

# MixRift, a gaming studio at the forefront of Mixed Reality entertainment

*As part of our quick founder questions series – or QFQs – we spoke to Bobby Voicu, CEO and cofounder of MixRift about Mixed-Reality, recent investment and transforming gaming into a personal experience.*

Temps de lecture : minute

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MixRift is an innovative mixed-reality (MR) gaming studio, formed by a passionate team with experience in gaming, technology, and innovation.

Alongside my cofounders, David Pripas (Meta AR Partner and CPO) and Andrei Vaduva (CTO), we focus on developing accessible and mass-market MR experiences. We're pushing the boundaries of integrating the physical and digital worlds by crafting immersive gameplay.

Our goal is not just to follow the latest trends in technology, but to actively shape them. We aspire to fill the gap in the mixed-reality gaming space by offering truly captivating and innovative experiences that redefine what's possible in this exciting new medium.

## What was the catalyst for launching MixRift?

*MixRift* was established with the vision of tapping into the immense potential of the MR gaming market and leading the charge in this rapidly developing sector. We saw a major opportunity: while the demand for MR experiences continues to grow, there's a noticeable shortage of premium

MR games. This gap presents a compelling challenge, and we are well-positioned to address it, as we are innovative, nimble and we focus on accessible, mass-market experiences”

## How has the business evolved since its launch?

Since launching in 2023, we’ve steadily grown our team, bringing on specialist developers and designers, while also enhancing our proprietary platforms to deliver improved, advanced experiences.

These strategic moves have not only broadened our horizon but also allowed us to significantly improve the quality of our products. As a result, we’re now closer to our goal of establishing MixRift as a leading brand, backed by an expanded portfolio of successful and impactful gaming titles. We have already launched two games, *Hell Horde (MR Survival)* and *Fractured (MR 3D puzzle - available on Apple Vision Pro and Meta Quest)*, and we have an ambitious roadmap ahead, with two more exciting games in the coming months.

## Tell us about the working culture at MixRift

The genuine enthusiasm and dedication shared among our team is what empowers small startups like ours to make a lasting impact, shaping the industry and driving transformative innovation in ways that larger corporations can sometimes overlook.

In contrast with mainstream tech companies, our team of specialists are passionate about harnessing the full capabilities of Mixed Reality. We're

driven by a mission to enhance user experiences and deliver unforgettable moments for gamers—building genuine connections, providing stress relief, and transforming gaming into a personal experience.

## How are you funded?

In August, we secured \$1.6M dollars in a seven-week pre-seed round. Thanks to the support of leading investors, including Outsized Ventures, Underlined Ventures and SOSV, we have been able to accelerate MixRift's growth and expand its reach, bringing us closer to realising our vision of revolutionising the MR gaming experience.

This funding allowed us to carry out market research to gain more information into our audiences' preferences and adjust our products based on feedback. We also invested in marketing and community-building efforts to ensure our games reach and resonate with the right players.

## What has been your biggest challenge so far and how have you overcome this?

When we were starting off, one of our challenges has been figuring out how to compete with the tech giants dominating the VR space. However, as companies like Apple and Meta scale back their VR investments, the gap in the market has grown, creating a unique opportunity for small, but passionate and innovative MR startups like ours to step in and shape the future of immersive gaming.

## How does MixRift answer an unmet need?

Unlike virtual reality (VR), which creates fully immersive environments, or

augmented reality (AR), which overlays additional information onto the real world, MR offers a unique hybrid experience. It blends virtual elements with the user's physical surroundings, creating an interactive environment that feels both familiar and fantastical.

Our unique approach at MixRift is centred on rapid prototyping and iterative development. Rather than investing years in a single 'headline grabbing' title, we focus on game mechanics, and developing and releasing games quickly - to ensure we know what resonates with audiences. This agility allows us to explore diverse game mechanics native to MR, truly harnessing the unique capabilities of this technology.

By doing so, we're not just creating games but pioneering new forms of interactive entertainment that bridge the gap between the digital and physical worlds. This approach could redefine not just gaming but how we interact with technology in our daily lives.

## What's in store for the future?

We would like to transform MixRift into a key player in the broader MR entertainment landscape. Gaming will always remain a central focus, however, we recognise the potential of MR technology across other realms including education, corporate training, and immersive media. We are dedicating significant resources to research and development to push the boundaries of MR.

Cross collaboration within the industry will be essential to our growth, as we partner with leaders in hardware and content creation to enhance our offerings. Our ultimate aim is to be the global leader in mixed-reality innovation, driving the future of digital interactions and entertainment in the era of spatial computing.

# What one piece of advice would you give other founders or future founders?

They need to be resilient, and if they're raising money, it's important to take the amount of time they expect the process to take and then double it to set a more realistic timeline.

# And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

I don't follow a strict routine, aside from waking up before 9 for my daily call with the team. The key thing I try to do is prioritise the most important tasks when I'm at my peak energy, which tends to be earlier in the day.

Bobby Voicu is the CEO and cofounder of MixRift.



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Article by Bobby Voicu