



EatLime

Eatlime _ Canada _



- **Founders:** Adil Lalani and Mohammad Al Adham
- **Founded:** 2007
- **How did they start?**

Adil Lalani was a student in software engineering at Waterloo University. He built his first Web service at the age of 16 and sold it for \$1.25 million to a NYC based company. He was making the headlines of local newspapers, that is how Mohammad Al Adham, -software engineering about to graduate from Waterloo University- contacted him to meet with him and discuss about his idea. They decided to work together although they had two completely different ideas (file transfer technology for Adil, mobile application for Mohammad)

- **How did they start?**

They decided to drop the mobile application project and focus on the file transfer idea, realizing that the mobile space was hard to get into with big carriers and was getting no feel from the VCs. They built a new technology for high speed file transferring. Since it was mostly used for videos, they created "EatLime", which mission was to simplify video sharing for the world by making the experience fast, easy, and fun.

- **Why did they move to the Silicon Valley?**

They built their technology while staying at the Waterloo incubation center but 'things were not happening'. They met with a VC that barely had heard about Facebook and at that point decided to leave Canada. One of Adil's contacts had introduced the team to Saeed Amidi, who per phone gave them a feel of the Silicon Valley. In February 2008, they decided to immigrate to USA and started to work at Plug and Play University Pavilion under Waterloo university umbrella.

- **Funding**

They met **Rajeev Motvani**, Stanford University Professor and first Google investor and then **Georges Harik**, **Tim Draper**, DFJ Managing Director, **Amidzad Partners**, **Aydin Scnkut** and **David Lee**, XG ventures for raising fund for their idea. They all invested \$400K on seed round on \$1.6M pre-money in May 2008.

- **EatLime Now**

The founders have now changed vision and direction after they hired two new engineers.

Eatlime.com aims to be next generation of media company. They leverage the power of their patent-pending technology to always put the content first and create a platform designed to easily access content.

Last month Eatlime got 2 million video views and 20 000 videos were posted on their website.



CASE STUDY