

Magic Virtual Assistant Finds Support From Various Investors



San Francisco, California Jul 6, 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.*

In 2015, [Magic Inc.](https://www.magicinc.com) launched its SMS-based personal assistant service with the help of different venture capitalists and backers. It has since grown into a flexible, on-demand workforce solution for businesses looking to outsource and scale at a cost-efficient price point by hiring skilled virtual assistants.

Backed by [various investors](#), Magic was founded by eight people: Mike Chen, David Merriman, Michael Rubin, Jason Lam, Aaron Kemmer, Jason Kemmer, Ben Godlove, and Nic Novak. With the seed funding of \$120,000 from tech startup accelerator Y Combinator, they set out to develop an accessible service that could get its users anything and everything they need. The startup also raised \$12 million at a \$40 million valuation for its Series A funding led by venture capital and growth investor Sequoia. Other investors include SV Angel, an angel investment group, and Slow Ventures, a generalist venture firm.

Magic debuted its classic product, Magic Concierge, which allowed anyone to text a single number to complete tasks on their behalf. It can be as easy as getting food delivered to your doorstep or as specific as reality TV personality Corey Harrison's revenge plan involving a plane flying over a hotel with a brightly lit sign.

Due to the reliable and timely service of Magic Concierge, a lot of people often mistake personal assistants working on their requests for artificial intelligence (AI). However, Magic boasts an impressive work process powered by the top college-educated virtual assistants to accomplish tasks on demand.

With the success Magic found in its 24/7 personal assistant support, the startup evolved with the growing demand of its clients and offered its service at a business level for data, research, administrative work, and more. [Magic Integration](#) was also launched to help clients delegate tasks to virtual assistants easily.

Fledgling food business [Truffle Shuffle](#) handled its newfound success during the height of the pandemic and its Shark Tank fame by scaling aggressively but cost-efficiently. Truffle Shuffle outsourced their admin, sales, and customer support work to 11 Magic virtual assistants so they can better sell their food and even the unique experience they offer.

In 2021, Magic's continued growth gave way to a new product, Magic Assistants. Clients are matched with a dedicated virtual assistant based on their requirements in just 72 hours. They can [outsource 150 business tasks](#) ranging from clerical work to sales and marketing activities to Magic Assistants at \$10/hour. It's ideal for startups and small and mid-sized enterprises (SMEs) looking to fill in work gaps at a lower cost.

Tapping into Magic's [quick and easy hiring process](#), jewelry designer and entrepreneur Marilu Villanueva achieved impactful and consistent branding for her business, [Santos Jewelry](#). Her Magic Assistant takes on various marketing tasks from designing social media graphics and packaging to making short promotional clips for the brand.

Magic credits its growth in shaking up outsourcing services in a work-from-home economy to various investors and clients. Business owners and leaders can quickly get on-demand virtual assistants to make their talent acquisition and operations more productive and efficient. Finding ways to [grow your business](#) is made easy by just calling Magic to discuss business goals and needs.



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