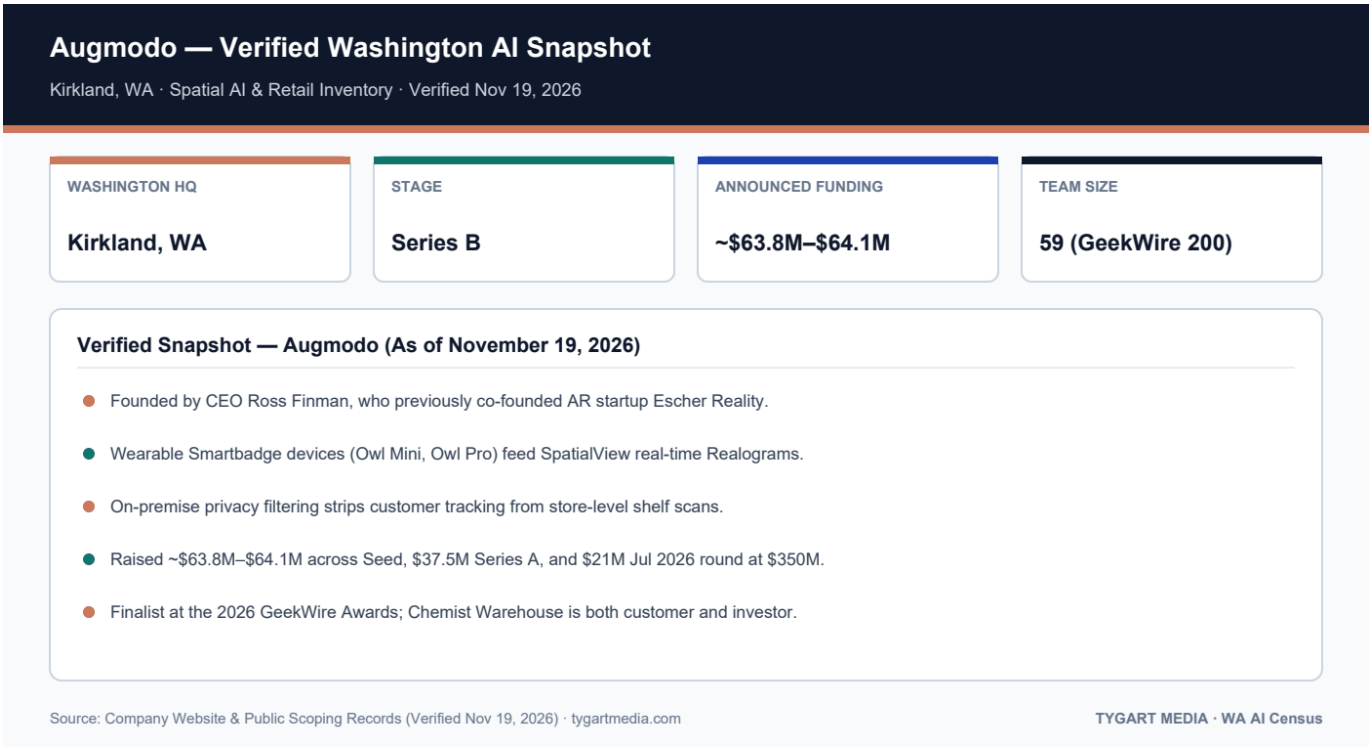
# Augmodo: Kirkland AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/augmodo-seattle-wa-ai-profile/

**Verified Record Summary:** As of November 19, 2026, Augmodo is an independent, privately held Washington spatial AI company listed in Kirkland, WA on the Fall 2026 GeekWire 200 with 59 employees. Founded by former Escher Reality co-founder Ross Finman, Augmodo pairs passive wearable Smartbadge computer-vision hardware with its SpatialView platform to generate real-time store inventory maps for retailers and frontline operators. Following a $21M July 2026 Series B round at a $350M valuation, cumulative institutional funding stands at ~$63.8M–$64.1M.




| Field | Verified Record (As of Nov 19, 2026) |
|---|---|
| **Company** | Augmodo |
| **Official Website** | https://www.augmodo.com/ |
| **Washington HQ** | Kirkland, WA (GeekWire 200 Fall 2026; also frequently cited as Seattle, WA in regional press) |
| **Other WA Footprint** | Greater Seattle / Eastside King County operations; no relocation outside Washington |
| **Founded** | 2023 (GeekWire 200 Fall 2026; corporate incorporation traces to late 2022 / early 2023) |
| **Founders / Leadership** | Ross Finman (Founder and CEO) |
| **Stage** | Series B |
| **Announced Funding** | ~$63.8M–$64.1M across Seed ($5.3M–$5.4M), Series A ($37.5M), and Jul 2026 Series B ($21M at $350M valuation) |
| **Team Size** | 59 (GeekWire 200, Fall 2026) |
| **Primary Ecosystem Ties** | Kirkland / Greater Seattle physical AI cluster; Fall 2026 GeekWire 200; 2026 GeekWire Awards Hardware, Robotics, and Physical AI finalist |

## What Augmodo Builds

Augmodo builds physical and spatial AI hardware and software centered on passive wearable Smartbadge computer-vision devices—including the Owl Mini and Owl Pro—clipped to retail associates and frontline staff during regular shifts. Through those wearable sensors, Augmodo captures continuous visual shelf data as associates work across the store floor.

