

StatusPRO Secures \$20M in Series A Funding from GV to Transform Sports with Cutting-Edge XR Technology

The investment initiative, orchestrated by GV (Google Ventures), draws substantial backing from eminent personalities across the sports and entertainment sector.

By Ibrahim Mustapha

In a remarkable stride for virtual reality and sports technology, Miami-based startup StatusPRO has recently clinched a monumental \$20 million in Series A funding, a move that's set to further cement its position in the burgeoning VR gaming sector.

Spearheaded by GV (Google Ventures), this investment round marks a significant milestone not only for StatusPRO but also for the VR industry at large, evidencing the growing investor confidence in immersive sports experiences.

StatusPRO, co-founded by ex-football players Troy Jones and Andrew "Hawk" Hawkins, is at the forefront of revolutionizing the sports fandom experience through its advanced XR (extended reality) technology. Leveraging real-time player data, the company has introduced a groundbreaking first-person sports simulation, offering fans an unparalleled opportunity to step into the shoes of their favorite professional athletes. Their flagship product, NFL PRO ERA, has notably achieved rapid success, amassing over a million users and emerging as one of the fastest-selling sports titles in VR history.

This Series A funding is not just a financial boost but a strategic one, with contributions from an impressive lineup of investors including Dream Sports, Wise Ventures led by Minnesota Vikings Owners Mark & Zygi Wilf, JDS Sports, Alumni Ventures, and notable

figures such as LeBron James, Drake, and Miami restaurateur David Grutman. This diverse backing underscores StatusPRO's appeal across the sports, entertainment, and tech industries, highlighting its potential to redefine how fans engage with sports through emerging technologies.

Building upon their already impressive achievements, StatusPRO's strategic vision is greatly bolstered by the significant \$20 million Series A investment, guiding them through an ambitious expansion in the virtual reality sports domain. The funding round, led by Google Ventures (GV), underlines the potential seen in StatusPRO's innovative approach to blending real-time player data with extended reality (XR) to craft authentic sports experiences. This venture not only solidifies StatusPRO's position within the tech and gaming landscape but also marks a pivotal leap toward redefining the sports entertainment industry.

The company, birthed from the entrepreneurial spirit of former football athletes Troy Jones and Andrew "Hawk" Hawkins, has swiftly ascended to prominence within the VR gaming sphere. Their pioneering work has led to the development of NFL PRO ERA, an immersive VR simulation that transports fans directly onto the football field, offering an up-close and personal experience of professional gameplay. This product has significantly impacted the market, boasting over a million users and setting new benchmarks for engagement and sales within the VR sports category.

"No matter if it's virtual reality or spatial computing, our vision at StatusPRO is to define first-person sports and deliver experiences that truly embody the emotion, competition, and sense of community that comes with being a professional athlete," CEO Troy Jones remarked, highlighting the company's mission to innovate the fan experience through technology.

The recent funding will fuel StatusPRO's continued innovation and expansion into new sports simulations, enhancing their existing platforms and exploring untapped avenues within the sports VR landscape. M.G. Siegler, Venture Partner at GV, praised the

company's direction, stating, "StatusPRO is building the next generation of sports and gaming entertainment through cutting-edge virtual reality... we're thrilled to support StatusPRO as they move the VR gaming industry forward."

As the VR gaming sector experiences exponential growth, StatusPRO's journey represents a significant stride towards blending sports, technology, and gaming into a unified and immersive fan experience. With a vision that extends beyond the current market, the company is poised to redefine how global audiences interact with and enjoy sports, making professional athlete experiences accessible to all.