Cal.com

Cal.com Post-AI. Discover human services.

Team member secondary sale

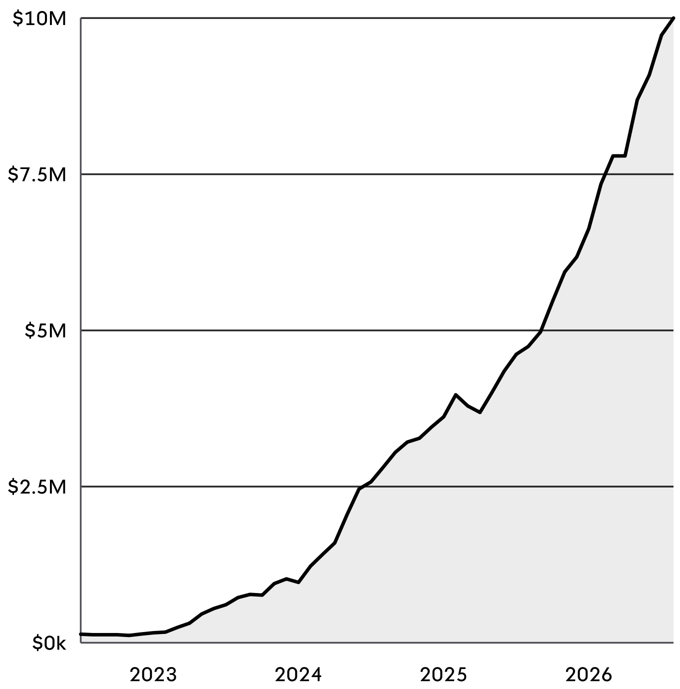
Numbers on the next pages are snapshots as of August 3, 2026. Drag, or use your arrow keys.

Traction and numbers.
Straight from the database.

Monthly Attendees	Total verified signups	Bookings, all time	Bookings, last 30 days
1.8M	**+1M**	**22M**	**1.3M**
An attendee is a guest of a Cal.com user	Accounts with a verified email	Every meeting ever scheduled through Cal.com	Avg. 10% MoM

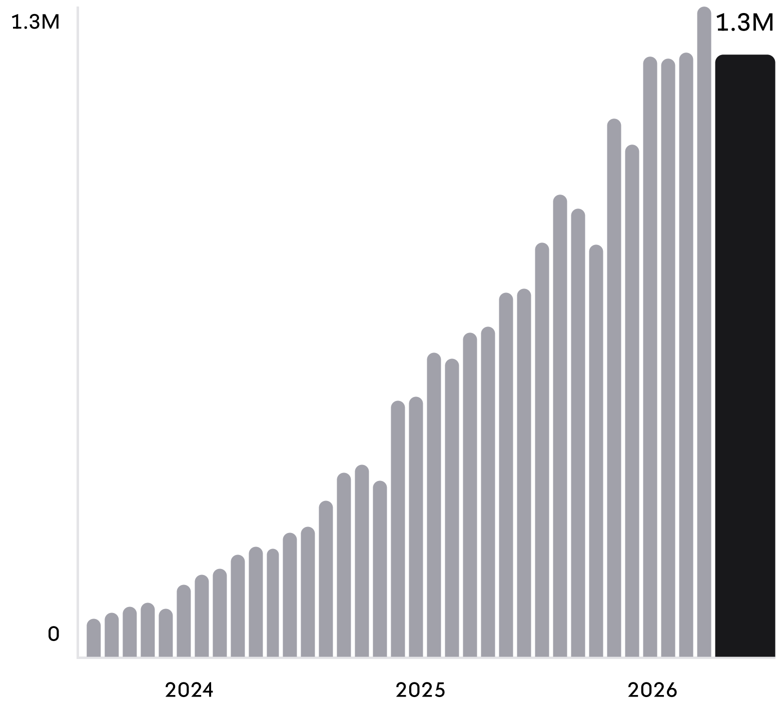
Compounding revenue, compounding usage.

$10M ARR
+111% year over year



ARR by month since July 2022. Snapshot from Stripe.

1.3M bookings
per month



Bookings created per month since August 2023. From the production database.

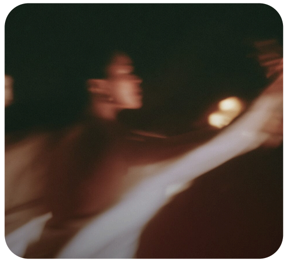
Cal.com Discover
The demand side arrives.

For a decade, Cal.com moved when a host shared a link. Discover inverts that: a public, AI-searchable marketplace of real-world services where consumers find and book providers without ever being sent a link.

