PRE-SEED, NOVEMBER 2026

Zella.
Record once. AI edits it.

The screen recorder and AI video editor that runs entirely on your own Mac and iPhone. No account, no upload, no subscription.

Nasir Uddin Shamim, founder
zellahq.com | support@zellahq.com

THE PROBLEM

Recording is easy. Turning it into a video worth posting is the wall.

- Everyone can record a screen or a phone camera. Few can cut dead air, fix the audio, add captions, frame it for TikTok and YouTube, and export.
- The easy editors are cloud tools. They upload your footage, ask for an account, cap the free plan, and bill by the month.
- The desktop editors that stay local are built for people who already edit for a living.

WHO FEELS IT

Developers recording demos, teachers recording lessons, founders recording product walkthroughs, and anyone filming a short vertical video who does not want to learn an editor.

WHY IT MATTERS NOW

Screen recordings often show tokens, customer data and private work. Uploading them to a third party is a real cost for the people who make the most videos.

THE PRODUCT

One tap. Zella edits the video, on your device.

AUTO-POLISH

Cuts silences and filler words, cleans the voice, adds zoom-ins and a ducked music bed. Make it Viral adds captions, colour and sound effects on top.

AN EDITOR YOU CAN TALK TO

Type "cut the pauses" or "blur the access token". The assistant runs the edit: 104 editing actions on Mac, 74 on iPhone, each one undoable.

CAPTIONS THAT NEVER LEAVE THE DEVICE

Transcribed locally, word by word, including Bangla and Hindi. Your own fonts in any script.

