Prosper

MARKET ASSESSMENT

Description of Market and Targeted Segments

Total Addressable Market (TAM):
Prosper's global TAM is based on projected unit sales across key sectors, using conservative adoption assumptions over a 10 to 20 year horizon and targeting affluent or high-need customers.

- Homes: 200 million target households globally (affluent and elderly in developed markets)
  200 million × $12,500 = $2.5 trillion

- Hospitals: 60 million hospital beds worldwide
  Assuming 1 robot per 100 beds → 600,000 units × $12,500 = $7.5 billion

- Hotels: 700,000 hotels globally
  Assuming 1 robot per hotel → 700,000 units × $12,500 = $8.75 billion

Total TAM: ~$2.52 trillion, with the vast majority driven by home adoption as humanoid robots approach mass consumer ubiquity.

Serviceable Addressable Market (SAM):
SAM reflects Prosper's near-term opportunity through 2030, based on its target segments, capabilities, and expected market share.

- Total humanoid market forecast by 2030: $15.3 billion

- Relevant segments: 50% for homes and hospitals, 10% for hospitality = ~$9.16 billion

Assuming a 5% share of these segments (based on Prosper's early stage, competition, and trust-based differentiation):
Prosper's estimated SAM = $458 million by 2030

An alternative unit-based model estimates 10 million humanoid units globally by 2030. A 2% share at an average price of $12,500 implies $2.5 billion in potential revenue, though this is discounted to align with realistic early-stage execution.

Adjusted SAM: ~$458 million, with potential to grow toward $700 to $900 million as the market scales.

COMPETITION

Competitor Analysis

1X

Valuation: $209.97M (as of 2023, Outdated)
Total Raised to Date: $140.36M (as of 2025)
Employees: 200

Description and Features

The company is an AI and robotics firm based in Palo Alto, California, with a mission to build a truly abundant society by developing general purpose robots capable of performing a wide range of tasks autonomously. The company is focused on developing NEO, its flagship product, a friendly home robot designed to integrate seamlessly into everyday life and handle household chores.

Deal History & Financials: 1X announced a secondary transaction on June 26, 2025, where StrongPoint reached a definitive agreement to sell a stake in the company to an undisclosed buyer, bringing the total amount raised to date to $140.36M. Prior to this, 1X raised an undisclosed amount in a Series B2 round on February 5, 2025, with participation from Access Ventures, Soul Ventures, 3cap, and Starbridge Venture Capital.

Investors & Team: 1X was co-founded by Bernt Børnich (CEO), Pål Løken (Chairman), Nguyen Phuong (Chief Science Officer), and Jørgen Sundell (Machinist). The executive team also includes Mustally Hussain (CFO) and Stein Maurice (COO). Key active investors include Tiger Global Management, Samsung NEXT Ventures, and EQT Ventures.

Zerith Robotics

Valuation: N/A
Total Raised to Date: N/A
Employees: N/A

Description and Features

Zerith Robotics has developed a humanoid robot called Zerith H1 that is designed specifically for the hospitality industry. The bot can perform tasks such as cleaning floors, restocking amenities, and scrub toilets with a brush. The founder entered the hospitality industry as a test for the robot, because they want to ultimately move into households.

Tesla

Market Cap: $1.05Tn

Description and Features

Tesla's Optimus (Demo Here) is a general-purpose bipedal humanoid robot designed to perform repetitive, boring, or hazardous tasks using AI, perception systems, and hardware originally developed for Tesla's vehicles. While its initial deployment is focused on industrial environments, manufacturing, logistics, and facility operations it is also intended for household assistance in the future, with projected pricing around $20,000–$30,000 and scaled production anticipated by 2026 or beyond.

Figure

Valuation: $39.5B
Total Raised to Date: $2.34B
Employees: 120

Description and Features
Figure is a robotics company developing autonomous humanoid robots that address severe labor shortages and reduce the need for humans to work in hazardous environments. Its flagship robot, Helix (Demo Here), is a general-purpose humanoid designed to perform high-risk and physically demanding tasks, initially targeting industries such as manufacturing, shipping and logistics, warehousing, and retail where labor shortages are most prominent.

The company aims to provide commercially viable robots that automate manual labor, enhance workplace safety, and support businesses in scaling their operations. While its first applications focus on industrial settings, Figure also plans to expand Helix's capabilities to perform household tasks as the technology matures. For more information about their go to market plan click here.

Most Recent Financing Status (as of 23-Jul-2025)
The company raised $1.5 billion of Series C venture funding from SaxeCap, 1802 Ventures and Vegvisir Capital on May 22, 2025, putting the company's pre-money valuation at $37 billion. Pulsar Capital Management and 18 other investors also participated in the round.

Investors & Team: Founded by Brett Adcock and Gregg Hill, the executive team includes Brett Adcock (CEO) and Gregg Hill (Co-Founder, Managing Partner & Board Member). Key active investors include Amazon, Microsoft, Nvidia, and Intel Capital.

Boston Dynamics

Valuation: Acquired by Hyundai in 2021 for $880M
Total Raised to Date: N/A
Employees: 800
Founded: 1992

Description and Features
The company is a leading developer and manufacturer of robots that combine advanced mechanical

design, dynamic control, and intelligent software to create highly capable machines for human simulation and real-world applications. Its robots are engineered to move with animal-like agility, incorporating cutting-edge electronics and software for perception, navigation, and decision-making. The company also produces human simulation systems used for simulation-based training, UAV training, law enforcement exercises, and mission planning.

