

Motion

Investment Analysis Report • October 1, 2025

Executive Summary

60/100

Investment Score

MAYBE

Recommendation

65%

Confidence

Investment Thesis

Motion is developing an AI-native productivity suite targeting a clear market need for intelligent task and schedule management. Positive user feedback suggests the core technology is valuable and delivers tangible productivity gains for some users. However, significant risks exist around marketing execution, managing customer expectations for advanced AI features like 'AI Employees,' and potential development delays. A 'maybe' recommendation reflects this duality: strong product potential countered by execution and perception challenges. Further due diligence on feature delivery timelines and customer success metrics would be crucial.

' Green Flags

- Positive testimonials highlighting significant productivity improvements ('changed how productive I feel,' 'Game Changer' YouTube video title).
- Strong organic search presence with Motion's official site and relevant community discussions ranking highly (Google Search positions 1-4).
- Demonstrated innovation in AI-powered productivity tools, with features like 'AI Employees' and 'AI Agents' attracting attention and discussion.

& Red Flags

- High polarization of user feedback, with strong negative sentiment towards marketing and feature rollout delays (Reddit: 'Need to vent - I feel sick of UseMotion AI Ads').
- Long waiting times for promised features ('AI Employees' access) leading to user frustration (Reddit: 'I finally enabled access to AI Employees!').
- YouTube search results show a highly engaging video critical of Motion's ads ('Need to vent - I feel sick of UseMotion AI Ads') with significant upvotes.

Due Diligence Questions

1. Review technical assessment details
2. Validate market validation insights
3. Examine raw data insights thoroughly
4. Verify founder technical capabilities
5. Assess customer feedback authenticity