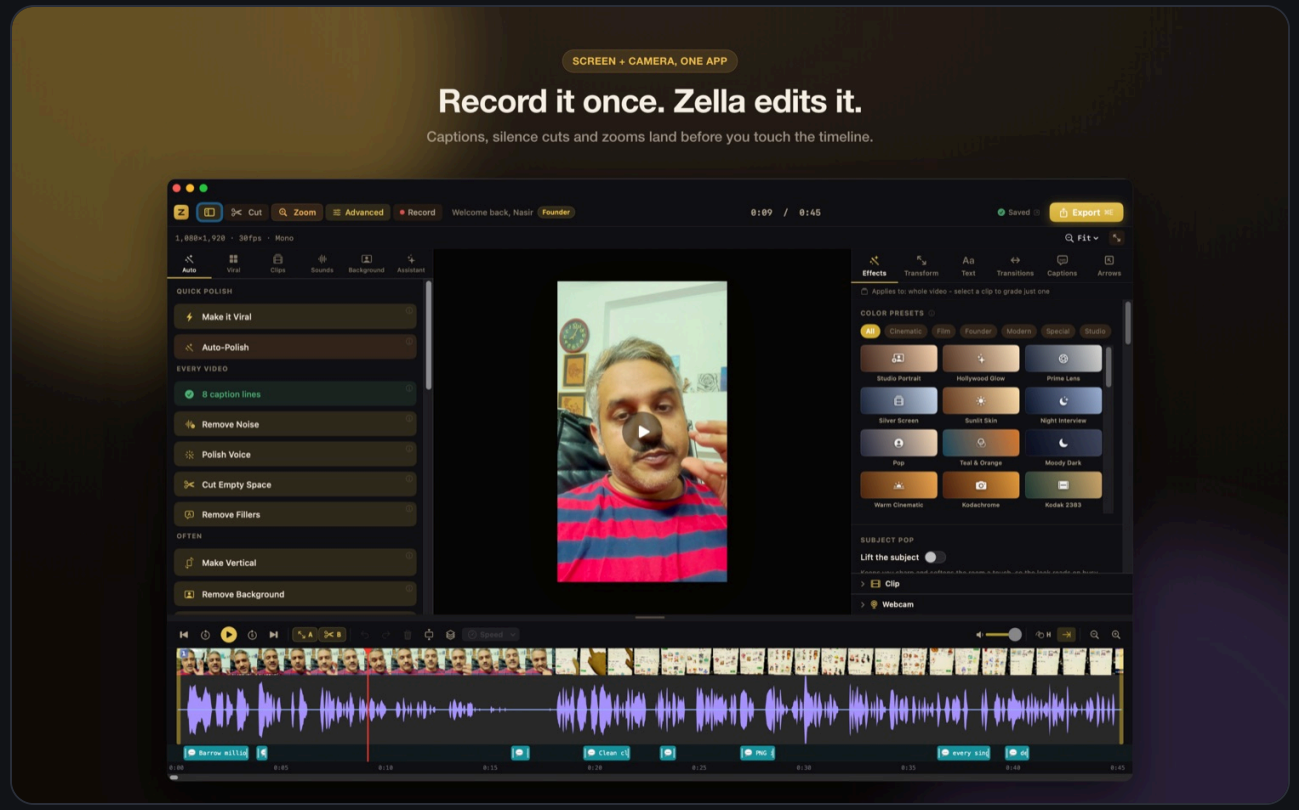
RECORD, EDIT AND SHIP IN ONE APP

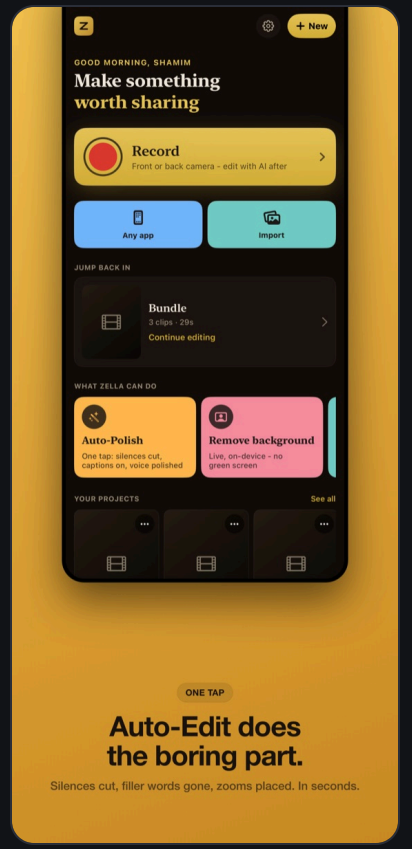
Screen, window, region or camera. Export 9:16, 1:1 and 16:9 in one go, with presets for TikTok, Reels, Shorts and YouTube.

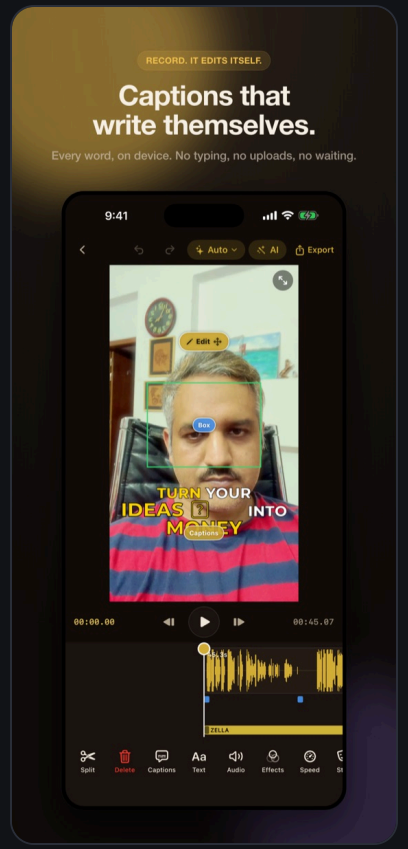
Mac (macOS 14 or later, Apple Silicon and Intel) and iPhone (iOS 18 or later). Zella edits footage you shot; it does not generate video from prompts.

