



New Additions for the Week 4 May - TOP STORIES #165

Here are the Vendors for the week, and for a full list of Vendors already transacting with us on the Marketplace, they [can be found here](#)

Click on the Vendor Logo to go to the home page for that company.



Company Overview

Grammarly is a privately held AI productivity company founded in 2009 by Ukrainians Max Lytvyn, Alex Shevchenko, and Brad Hoover (the former CEO) and headquartered in San Francisco, California, with offices in New York, Kyiv, and Vancouver. Originally launched as a grammar and spell-checking tool, the company has since evolved into a comprehensive AI productivity platform, serving over 40 million daily users and 50,000 organisations, including people at 96% of Fortune 500 companies. In January 2025, Grammarly completed the acquisition of productivity platform Coda, with Coda's co-founder Shishir Mehrotra assuming the role of CEO of the combined business, marking a decisive pivot from writing assistant to enterprise AI productivity platform.

In July 2025, Grammarly further extended its platform strategy by acquiring Superhuman, the AI-native email client, bringing the number-one professional use case for Grammarly directly into its own product surface. The company is valued at \$13 billion, a figure maintained since its 2021 Series C round led by Baillie Gifford and BlackRock, and in May 2025 it raised \$1 billion in non-dilutive growth financing from General Catalyst's Customer Value Fund, bringing total capital raised to over \$1.55 billion. With annual revenue exceeding \$700 million and an IPO on the horizon, Grammarly is positioning itself to compete directly against Microsoft Copilot, Google Workspace, and Notion in the enterprise AI workspace category.

Products and Services

- **Grammarly Free**, real-time grammar, spelling, punctuation, and tone suggestions across browsers and desktop apps, with basic AI prompts included
- **Grammarly Pro**, premium tier replacing the former Grammarly Premium, offering up to 2,000 AI prompts per month, full-sentence rewrites, tone adjustments, team style guides, brand tone profiles, and seats for 1 to 149 users
- **Grammarly Business**, enterprise-grade plan with admin controls, security compliance, analytics dashboards, custom style guides, and priority support for larger organisations
- **Grammarly Enterprise**, fully customisable deployment with unlimited AI prompts, enterprise SSO, SAML, audit logs, and advanced data security, designed for large-scale organisational rollout
- **Grammarly for Education**, a dedicated tier for academic institutions featuring Grammarly Authorship, a transparency tool that tracks the



Company Overview

dBase, LLC is a privately held American software company founded in 2012 and headquartered in Binghamton, New York. The company is the legal heir to the dBASE® legend, a product originally created by the founders of Ashton-Tate and later popularised by Borland, which became the world's first widely used relational database management system and one of the best-selling software titles of the PC era. Built on a foundation of over a quarter century of development, dBase LLC was established by a group of investors, experienced technology leaders, and former employees of dataBased Intelligence, Inc. (dBI).

Today, dBase LLC operates as a specialist software development house with 11 to 50 employees, focused on delivering database application development and data management tools primarily to developers, SMBs, Fortune 1000 companies, and governmental agencies globally. Its flagship product, dBASE® 2019, represents the most current release of the platform and is positioned as an optimised, highly versatile Windows-based rapid application development (RAD) environment, with a one-time licence price of \$499 USD

Products and Services

- **dBASE® 2019**: The current flagship product, a fully optimised Windows RAD environment with an object-oriented programming language (dBL), IDE with dark/light Motifs, advanced source code editor, ArrayRowSet component, embedded manifest compiler, and ADO integration for connecting to multiple database engines
- **dBASE PLUS (versions 8 through 12)**: Prior generation RAD platform supporting 32-bit and 64-bit Windows, IIS/Apache web applications, client-server, middleware, and standalone royalty-free deployable applications
- **dBASE CLASSIC**: dBASE V for DOS, included without a DOS emulator and bundled with original documentation in PDF format
- **dbDOS™ PRO**: A DOS emulation product enabling virtually any legacy DOS-based application to run on modern 32-bit and 64-bit Windows operating systems
- **dbfExport™**: A utility that converts .dbf database files to CSV, Microsoft Excel, or XML in three steps
- **dbfImport™**: Converts other file formats (CSV, Excel, XML) into .dbf format for use with dBASE applications

human-vs-AI contribution ratio in student writing, named to Fast Company's Next Big Things in Tech 2025

- **Coda Docs**, an AI-native flexible document and workspace platform, integrated post-acquisition to serve as a writing and collaboration hub with end-to-end AI assistance
- **Coda Brain**, an AI knowledge management layer that connects to over 800 enterprise applications, allowing users to surface information from CRMs, email, and project management tools directly within the Grammarly environment
- **Superhuman**, an AI-native email client acquired in July 2025, enabling faster email triage, AI-assisted drafting, and agentic email workflows as part of the broader productivity platform
- **Expert Review**, an AI-powered feature launched in August 2025 that surfaces writing suggestions framed from the perspective of subject matter experts and thought leaders
- **Multilingual Writing Support**, real-time AI writing assistance in English, Spanish, French, German, Portuguese, and Italian, with inline translation capabilities
- **Integrations**, native compatibility with Microsoft Office (Word and Outlook), Google Workspace, Slack, Salesforce, HubSpot, Confluence, Jira, Discord, and hundreds of additional desktop and web applications

