Videobot: turning clicks into conversations



Pointing to the upswing in the Luxembourg entrepreneurial scene, Merkur presents startups from a range of sectors and highlights startups that are hosted by the House of Startups powered by the Chamber of Commerce and the LCI (Luxembourg City Incubator) which was launched by the Chamber of Commerce in partnership with the City of Luxembourg to support innovative startups. Interview with Matias Mäenpää, co-founder of Videobot.

How would you pitch your startup in one sentence ?

Videobot is the world’s first interactive Video Experience Platform that transforms static websites into human-driven journeys with personalized, data-powered videos that engage, guide, and convert.

What problem does your startup solve ?

Videobot solves the problem of low online engagement by replacing static website content with interactive, human-led video experiences that drive connection, clarity, and conversion.

What makes your product unique ?

What makes Videobot unique is its combination of interactive, personalized video journeys and a centralized, enterprise-ready platform that transforms how brands connect with customers online.

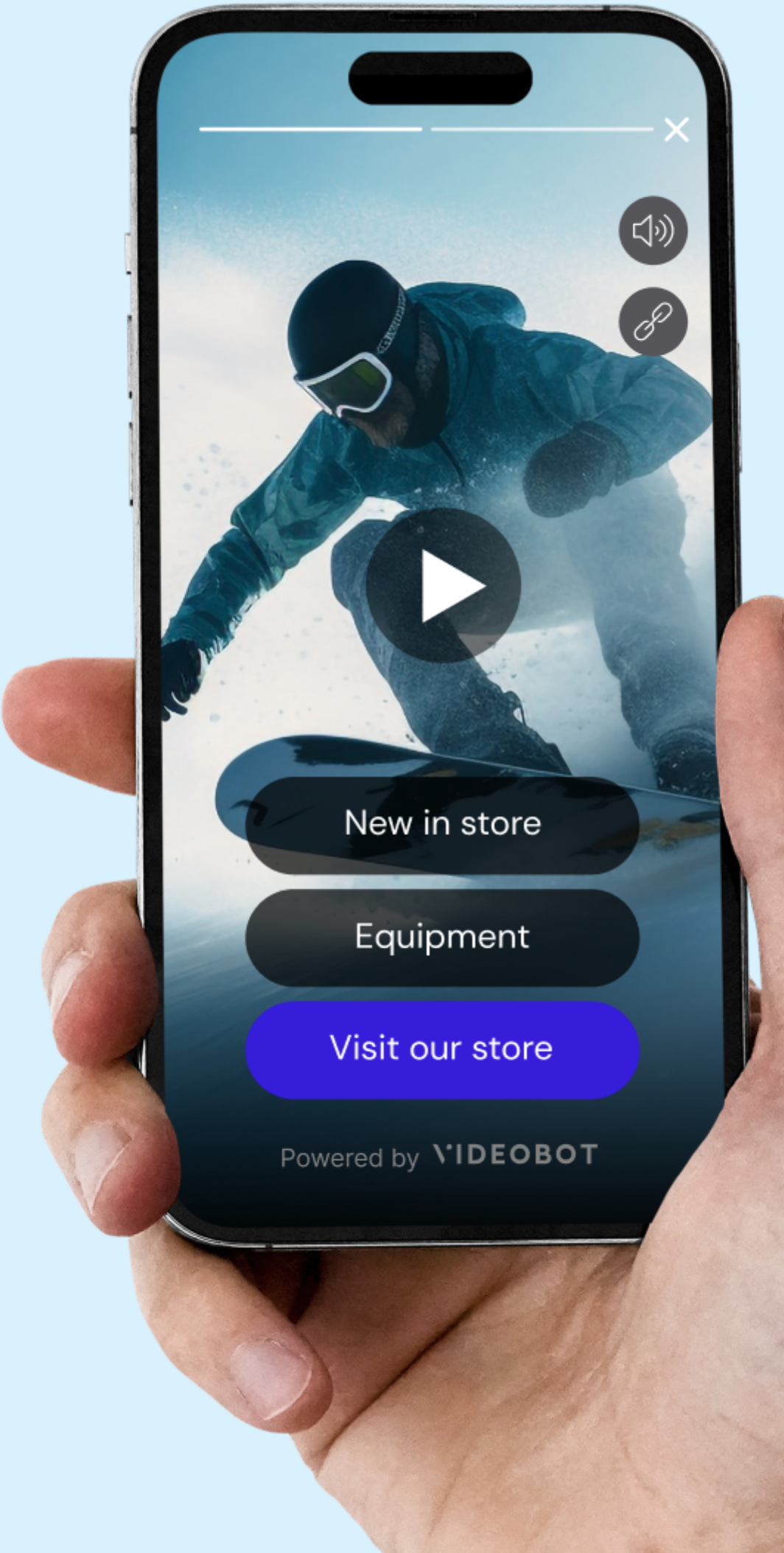
What are your main goals ?

Videobot’s goal is to revolutionize digital customer experiences by making video the primary way brands engage, guide, and convert users across all online touchpoints.

What’s next for your startup ?

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