SHIPPING PRODUCT

Real screenshots from the live App Store builds







THE WEDGE

On-device is the product, not a footnote.

PRIVATE BY CONSTRUCTION

Recording, transcription, captions, voice cleanup, background removal and export run locally. The App Store privacy label reads "Data Not Collected".

WORKS OFFLINE

The captions model ships with the app. Airplane mode is a feature you can check in ten seconds.

A DIFFERENT COST STRUCTURE

There is no per-minute server bill for rendering or transcription. That is why the free tier can be the full editor with no watermark, and why Pro can be a one-time price.

TWO OPTIONAL NETWORK FEATURES

The AI Assistant (the user brings their own model key, or runs Ollama locally on a Mac) and stock b-roll. Both are off until the user turns them on.

BUSINESS MODEL

Free to try. Pay once to keep the pro tools.

FREE

$0

The whole editor and every AI feature. 1080p exports up to 2 minutes, no watermark, no account. New installs also get a 7-day Pro Week.

PRO

$89 once

Unlimited length, 4K (8K on Mac), transparent export, 60 fps, multi-aspect queue, templates and the depth toolset. Covers Zella 1.x.

FOUNDER

$299 once

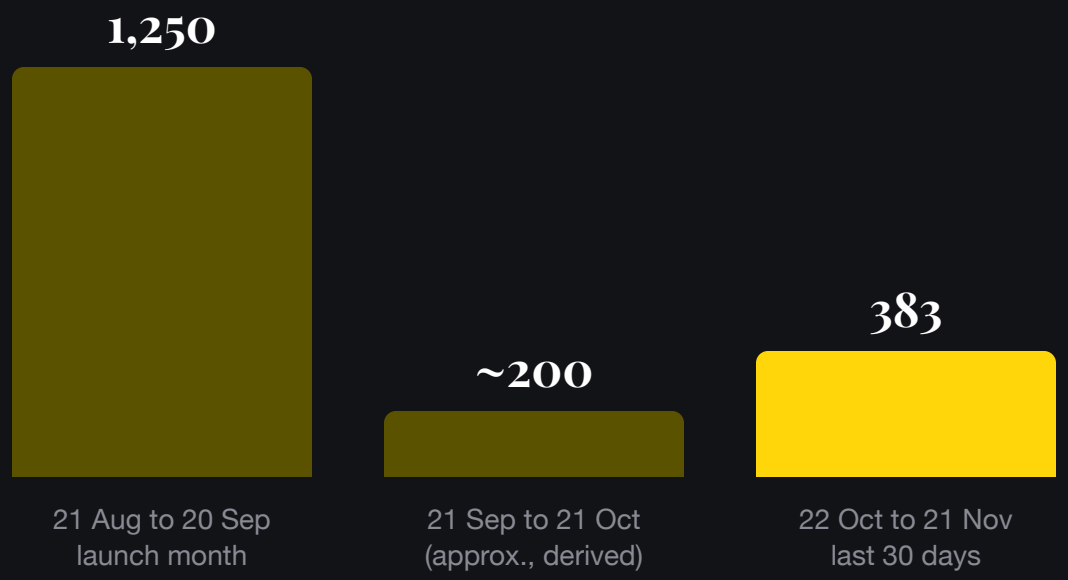
Everything in Pro, every future major version, three exclusive colour grades, Family Sharing, priority support.

One App Store record, one Universal Purchase: a single payment unlocks Mac and iPhone. Sold and billed by Apple, so there is no payment infrastructure to run.

Prices as published on zellahq.com/pricing

TRACTION, STATED PLAINLY

Ten weeks in, with a launch spike and a second wave.



First-time downloads of Zella, iPhone and Mac combined. Source: App Store Connect, Sales and Trends, read 23 Nov 2026.