Your Sales Specialist is: [Taryn Fonseca](#)

Grammarly Review

Grammarly holds the highest number of verified customer reviews of any vendor in the Gartner Peer Insights AI Knowledge Management Apps (General Productivity) category, with a 4.6/5-star rating based on over 1,600 reviews as of late 2024. Gartner previously named Grammarly the sole Customers' Choice in the inaugural 2023 Voice of the Customer for AI Writing Assistant Software report, recognising it for above-average scores in both Overall Experience and User Interest and Adoption across six evaluated vendors. Customers consistently highlight ease of deployment, measurable productivity gains (an average saving of 19 working days per employee per year), and the quality of AI-generated suggestions as the platform's standout strengths.

[Grammarly Gartner Reviews](#)

- **dbfCompare™**: Identifies and highlights differences between two .dbf database tables
- **dbfinspect™**: Allows users to read, modify, insert, delete, pack, and print records from any dBASE IV and later .dbf tables
- **dbfUtilities Suite**: A bundled set of .dbf file processing utilities covering export, import, comparison, and inspection workflows
- **Technical Support & Licensing**: Single licence and upgrade licensing models, plus direct technical support services through the dBase store and support channels

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dBase Review

dBase, LLC holds a 4.1-star rating from 10 verified reviews on G2, with users consistently praising dBASE's reliability, speed, and its unique capability to rapidly build and deploy data-driven Windows applications without recurring licence fees. Reviewers highlight the productivity gains from the integrated IDE, the flexibility of ADO connectivity across multiple database engines, and the loyalty inspired by decades of platform familiarity. **Software Advice and Captera reviewers similarly cite its status as a very fast and dependable application development environment, particularly valued by developers maintaining legacy and transitional data systems.**

[dBase G2 Reviews](#)



Company Overview

HeyGen is a privately held, Los Angeles-based generative AI video platform founded in November 2020 by CEO Joshua Xu (a former Snap engineer) and Chief Innovation Officer Wayne Liang. Originally incorporated under the name "Surreal," the company rebranded to HeyGen and rapidly established itself as one of the most commercially successful AI video companies in the world, growing from \$1M to over \$35M ARR in just over a year and achieving profitability by Q2 2023. Today HeyGen serves more than 100,000 businesses globally, reports approximately \$95M in ARR as of late 2025, and counts 85% of the Fortune 100 among its customer base. The company is backed by Benchmark, Thrive Capital, Bond Capital, and Conviction, and was most recently valued at \$4 billion following a \$200M fundraising in late 2025, cementing its unicorn-plus status in the competitive AI video market.

HeyGen is headquartered in Los Angeles, with offices in San Francisco, Palo Alto, and Toronto, and employs between 51 and 200 staff. It was named G2's #1 Fastest Growing Product of 2025 and was included on the Forbes AI 50 list for 2026, reflecting both its commercial traction and its recognition as a category leader.

Products and Services

- **AI Video Generator**, text-to-video creation from a written script with no camera or crew required, producing studio-quality output
- **AI Avatars**, a library of 700+ stock video avatars plus custom Digital Twin avatars created from a user's own likeness
- **Video Translation & Localisation**, AI-powered dubbing and lip-sync into 70+ languages and 175+ dialects with voice preservation
- **Voice Cloning**, replication of a speaker's natural voice tone and delivery for use across translated or newly generated content
- **Streaming Avatar API**, real-time interactive avatar capabilities for developers building conversational AI applications
- **AI Video Agent**, a conversational agent that generates complete videos from scripts, images, presentations, or conversational prompts
- **Personalised Video at Scale**, dynamic video personalisation for sales outreach, prospecting, follow-ups, and product demonstrations
- **Brand Kit**, team-level brand consistency tools including watermark removal, style presets, and shared asset libraries
- **HeyGen Enterprise**, dedicated tier with unlimited video creation, SSO, enhanced security, custom avatar training, SLA support, and API access
- **HeyGen API**, a developer-facing API for programmatic video generation, text-to-speech, video translation, and avatar streaming from \$5 per use

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HeyGen Review

HeyGen holds a rating of 4.8 out of 5 stars on G2, based on 1,579 verified user reviews, making it one of the most highly rated AI video platforms on the market. Reviewers consistently highlight the expressiveness and realism of the AI avatars, the speed and accuracy of the multilingual video translation engine, and the ease with which non-technical users can produce professional-quality video content without specialist editing skills. Enterprise customers in marketing, learning & development, and sales enablement particularly commend the platform's ability to scale personalised video campaigns across global audiences, reducing content production costs significantly. On Capterra, HeyGen carries a 4.7 out of 5 rating across 309 verified reviews, with a 90% likelihood-to-recommend score.

[HeyGen Gartner Peer Insights](#)

[HeyGen G2 Reviews](#)

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