

# The holiday gifts VC firms want you to buy

Data sourced from the PitchBook Platform

**1 For the forgetful friend**

Tile's pro series Bluetooth device tracker: **\$35**  
 VC raised: \$62M  
 Notable investors: Khosla Ventures, GGV Capital, Bessemer Venture Partners  
 Valuation: \$167M



**2 Fight back against the sock monster**

Stance's kid socks set: **\$35**  
 VC raised: \$126M  
 Notable investors: Menlo Ventures, Kleiner Perkins Caufield & Byers  
 Valuation: \$400M



**3 Clean up**

quip electric toothbrush set: **\$40** and **\$10** refill every three months  
 VC raised: \$11M  
 Notable investors: Blue Scorpion Investments, Sherpa Capital  
 Valuation: \$45M



**4 The gift of self discovery**

23andMe ancestry service kit: **\$149**  
 VC raised: \$492M\*  
 Notable investors: GV, Sequoia, Fidelity Management and Research  
 Valuation: \$1.75B\*



**5 A better blush**

Glossier's Cloud Paint four-pack: **\$55**  
 VC raised: \$40M\*  
 Notable investors: Forerunner Ventures, Lerer Hippeau Ventures  
 Valuation: \$130M



**6 Don't be a #nocoin**

Ledger's cryptocurrency hardware wallet: **\$68**  
 VC raised: \$8.5M\*  
 Notable investors: Digital Currency Group, Kim Ventures



**7 Fido has feels too**

BarkBox's three month gift subscription for your best friend: **\$89**  
 VC raised: \$77M  
 Notable investors: RRE Ventures, Resolute Ventures, Lerer Hippeau Ventures  
 Valuation: \$258M



**8 Hipster sneakers**

Allbirds wool runners or wool loungers: **\$95**  
 VC raised: \$27M  
 Notable investors: Lerer Hippeau Ventures, Maveron  
 Valuation: \$385M



**9 Relax wherever**

Soothe gift card for a massage on-the-go: **\$109**  
 VC raised: \$50M\*  
 Notable investors: Ridge Ventures  
 Valuation: \$78M



**10 When a Rabbit isn't good enough**

Coravin's wine opener: **\$200**  
 VC raised: \$62M  
 Notable investors: Battery Ventures, Windham Venture Partners  
 Valuation: \$160M



**11 A smarter smart speaker; an Echo upgrade**

Sonos One speakers with Amazon Alexa built in: **\$199**  
 VC raised: \$429M  
 Notable investors: e.Ventures, Index Ventures



**12 Baggage + Battery = Travel Bliss**

Away's tech-enabled carry on: **\$225**  
 VC raised: \$31M  
 Notable investors: Forerunner Ventures, Accel, Comcast Ventures  
 Valuation: \$120M



**13 Satisfy your favorite nerd**

Loot Crate year-long gift subscription: **\$232**  
 VC raised: \$19M  
 Notable investors: Upfront Ventures, Sterling.VC  
 Valuation: \$157M



**14 Get eyes in the sky**

DJI's Mavic Pro drone: **From \$999**  
 VC raised: \$605M \*includes \$500M PE round  
 Notable investors: Kleiner Perkins Caufield & Byers, Sequoia  
 Valuation: \$10B\*



\*estimated as of 12/8/2017

Discover more industry trends with the PitchBook Platform, the most comprehensive database covering the private and public capital markets.

Request a free trial