1.83K
first-time downloads since launch (lifetime)

+91%
last 30 days vs the 30 days before

2
Pro purchases so far

$126
lifetime proceeds, after Apple's share

Top territories in the last 30 days: United States, United Kingdom, India, Saudi Arabia, Germany. Eighty percent of downloads are iPhone, eleven percent Mac. Not enough ratings yet for the App Store to show a score.

Live: iPhone 9 Sep 2026, Mac 15 Sep 2026. Revenue is early; two purchases is too few to read a conversion rate.

EXECUTION

One founder, two native apps, shipped and kept moving.

v1.0.18
Zella for iPhone, live on the App Store

v1.0.16
Zella for Mac, live on the App Store

10 wks
from first public release to today, with regular updates in between

- Native Swift apps for both platforms, with an on-device speech, voice-cleanup and background-removal pipeline rather than a wrapper around a cloud API.
- 96 colour looks, 85 text animations, 101 sound effects, 25 transitions and a 49-page documentation set on zellahq.com.
- A search-led growth engine already built: a site with hundreds of guides, comparison pages and docs that explains the product to people searching for it.

Sources: App Store listings (22 Nov 2026), zellahq.com changelog and docs

COMPETITION

The easy tools are in the cloud. The local tools are not easy.

	Zella	Screen Studio	Descript	Loom	CapCut
Free plan with no watermark	Yes	No	No	No	No
Runs 100% locally, no upload	Yes	Yes	No	No	No
One-time price, no subscription	Yes	Yes	No	No	No
One purchase covers Mac and iPhone	Yes	No	No	No	No
Removes silence and filler words with AI	Yes	No	Yes	No	Yes
On-device captions	Yes	No	No	No	No
No cloud account required	Yes	Yes	No	No	No

Zella's own feature comparison as published at zellahq.com/alternatives (November 2026). Competitor plans change; we update the page when they do.

WHY THIS WINS

A privacy promise nobody with a cloud pipeline can match.

- **Apple Silicon made it possible.** Fast local speech recognition, matting and rendering now run on the Mac and iPhone people already own.
- **The promise is checkable.** Turn on airplane mode and use the app. A cloud editor cannot make that claim.
- **Distribution is built in.** The App Store carries search, billing, updates and family sharing for both platforms, from one record.

WHO PAYS

Creators and teams that record long videos and need 4K, transparent export, 60 fps and batch export, and people who simply want to own the tool instead of renting it.

WHAT WE HAVE NOT PROVEN YET

Conversion from free to Pro at scale, and the cost of paid acquisition. That is what this round is for.

THE ROUND

Raising a US$2M pre-seed. Nothing committed yet.

TEAM

First engineers for Mac, iPhone and on-device ML, plus a growth lead and design. The product is a one-person build today.

GROWTH

Turn the search-led site into a measured acquisition machine: creator partnerships, App Store search work and paid tests, with payback measured per channel.

PLATFORM DEPTH

iPad layout, deeper pro tools, more caption languages and a heavier on-device assistant.

What the round should prove: free-to-Pro conversion at real volume, a paid-acquisition payback we can repeat, and the first team that can ship faster than one person.

THE FOUNDER

Nasir Uddin Shamim, solo founder, Dhaka.

- Built Zella end to end: both native apps, the website, the documentation and the App Store listing.
- A career in SEO, AI and marketing, which is why the product has a search-led growth engine from day one.
- Has also shipped a second App Store app, Fliplo, a frame-by-frame animation app that has passed 400 downloads.
- Runs AlinBangla, an AI school with 1,300+ students, which gives Zella a direct line to creators and learners.

WHERE TO FIND US

Website: zellahq.com
App Store: apps.apple.com/app/id6802100098
X: @getzellahq and @nusagain
Email: support@zellahq.com

The App Store seller name is Md Nasir Uddin Morol.

THE ASK

US$2M pre-seed to turn a shipped, private-by-design product into a business.

The product is live on two platforms, the early numbers are small and we have stated them exactly. We would like 20 minutes to show you the apps and talk through the plan.

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