Ask in plain language, get a bookable human.


Medical

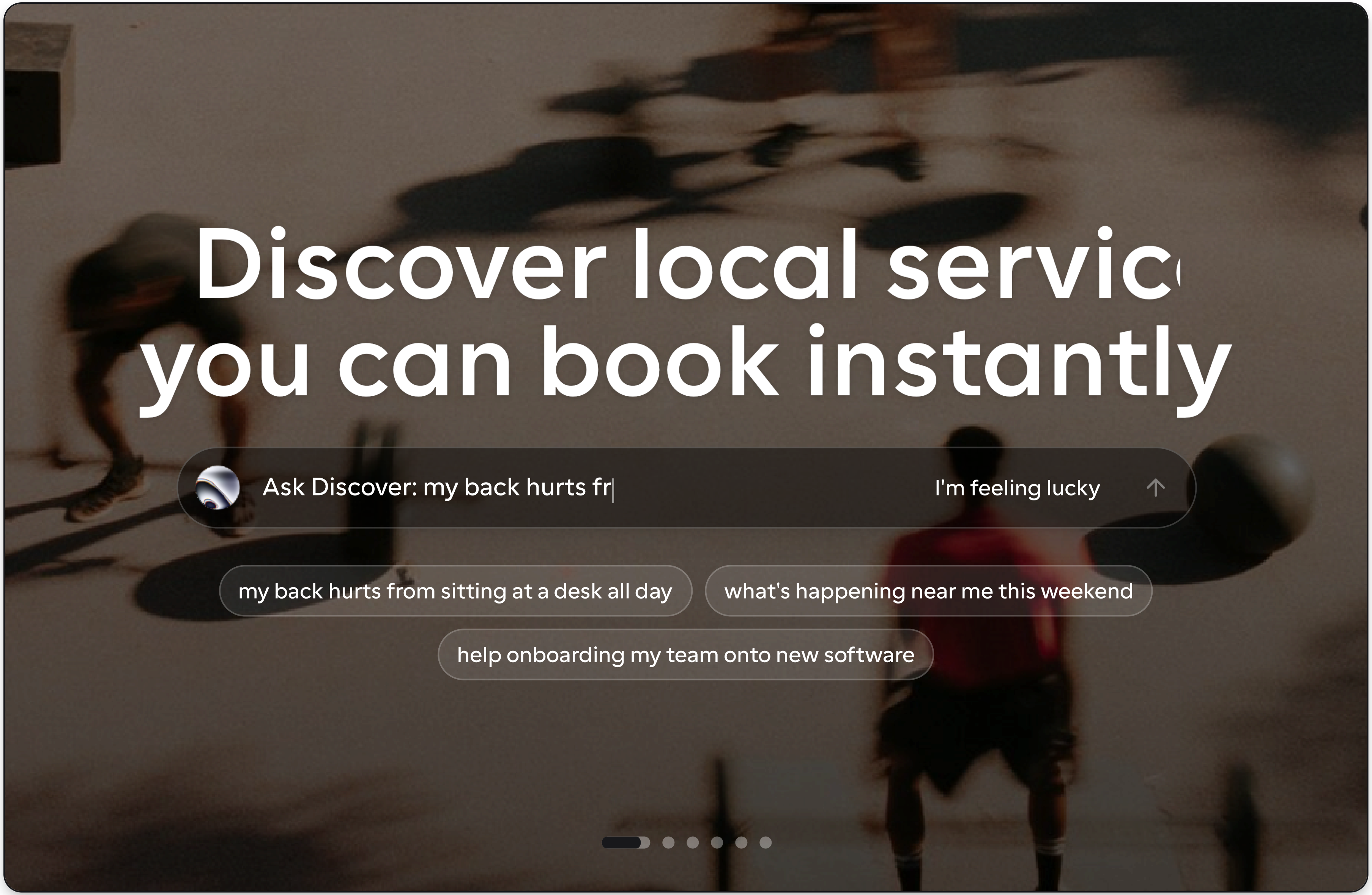

Barbers


Dance


Pets


Sports


Social



Cal.com Discover Demo. This copy runs against a small NYC sample catalog. Check out cal.com/discover.

Cal.com Events One-to-many, RSVP-native.

Cal Events turns the same scheduling primitives outward: gatherings, workshops, and community events, with anonymous RSVP, cover pages, and reminders built on infrastructure that already survives enterprise load.

