

Lumina is building the smart home office

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getlumina.com Austin TX

[Technology](#) [Hardware](#) [Artificial Intelligence](#) [B2C](#) [AI](#)

Highlights

- 1 🌐 CEO previously built \$100M co without VC capital
- 2 🚀 \$3M run rate in just 5 months, growing 20% MoM
- 3 😊 Rated 4.6 / 5 from 3000+ beta customers
- 4 📈 400% valuation growth in 10 months
- 5 📅 On track to hit \$25M run rate by EOY (not guaranteed)
- 6 🙋 Backed & advised by Eric Ries (author of Lean Startup)

Our Team



Raymond Lei Cofounder + CEO

Multi-time founder. Bootstrapped a \$100M+ company. UC Berkeley dropout. Passionate about ecommerce, entrepreneurship, and globalization.

LEAD INVESTOR



Eric Ries Author, The Lean Startup Founder, LTSE

The pandemic showed everyone how important this category of products and also how bad the incumbent offerings are. I've enjoyed watching Raymond and the whole team execute really well, build a solid product, validate customer demand, and create a real business. Check out the revenue runrate after only a few months. But what impressed me the most is their expansive vision. I expect they will use the same rapid learning and building skills on many future products beyond just webcams. Oh, and on top of all that, I'm a happy customer. My Lumina cameras happily compete with my multi-thousand-dollar DSLR setup but are small enough to fit in my laptop bag. The software gets better every few weeks as they learn and refine. The packaging and finishes are nice enough that I can give the camera as a gift. Great team, huge category, sloppy incumbents, solid product. It made for a pretty easy investment decision, honestly.

Invested \$25,000 this round

Mike and I started Lumina because we believe the remote work transition is one of the most important things happening this decade. People are now spending 10 hours per day in their home office - more than sleep and exercise combined - yet there's been no innovation in this space. Our

Mike and I started Lumina because we believe the remote work transition is one of the most important things happening this decade. People are now spending 10 hours per day in their home office - more than sleep and exercise combined - yet there's been no innovation in this space. Our goal at Lumina is to reinvent the home office for the modern era of remote work.

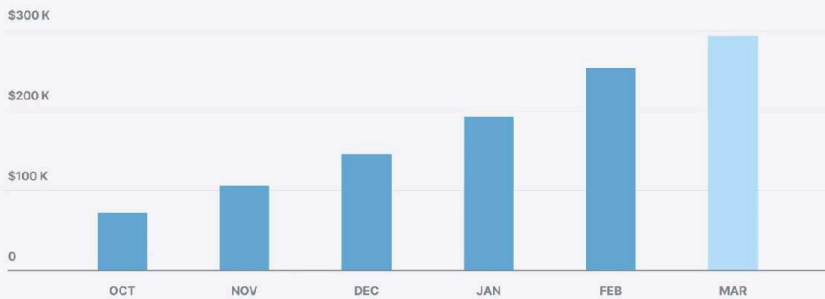


Mike Xia Cofounder + CTO

Hardware and AI engineer by trade. MIT dropout. YC and 500 Startups alumni. Shipped 5M+ hardware at past companies.

**We're building Nest for the home office.
Beautifully designed, seamlessly integrated,
powered by AI.**

\$3M run rate in 6 months,
growing 20% month-over-month



Lumina is disrupting the **\$50B+** home office market

Starting with webcams and expanding horizontally



webcams



other computer peripherals



**Home
Office**

Lumina is building the **smart home office**



Beautifully designed



Seamlessly integrated



Powered by AI

The **home office** is more important than ever



People are spending 10+ hours/day at their home office, more than anywhere else at home



75% of employees would prefer to work remotely even after the pandemic ends

But the home office is dominated by **legacy companies**

50+ year old manufacturers selling decade-old products

The most popular webcam (C920) was released in 2012



38 yrs

logitech

41 yrs

ASUS

33 yrs



75 yrs

Panasonic

104 yrs

SONY

76 yrs



83 yrs



84 yrs

The home office is the biggest market **yet to be modernized**

Temperature



Security



Exercise



Sleep



Work



We've built the world's first smart webcam

“
Much better than the Logitech Brio. I look 10 years younger!”

Rajiv CEO @ Tandem

”



4.61 / 5

rated from 2800+ beta Mac customers

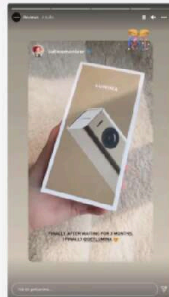
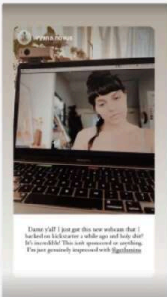
35,000

calls logged each week on just our Mac beta

4 - 10

calls a day, made by majority of customers

Customers **love** their Lumina webcams



The secret ingredient: our software app

90%

of Lumina users install the app

55%

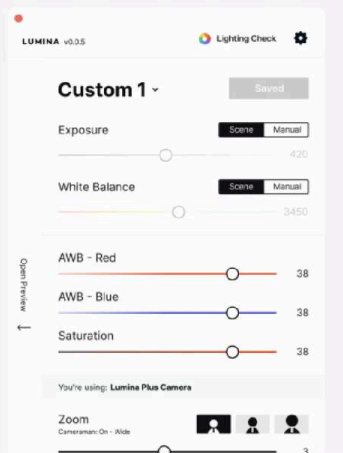
take 4 to 20 calls per day using the app

80%

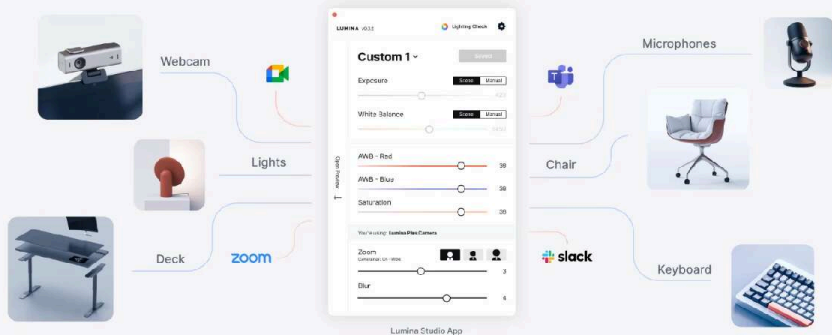
use advanced AI software features

90%

software attach rate



Our software app aims to be the **intelligence layer** for the home office



Built by a team of **serial entrepreneurs**



Raymond Lei

Bootstrapped \$100m+ co
Grew org to 300+ people
Berkeley dropout



Mike Xia

Y Combinator alumni
Shipped \$5m+ hardware
MIT dropout



Backed by:



Eric Ries

Author of Lean Startup



Harpreet Rai

CEO of Oura Ring



Andy Hoang

CEO of Aviron Interactive

Join us in building the
smart home office