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Beatbot completed 1 billion yuan financing round, with Long-Z Investments as the sole lead investor

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Xingmai Innovation Technology (Suzhou) Co., Ltd. (hereinafter referred to as “Beatbot”) recently announced the completion of a new round of financing of 1 billion yuan. This round was exclusively led by Long-Z Investments, with additional investment from existing shareholders GL Ventures, Shunwei Capital, Cathay Capital, Source Code Capital, Anker Innovations, Monolith, and Yunmu Fund.

The raised funds will be primarily invested in technology research and development and product iteration, accelerating the expansion of global sales channels and brand influence, continuously attracting top global talent, and exploring strategic layouts for new application scenarios.

Founded in 2022, Beatbot specializes in global robotic swimming pool cleaners, redefining pool cleaning. As the first brand in China to achieve a per-customer price exceeding \$ 2,000 in the robotic swimming pool cleaner sector, Beatbot focuses on the high-end user market, advancing technology research and development and product iteration around four core areas: intelligence, mobility, cleaning performance, and user experience. In 2024, with just two products, its sales exceeded 100 million yuan in six months, capturing 85% of the high-end robotic swimming pool cleaner market. By the first quarter of 2025, its share of the ultra-high-end market in North America soared to 90%.



For its overseas expansion, Beatbot adopts a diversified “online + offline” channel model.

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In February 2024, Beatbot launched on Amazon, using a user-centric strategy to achieve rapid sales growth. Subsequently, it launched on the Temu platform, further strengthening its presence in overseas markets. Beatbot also prioritized its independent website as a core channel, with over 327,700 visits in July.



In terms of offline channel development, Beatbot entered mainstream KA channels such as Fnac, El Corte Inglés, and Harvey Norman, as well as pool specialty stores such as Leroy Merlin, to increase brand penetration in the European market. Beatbot also set up pop-up stores like “World of H2O” to expand user experience scenarios, creating immersive experiences in cities such as Miami and Scottsdale, enhancing user interaction and brand awareness.

To date, Beatbot has over 2,000 offline stores and is a hot seller in 38 countries worldwide, including the United States, Canada, France, and Germany.

In addition, Wang Shengle, Founder and CEO of Beatbot, states that Beatbot is expanding its business into robotic lawn mowers. The company has begun building a dedicated robotic lawn mower team, aiming to leverage its technological advantages in intelligent mobility, environmental perception, and robotic algorithms to apply to intelligent garden and lawn management. R&D are currently underway on Beatbot’s first robotic lawn mower.

Note:

The **2024-2025 Global Mobile Robot Industry Development Report** has been released. If you need it, please feel free to contact us.

For details of the report, please click <https://cnmra.com/release-of-the-2024-2025-global-mobile-robot-industry-development-report/> (<https://cnmra.com/release-of-the-2024-2025-global-mobile-robot-industry-development-report/>).

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