Every attendee is an unauthenticated visitor who just experienced Cal.com working. **It is the widest top-of-funnel we have ever shipped.**

THU, AUG 20 · 6:00 PM

Cal.com Community Meetup

SoHo, New York City

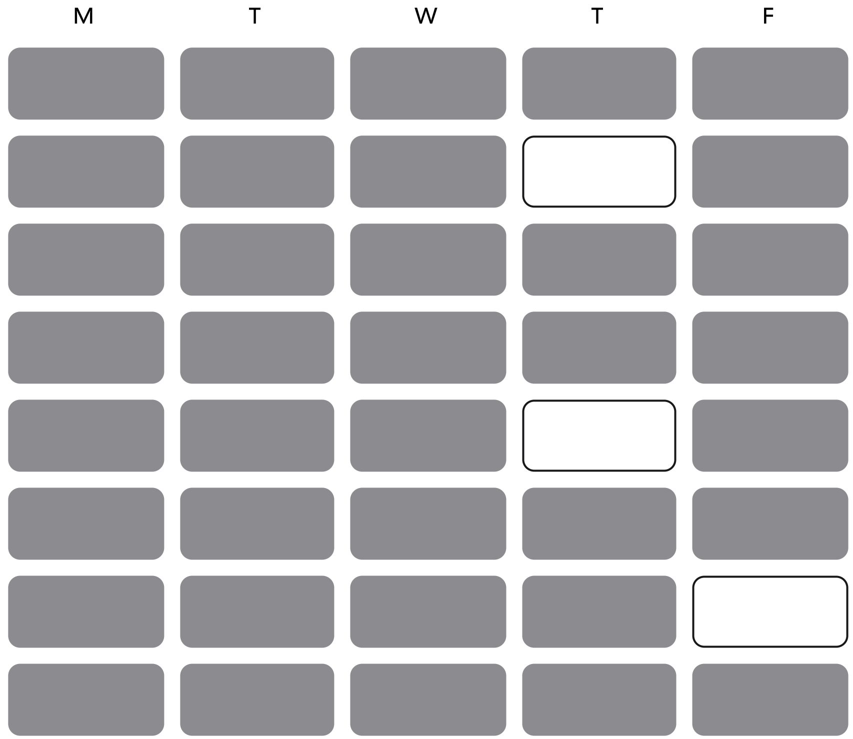
142 going

RSVP

In a post-AI world, human time becomes the scarce asset.

AI collapses the price of everything that happens on a screen. What it cannot collapse: the nurse, the therapist, the barber, the coach, the electrician, the midwife. As software labor goes to zero, the services only a human can deliver become a larger, not smaller, pillar of the economy.

Every one of those services runs on the same primitive: **a booked slot of a human's time.** That primitive is our entire company.



One provider, one week. Three slots left.

AI can slopfork code. It cannot clone our graph.

Singleplayer SaaS apps can now be replaced more easily than ever before. **Multiplayer applications (network effects) cannot be vibe coded.**

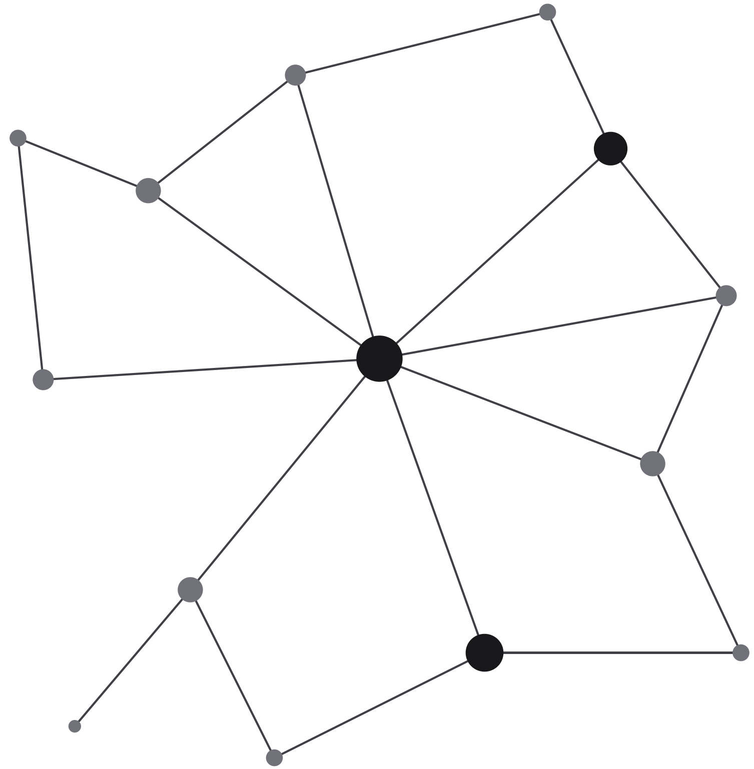
That is why we are doubling down 100% on what a model cannot generate: the network. Millions of hosts, their availability, their reputations, their booking history, and now a consumer marketplace connecting them. Each booking makes both sides more valuable to the other.

