

A \$401M Company With Two People: The Lesson for Swiss SMEs

MANAGEMENT SUMMARY & CORE TAKEAWAY

Medvi generated \$401 million in revenue in 2025 with only two people and a 16.2% net margin, achieved through AI agents handling code, advertising and service, plus strategic outsourcing of regulated tasks. The lesson for Swiss SMEs: growth can decouple from headcount when automation and smart outsourcing replace linear hiring.

CONTEXT & EXECUTIVE RELEVANCE

Matthew Gallagher founded Medvi together with his brother – with roughly \$20,000 in startup capital, two months of runway, and his own house in Los Angeles as the base of operations. No open-plan office, no recruiting marathon, no ten-person founding team. In 2025, its first full fiscal year, the company reached around 250,000 customers, \$401 million in revenue, and a net margin of 16.2%. For 2026, Medvi is tracking toward \$1.8 billion in revenue.

For comparison, Hims & Hers operates at a comparable volume – with more than 2,000 employees and noticeably thinner margins. The difference isn't the market, it's the structure. Where Hims & Hers finances linear growth through headcount, Medvi grows by treating AI agents as leverage rather than as an incremental workforce.

CORE ACTION ITEMS

- 01 Software development: AI wrote the majority of the product code.
- 02 Marketing: AI agents generated and optimised the ad campaigns.
- 03 Customer service: inquiries were handled automatically, including voice clones.
- 04 Analytics: reporting and steering ran largely on autopilot.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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