

Psychedelic VR meditation startup Tripp raises \$11 million Series A

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Lucas Matney

@lucasmtny / 11:45 AM PDT • June 24, 2021

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As an increasing number of startups sell investors on mobile apps that help consumers prioritize well-being, other startups are looking for a more immersive take that allows users to fully disconnect from the world.

Tripp has been building immersive relaxation exercises that seek to blend some of the experiences of meditation apps with more free-form experiences that allow users to unplug from their day and explore virtual reality headset while watching fractal shapes, glowing trees and planets whirl past them.

As the name implies, there have been some efforts by the startup to create visuals and audio experiences people may have during a psychedelic trip — though doing so sans hallucinogens.

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“Many people that will never feel comfortable taking a psychedelic, this is a low-friction alternative that provides the experience in a more benign way,” CEO Nanea Reeves tells TechCrunch. “The idea is to take mindful game mechanics together to see if we can actually hack the way that you feel.”

The startup tells TechCrunch they’ve closed a \$11 million in funding led by Vine Ventures and Mayfield Fund, among others. Tripp has raised some \$15 million in total funding to date.



Image via Tripp

VR startups have largely struggled to earn investor fervor in recent years, as major tech platforms have reality efforts one-by-one leaving Facebook and Sony as the sole benefactors of a space that they are at times. While plenty of VR startups are continuing to see engagement, many investors that backed years ago have turned their attention to gaming and computer vision startups with more broad applica

Reeves says that the pandemic has helped consumers dial into the importance of mindfulness and m something that has also pushed investors to get bolder in what projects in the space that they're back

Tripp has apps on both the Oculus and PlayStation VR stores and subscription experiences that can l month subscription.

The company provides a variety of guided experiences, but users can also use the company's "Tripp own visual flows.

Beyond customization, one of Tripp's major sells is giving consumers deeper, quicker meditative expe can alleviate stress with sessions as short as eight minutes inside their headset.

The startup is also exploring the platform's use in enterprise in-office wellness solutions. Tripp is curre trials to study the software platform's effectiveness as a therapeutic device.

The company says that users have gone through over 2 million sessions inside the app so far.

Facebook will begin beaming advertisements into virtual reality

Well, it was only a matter of time. Advertising giant Facebook announced Wednesday that they're going to begin testing adv Oculus platform soon. The first roll-out is limited enough, with Facebook testing ads inside a single gaming shooter title: Blas interestingly not rolling this out with ... Continue reading



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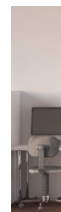
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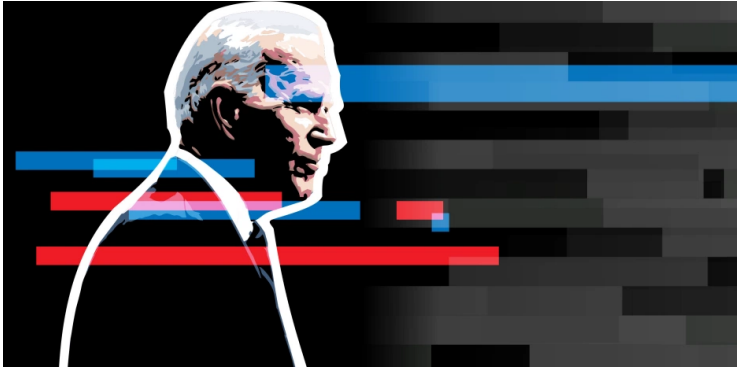


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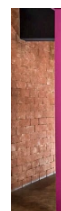
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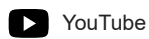
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