

# **VR INDUSTRY REPORT: JULY 2015**

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Written by Greenlight VR, Inc. & UploadVR, Inc.

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## **About Greenlight VR & UploadVR**

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### **About Greenlight VR**

Greenlight VR is the industry leader in market intelligence for the global virtual reality economy. Fortune 100 brands, global technology companies, and leading venture capital investors use its tools, models and insights to make better strategic decisions. The company is tracking more virtual and augmented reality companies than any other market data company – to date, over 1 million data points on thousands of companies.

Greenlight VR is a privately held company based in San Francisco, California. You can learn more about Greenlight VR by visiting [www.greenlightvr.com](http://www.greenlightvr.com).

### **About UploadVR**

UploadVR is dedicated to accelerating the growth of the emerging Virtual Reality industry, producing industry driven events, covering industry news, and creating tools to connect the VR community.

UploadVR is a privately held company based in San Francisco, California. You can learn more about UploadVR by visiting [www.uploadvr.com](http://www.uploadvr.com).

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## **Follow Up**

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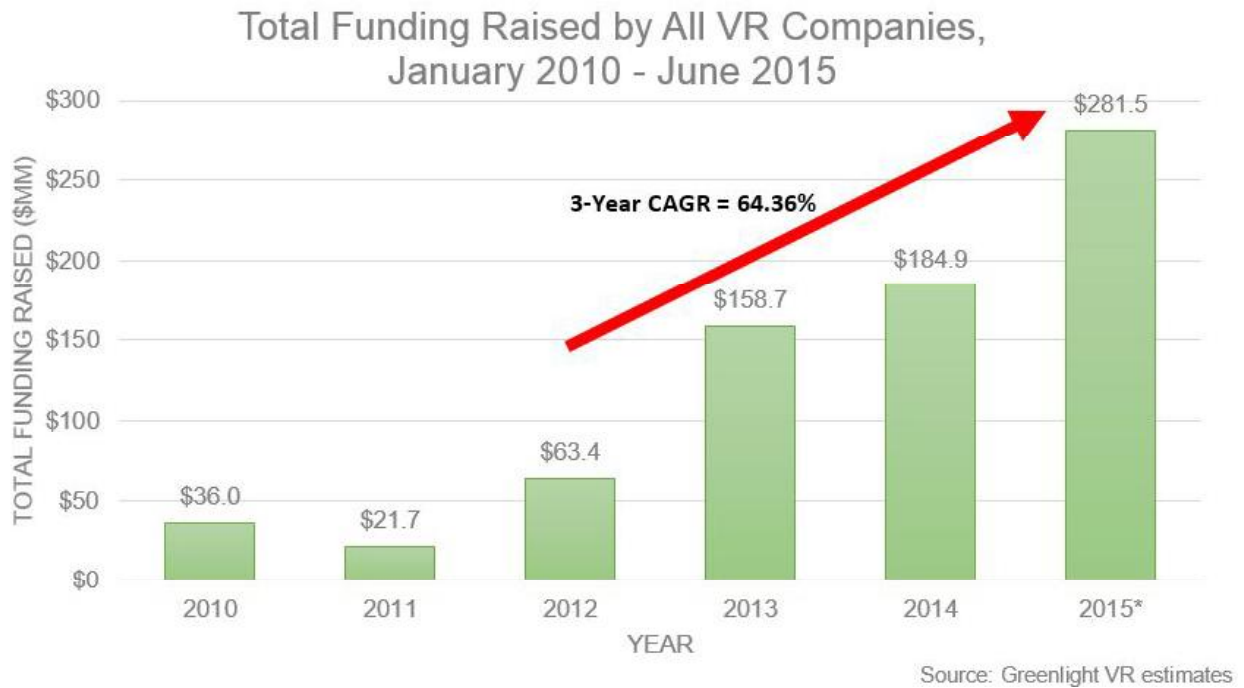
## **Investor Trends**

As the overall industry has gained steam in the last five years, so too have investments into VR companies. Over 165 firms have made investments into VR over the past few years and that number is poised to continue to rise as we get closer to consumer release. Large venture capital firms such as Andreessen Horowitz, Qualcomm Ventures, Google Ventures, Formation 8, and the Founders Fund have all made multiple bets into the space. Meanwhile, new investment funds such as Boost VC and Rothenberg Ventures have both opened up accelerator programs aimed specifically at VR and are making numerous bets.

It's important to recognize that virtual reality technology, from hardware to content, is nothing new. Many of the present day VR capabilities have existed for the past 20 to 30 years, yet have failed to reach mass market. What makes the current movement in VR different from past cycles is that for the first time there are corporations and venture capitalists competing to invest in headsets, content development, and capturing equipment.

