

OneSignal's mission is to **democratize customer engagement** - to be the intelligent communication layer that enables businesses to reach their objectives.

How it all started

George and Long applied to [Y Combinator](#), a well-known Startup Incubator, in the Summer of 2011 with Lilomi, a Universal Avatar Platform that would incentivize user engagement across different gaming platforms.

OneSignal Co-Founders George Deglin and Long Vo

In order to figure out how to engage with Developers to integrate with their platform, they both decided to make the best use of their skillsets to become independent Game Developers themselves. George and Long formed Hiptic Games in 2012, launching their first mobile hit [GO Ninja!](#) which would go on to get over 12M downloads across Android and IOS.

GO Ninja! For all mobile platforms launched in 2012 and went on to gain over 12M downloads.

They soon followed up with ShaqDown(2013), Fat Squirrel(2013), BravoMan: Binja Bash(2014) and Diver Dogs(2015). All games were rated 4 stars and were featured in either Apple Itunes or the Google Play Store when they released.

In 2015, to solve the need to re-engage and retain their users, they decided to build their own Push Notifications Platform. So they launched GameThrive - a free Push Notifications Service targeted at Independent Game Developers.

They quickly saw more demand for a platform that was low cost, was easy to integrate with, and just worked. In fact, they saw so much demand for the service, that they decided to rebrand to service Push Notifications for all developers - and so OneSignal was born.



Company Overview

Legal Company Name: Onesignal, Inc.

Founded date: 2014

Global Headquarters: San Mateo, CA

Regional Offices: San Mateo, New York, London, Singapore

Employee headcount: 150-200

Total Funding: \$82M