Its SpatialView platform processes those imagery streams with on-premise privacy filtering designed to exclude customer tracking, producing live store-level Realograms. Retailers and supply-chain teams use those spatial maps to monitor out-of-stocks, planogram compliance, shelf pricing, and real-time inventory availability, with the company expanding beyond stores toward broader physical workforce settings such as warehouses and factories, as reported by GeekWire.

## Washington Footprint and Leadership

Augmodo was founded by CEO Ross Finman, who previously co-founded augmented reality startup Escher Reality before its acquisition by Niantic. Corporate incorporation filings trace to late 2022 and early 2023, while the Fall 2026 GeekWire 200 records 2023 as the founding year. In 2026, GeekWire also reported executive appointments as the team grew to 59 employees on the Fall 2026 index.

Public records place Augmodo firmly in King County on Washington's Eastside and Greater Seattle corridor. The Fall 2026 GeekWire 200 lists Kirkland, WA as headquarters with 59 employees, while several GeekWire news stories and private-market trackers describe the company as Seattle-based; there is no indication of any relocation outside Washington, and hiring remains active via Augmodo Careers.

## Products, Users, and Public Traction

Augmodo's primary customers are physical retail chains—spanning drug, grocery, and mass-merchandise operators—along with consumer packaged goods (CPG) brands seeking accurate shelf-level visibility. Following its July 2026 financing, the company also highlighted expansion into warehouse, factory, and industrial supply-chain environments on its website and in GeekWire coverage.

Its most prominent named deployment is international pharmacy chain Chemist Warehouse, which deployed Augmodo's Smartbadges as a pilot customer and commercial partner before participating as a strategic investor in the July 2026 round. Augmodo also maintains a data-science partnership with dunnhumby, whose venture arm backed the company's Seed round, and earned a finalist slot for Hardware, Robotics, and Physical AI of the Year at the 2026 GeekWire Awards.

## Funding, Stage, and Place in Washington's AI Landscape

Augmodo has raised ~$63.8M–$64.1M in cumulative venture funding across three institutional rounds in less than two years. The sequence began with a $5.3M (also cited as $5.4M) Seed round reported by GeekWire on October 2, 2024 led by Lerer Hippeau, followed by a $37.5M Series A led by TQ Ventures in July 2025, and a $21M follow-on Series B round led by TQ Ventures on July 13, 2026 at a $350M valuation. Summaries that cite only $21M+ reflect the July 2026 tranche alone and omit the earlier Seed and Series A capital.

With backing from TQ Ventures, Lerer Hippeau, Dunnhumby Ventures, NewFare Partners, Simple Food Ventures, Jefferson River Capital, Arena Holdings, Chemist Warehouse, Interlace Ventures, and Webb Investment Network, Augmodo stands out in Washington's physical AI wave as a fast-scaling wearable hardware-plus-vision company. It remains independent and unacquired as of November 2026 alongside other Eastside and Seattle AI hardware companies highlighted on the Fall 2026 GeekWire 200.

## Verified Primary Sources & Official References

• Augmodo Official Website: https://www.augmodo.com/

• GeekWire — Augmodo Raises $21M for Spatial AI (Jul 2026):
https://www.geekwire.com/2026/augmodo-raises-21m-to-push-its-spatial-ai-beyond-just-retail-toward-the-broader-physical-workforce/

• 2026 GeekWire Awards Coverage (May 8, 2026):
https://www.geekwire.com/2026/2026-geekwire-awards-revealed-big-winners-and-big-love-for-seattle-at-annual-tech-celebration/

• GeekWire — Augmodo Executive Moves (2026):
https://www.geekwire.com/2026/tech-moves-fred-hutch-leader-goes-to-aws-temporal-and-augmodo-name-execs/

• GeekWire 200 Fall 2026 Update (Sep 30, 2026):
https://www.geekwire.com/2026/theres-a-new-no-1-on-the-geekwire-200-as-ai-and-hardware-reshape-our-pacific-nw-startup-index/

• Augmodo Careers: https://www.augmodo.com/careers

*Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/augmodo-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/augmodo-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.*