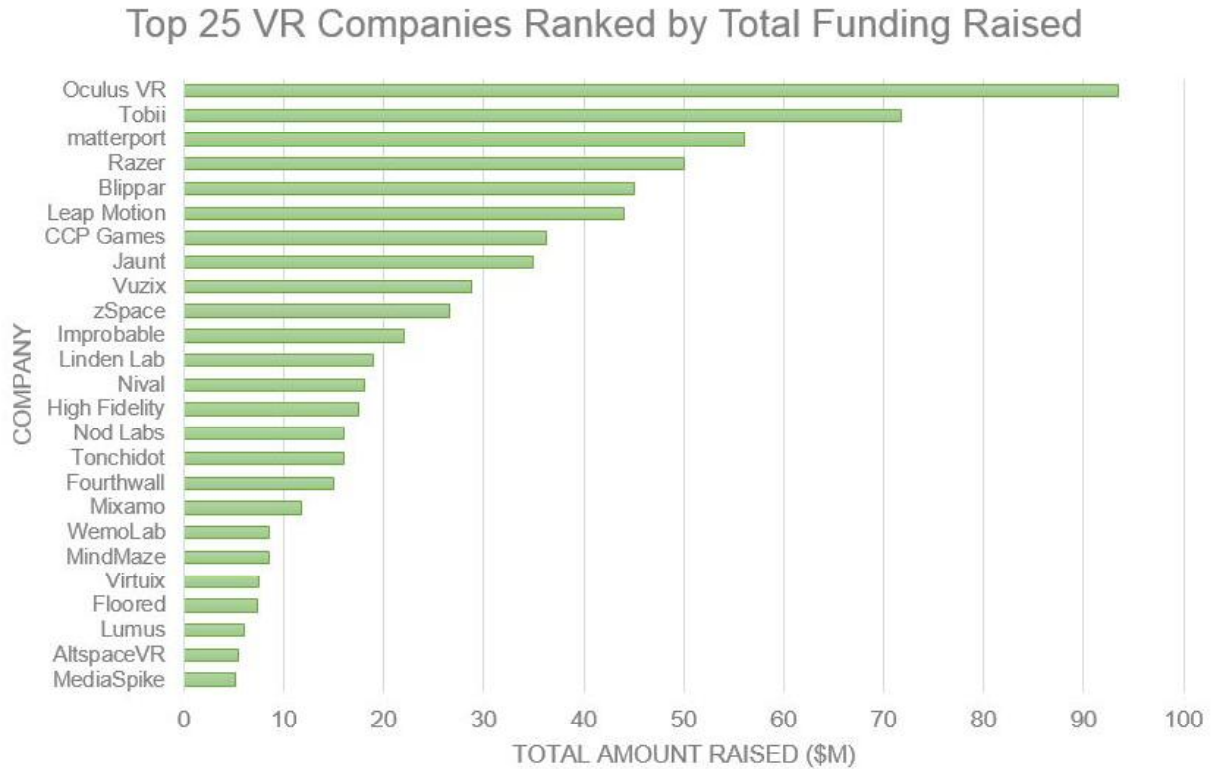
### *A Rapid Growth In VR Investments*

The VR industry has grown favorably in the past five years. Nowhere is this more evident than in the year-over-year investments of VR companies from 2010-2015, which to date to date account for more than \$745 million. Below the chart that displays consistent growth over the past few years, as well as a 3-year compound annual growth rate (CAGR) from 2012-2015 of 64.36%.



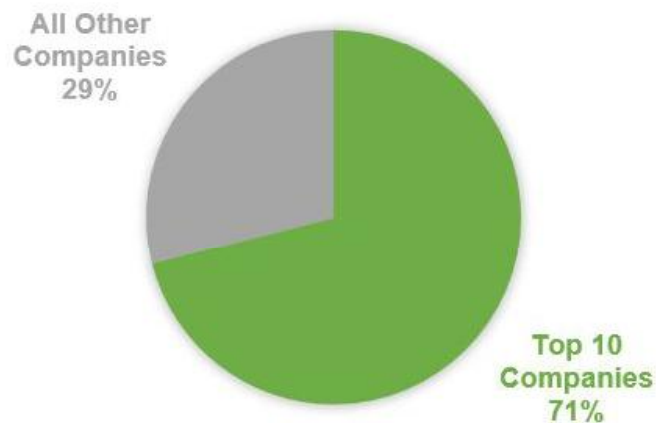
### *The Biggest VR Investments*

The figure below shows little variation in invested amounts until reaching the top ten companies, at which point the total funding raised increase drastically. Companies like Matterport (\$54m total; \$30m, series C), Leap Motion (\$44.5m total; \$30m series B), and Jaunt (\$35m total; \$27.8m series B) have all received big investments from VC firms.



Examining all the virtual reality investments to date, one major trend emerges: The top ten most funded VR companies comprise the overwhelming majority (71%) of all investments in the industry.

**PERCENTAGE OF VR INDUSTRY  
FUNDING BY TOP TEN COMPANIES**



Source: Greenlight VR estimates