Agents booking on behalf of humans still need a trusted supply of humans to book, and they will book it where the supply already is.

Supply
Every provider that lists is inventory no competitor starts with.

Demand
Discover and Events convert anonymous visitors into the next wave of hosts.

Protocol
Agent-first and an open API make Cal.com the default rails for agentic booking.



Every booking spins it faster.

1 **Hosts list availability**

Individuals, teams, enterprises. One platform.

2 **Consumers book through Discover and Events**

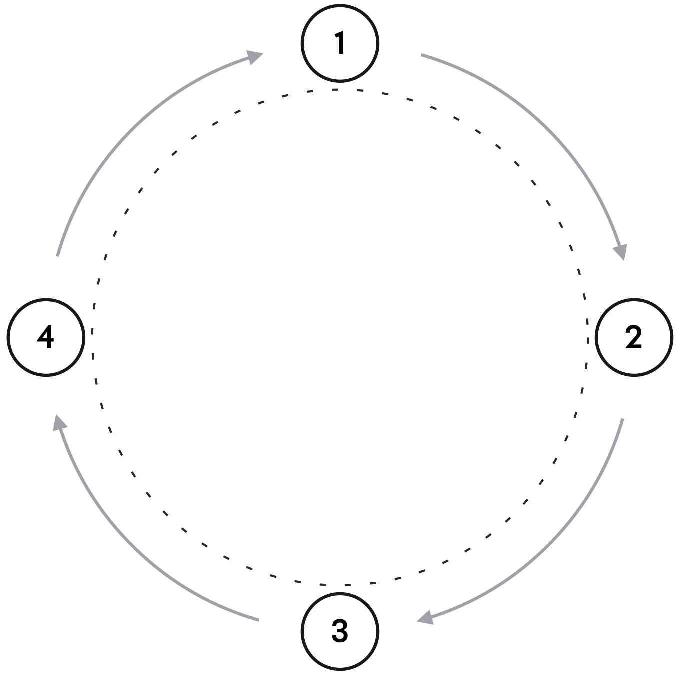
No link required; AI-assisted intent matching.

3 **Attendees experience Cal.com**

The booking flow is the ad. Attendees become hosts.

4 **More supply deepens the marketplace**

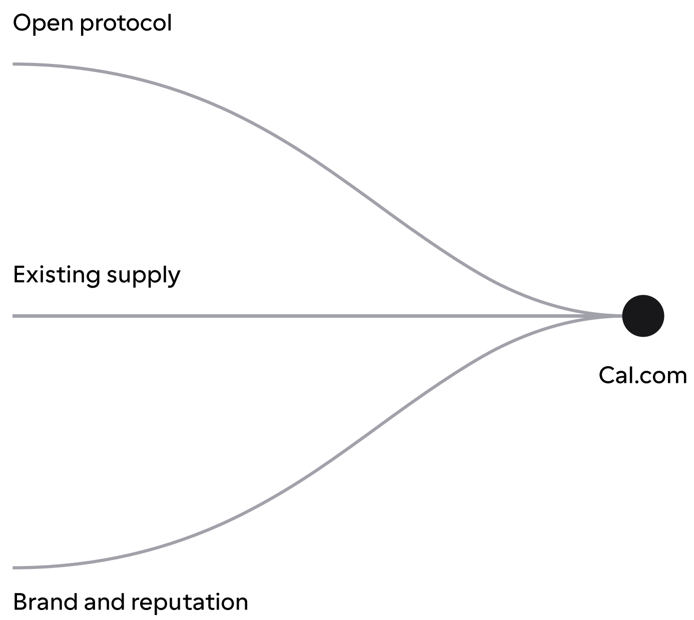
Better matches, more categories, more trust.



Agents need rails.
We already laid them.

Assistants are starting to book on their humans' behalf. They need structured availability, real inventory of human services, and a booking API that enterprises already trust.

That intersection of open protocol, existing supply, and consumer surface **exists in exactly one place.** The next chapter is distribution, and Discover and Events are how we buy it with product instead of ad spend.



Team secondary sale.
Liquidity for the team.

Cal.com is a profitable, high-growth company, and we do not plan to raise new funding anytime soon.

This secondary round exists for two reasons: it lets the team members who built this company, some for up to 5 years, take a small amount of liquidity off the table, and it gives new investors a rare chance at in-demand secondary equity of Cal.com.

Terms, allocation, and timeline are shared separately. Questions: peer@cal.com.