

IN THE NEWS

COMPANY

Rokid

Valuation: \$2.1 billion*

* March 2026

Rokid manufactures AI and augmented reality (AR) glasses. Its standard Rokid Glasses, which retail in the U.S. for \$599, can take photos, make phone calls, and interact with leading AI models such as ChatGPT and DeepSeek. Rokid holds 3.9 percent of global AI glasses sales, UK-based research firm Omidia shows, lagging far behind Meta's cheaper Ray-Ban Metas which claim 85 percent of the market and start at \$299. Last year, the company raised over \$4 million from the public in a campaign on U.S. crowdfunding platform Kickstarter, and began shipping its glasses internationally to campaign backers at the end of the year. Founded in 2014 by former Alibaba employees Zhu Mingming, Cai Guoxiang, and Wong Shun Tak, Rokid markets its products in China for both consumer and industrial use. In one 2020 case Rokid highlights on its website, state-owned oil giant China National Petroleum Corporation purchased its X-Craft AR headbands, comprising smart glasses fused to a safety helmet, for use in inspection and emergency drills.

OWNERSHIP



Zhu Mingming
祝铭明
Founder & CEO



Waco (Hong Kong) Company Ltd



Glory More Ltd
展凯有限公司



Yujiang District Finance Bureau Yingtang City
鹰潭市余江区财政局



Zhao Siming
赵巳明



Xu Jian
徐剑

38.2%

9.5%

4.5%

3.8%

3.3%

2%

NETWORK

Rokid
Rokid Hong Kong Ltd

100%

Rokid
Rokid Technology (Hangzhou)

SAME PHONE NUMBER, EMAIL,
WEBSITE, AND DIRECTORS

Zhu Mingming
Founder & CEO



29.68%



杭州灵伴科技
Lingban Technology (Hangzhou)

100%

Hangzhou Lingban Prime Intelligence Co. Ltd

Hangzhou Star Wars Management Consulting Co. Ltd

8.55%

EXECUTIVES



ZHU MINGMING, Founder & CEO: Zhu Mingming founded Rokid in March 2014, and a few months later founded a Hangzhou-based coffee company, Misa Coffee, that shares his English name. Alibaba acquired his previous tech startup Hangzhou Mammoth Technology, a tech services promoter, in 2010. He holds a Master's degree from Zhejiang University's Network Multimedia Lab and a PhD in Artificial Intelligence from UC Berkeley.



CAI GUOXIANG, Vice President: Cai Guoxiang, who goes by the English name Gary, has career experience spanning e-commerce and AI industries. After graduating from Nanjing University of Finance and Economics in 2001, he founded a digital editing company with friends in Hangzhou before joining Alibaba to work on Taobao and AI in 2014. According to his LinkedIn profile, he was a founding member of Rokid in 2014 and held a variety of director-level roles. The date of his promotion to Vice President is unlisted, but his public appearances in the role date back to March 2025.



SHAO HUAQIANG, Global General Manager: After a stint at Xiaomi and a competing AI glasses firm, Beijing Seengene Technology – itself founded by Xiaomi tech veterans – Shao joined Rokid in 2020. He graduated from Beijing Information Science & Technology University with a bachelor's degree in computer network engineering, and goes by the English name Zoro.

COMPETITORS

Meta

xiaomi

Quark

Alibaba's Quark AI Glasses powered by its AI model Qwen

XREAL

Founded by former NVIDIA engineer