and then works its way down the hierarchy.

"We want to own your most important discussions. With lots of customers, the first thing they click on is Convo. We love that," he said.

Mr. Buzdar said he chose Morgenthaler as an investor in part because of the firm's longevity and in part because he admires Evernote Corp., another Morgenthaler portfolio company that started out with little money but passionate users. Evernote lets users store their memories online in multiple formats and aspires to be the world's "second brain."

Convo is also a milestone for Morgenthaler--it's the last information technology investment out of [Morgenthaler Ventures](#) before the firm transitions to the new \$175 million Canvas Venture Fund announced last week.

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