

Magic: On The Road To Becoming a Unicorn Tech Startup



San Francisco, California Jul 15, 2022 ([Issuewire.com](https://www.issuewire.com)) - *Magic is a flexible, on-demand workforce solution that's shaking up how businesses outsource tasks. It's powered by vetted, college-educated remote workers experienced in admin, sales, marketing, and customer support best practices. A fully remote Y Combinator and Sequoia Capital-backed startup, Magic can source, screen, and qualify virtual assistants to help scale business operations. For more information, visit www.getmagic.com today.*

[Magic Inc.](https://www.magicinc.com) is continuously growing as an on-demand virtual assistant service that's transforming how outsourcing works for both individuals and businesses. It works to become a [unicorn tech startup](https://www.magicinc.com) with a global product that allows people to get things done quickly.

Back in 2015, Magic founders established Pluslabs, a blood pressure monitoring company. This led them to tech startup accelerator Y Combinator where founder Paul Graham challenged them to provide a solution to a problem that they face instead.

Inspired by their long to-do lists and inadequate time to get work done, they came up with a service that handles everything for you with just a text message—like magic! “People shouldn’t have to spend their

time figuring out the details of getting the things they want,” CEO Mike Chen explained, “[Magic] is kind of like you had a friend, or assistant or family member you can go to and say ‘Hey, I need this’ and then it’s done.”

Chen had the website up and running which they shared on Facebook. A hundred Magicians were hired to operate the text-based personal concierge service. Magic Concierge rapidly gained traction on Product Hunt and Hacker News that, within two weeks, it became the talk of Silicon Valley.

Six months later, Magic was able to raise venture capital and expand its operations to facilitate the growing demands of clients. President Aaron Kemmer shared, “We think the early product was kind of like JARVIS—it’s AI that isn’t there yet powered by people. But, that’s much harder to deliver at a scale that a lot of people can afford.”

Since then, Magic’s growth shifted to providing dedicated assistants to businesses as low as \$10/hour. Today, the startup has served more than 1.2 million virtual assistant hours in different industries such as internet software, media, healthcare, [renewable energy](#), and real estate.

Magic Assistants are college-educated remote workers sourced and screened by Magic to help businesses easily fill in work gaps and boost productivity. [Van•Ness Agency](#) owner and Magic client Vanessa Hansen remarked, “It wasn’t [just] the quick turnaround, [but] the quality of the person that you found for me, too.”

All clients need to do is [book a discovery call](#) to get started. For businesses looking to have a remote team, there are also Magic Teams that take away the hassles of hiring. Magic can assemble a team of virtual assistants to remotely handle operations. At a flexible price, businesses can adjust their team size according to their needs.

On the road to becoming a unicorn tech startup, Kemmer envisions their products, Magic Assistants and Magic Teams, to become the default platform for businesses looking to scale and remote workers looking for a flexible gig. The thriving startup also aims to provide more business roles to outsource and expand its virtual assistant service outside of the United States. [Let Magic grow with you](#) and make headway with the developments in the on-demand workforce and talent acquisition.



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