Their newest and most advanced humanoid robot, Atlas (Demo Here), showcases impressive capabilities in performing operational tasks within warehouse and manufacturing environments. However, there is no indication that Atlas is being developed for in-home applications or for automating household tasks, as its current focus remains on industrial use cases. Their initial go to market plan is for Atlas to be rolled out in Hyundai's warehouses.

Most Recent Financing Status (as of 22-Jun-2021)
The company was acquired by Hyundai Motor (KRX: 005380) for $880 million on June 21, 2021. The investment is part of the Hyundai Motor group's broader plans to strengthen its competitiveness in future mobility solutions.

Investors & Team: Founded by Marc Raibert, the executive team includes Robert Playter (CEO), Amanda McMaster (CFO), and Aaron Saunders (CTO). The company was acquired by Hyundai Motors Group, with SoftBank Group as a current investor and Alphabet as a former investor.

More Demos Here:
Atlas goes hands on
Atlas gets a grip
Blog with demos

Agility Robotics

Valuation: $955.0M (as of 2024)
Total Raised to Date: $283.0M (as of 2025)
Employees: 244

Description and Features:
The company develops bipedal walking robots designed to provide efficient, agile, and durable legged platforms for real-world applications. Its robots are built with human-like capabilities that enable them to work alongside people to perform simple tasks with little to no additional programming and without requiring modifications to offices, factories, or homes.

The flagship robot, DIGIT (Demo Here), can handle basic functions such as loading and unloading pallets, recycling totes, and other simple material-handling tasks in warehouse environments. While DIGIT offers a practical mobility solution for automating repetitive tasks across diverse terrains, its capabilities remain

more limited compared to Figure's robots, which are being developed to perform a broader range of complex tasks beyond basic item movement.

Deal History & Financials: Agility Robotics is rumored to be in talks to raise $400M of venture funding led by WP Global Partners on March 31, 2025, with an estimated pre-money valuation of $1.75B. In a previous round, the company raised an undisclosed amount in a Series C3 round from Hillside Enterprises and V11 on July 1, 2025, bringing their total amount raised to $283M.

Investors & Team: Founded by Jonathan Hurst, Mikhail Jones, and Damion Shelton, the executive team includes Peggy Johnson (CEO), Jennifer Hunter (CFO), Rich Bohne (Chief Commercial Officer), and Pras Velagapudi (CTO). Key active investors include Amazon Industrial Innovation Fund, DCVC, and Schaeffler Group USA.

Apptronik

Valuation: $109M (as of 2023, outdated)
Total Raised to Date: $441.34M (as of 2025)
Employees: 244

Description and Features

The company operates a robotics platform focused on delivering and scaling versatile general-purpose robots capable of performing tasks traditionally handled by humans. Its robots are designed for functions such as case picking, down stacking, trailer unloading, palletizing, sortation, and heavy lifting, helping industries mitigate labor shortages, improve job satisfaction by taking over undesirable tasks, and enhance operational efficiency.

The company's flagship robot, Apollo (Demo Here), is built for efficiency and is currently focused on retail and manufacturing applications. However, there are indications that the product could eventually be adapted for in-home use, as demonstrated in a video showing Apollo working with Google's Gemini to perform household tasks. Despite this demonstration, the company's website does not currently list in-home applications as an official use case.

Most Recent Financing Status (as of 24-Jul-2025)
The company raised $403 million of Series A venture funding in a deal led by B Capital Group and Capital Factory on April 4, 2025.

Investors & Team: Apptronik was co-founded by Jeff Cardenas, Clarence Daugherty, Bill Helmsing, Nick Paine, Luis Sentis, and Bill Welch. The executive team includes Jeff Cardenas (CEO), Nick Paine (CTO), Animesh Garg (Chief Scientific Officer), Barry Phillips (Chief Commercial Officer), and Kay Sheils (CFO). Key active investors include ARK Investment Management,

Mercedes-Benz Group (ETR: MBG), and the U.S. National Science Foundation.

Competition Discussion

The humanoid robotics industry is vast, with many potential verticals for companies to pursue. Prosper's primary competitors are Tesla and Figure, both of which have advanced humanoid robots and significant financial resources to accelerate development. Other competitors include 1X and Zerith Robotics. Zerith, a company based in China, has a product that was featured in a Forbes article for its ability to clean hotel rooms, though little else is publicly known about the company. These two competitors are more directly aligned with the in-home and hospitality markets, making them smaller but more immediate competitors compared to Tesla and Figure.

The main focus for Tesla, Figure, and several other competitors is the manufacturing, logistics, warehouse, and facility operations markets, which face a projected shortage of over one million dangerous and repetitive jobs. These companies aim to address this shortage through their robots, and both Tesla and Figure have expressed long term ambitions to expand into in-home applications. This creates a significant risk for Prosper, because if these companies succeed in building robots capable of household tasks, it would be a natural progression for them to enter the hospitality industry, placing them in direct competition. Prosper's key advantage is its intentional focus on a different market than its US competitors and its leadership team, which has the expertise to establish a strong presence in hospitality. Since the pandemic, the hospitality market has faced persistent labor shortages, creating an ideal opportunity for Prosper to capture market share.