



Industry Research | February 2026

The DJI Alumni Founder Report

How one company spawned China's most impressive hardware startup ecosystem.

18 founders | 6 sectors | 15+ years of spinoffs



18

notable companies founded by
former DJI employees.

6 industry sectors

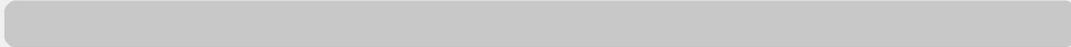
2006 DJI founded

14,000+ DJI employees today

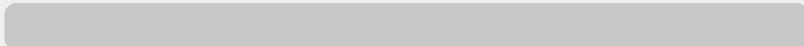
70% global drone market share

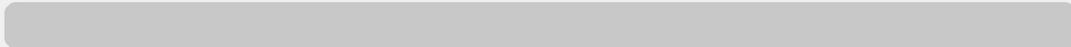
TIMELINE

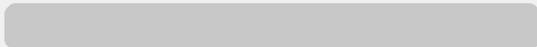
When DJI alumni started their companies

2009-14  4
Cobi, Galaxy, RoboSense, DeepBio

2016-17  5
Unitree, EcoFlow, Dreame, Oclean, Segway R.

2018-19  3
Qihang, Laifen, Autel

2020-22  4
Bambu Lab, CommScope, Moxian, Navimow

2023-25  2
Orbbec, Mova Robotics

SECTOR BREAKDOWN

6 sectors born from DJI DNA

Consumer Electronics

Dreame, Laifen, Oclean

3

Drones & Industrial

Cobi, Qihang, Autel

3

Robots & Manufacturing

Segway R., Bambu Lab, Moxian, Navimow

4

Embodied AI & Robotics

Unitree, Mova Robotics

2

LiDAR & Autonomous

RoboSense, Orbbec

2

Energy / Biotech / AI

EcoFlow, DeepBio, GalaxySpace, CommScope

4

All 18 DJI spinoff founders (1/2)

- | | | |
|-----------|--|-------------|
| 01 | Cobi Aviation
Lu Zihui - Industrial drones | 2009 |
| 02 | GalaxySpace
Chen Chuqiang - Satellite comms | 2011 |
| 03 | RoboSense
Zhu Xiaorui - LiDAR sensors (IPO'd HK) | 2014 |
| 04 | DeepBio
Ma Mo - Cell & gene therapy | 2014 |
| 05 | Dreame
Lin Yuan - Hair dryers, vacuum cleaners | 2016 |
| 06 | Unitree Robotics
Wang Xingxing - Quadruped & humanoid robots | 2016 |
| 07 | EcoFlow
Wang Lei - Portable power stations | 2017 |
| 08 | Oclean
Liu Yihan - Smart electric toothbrushes | 2017 |
| 09 | Segway Robotics
Wei Jidong - Lawn mower robots | 2017 |

All 18 DJI spinoff founders (2/2)

- | | | |
|-----------|--|-------------|
| 01 | Qihang Jiangyu
Song Hangyu - Drone solutions | 2018 |
| 02 | Laifen
Wang Mingyu - High-speed hair dryers | 2019 |
| 03 | Autel Robotics
Wang Kunyin - Consumer drones | 2019 |
| 04 | Bambu Lab
Tao Ye - Desktop 3D printers | 2020 |
| 05 | CommScope
Zhao Cong - AI algorithm production | 2020 |
| 06 | Moxian Tech
Kuang Zheng - Tactile sensors | 2021 |
| 07 | Navimow
Chen Yiqi - Outdoor cleaning robots | 2022 |
| 08 | Orbbec
Hong Xiaoping - Robot sensors | 2023 |
| 09 | Mova Robotics
Yang Shuo - Consumer embodied AI | 2025 |

The Breakout Stars

Four DJI spinoffs that became global brands.

1

Unitree Robotics

Founded by ex-gimbal algorithm engineer Wang Xingxing. His Go2 robot dog costs \$2,000. Boston Dynamics Spot: \$75,000. Now building humanoid robots that compete globally.

2

Bambu Lab

Founded by ex-chief product R&D engineer Tao Ye. Went from zero to 3D printing market leader in under two years. Crushed incumbents Prusa and Creality on speed and quality.

3

EcoFlow

Founded by Wang Lei, who built DJI's battery R&D department. Applied battery expertise to portable power stations. \$100M+ raised, sold in 100+ countries. Global category leader.

4

Laifen

Founded by ex-VP of R&D Wang Mingyu. Hair dryers with Dyson-level motor tech at \$60-80 vs. Dyson's \$400+. Went viral on TikTok and became a global consumer brand.

THE ANALOGY

PayPal

spawned Tesla, LinkedIn, YouTube, Palantir

VS

DJI

spawned Unitree, Bambu Lab, EcoFlow, Laifen

DJI is China's Fairchild Semiconductor for hardware. The alumni network is self-replicating and accelerating.

The Shenzhen Factor

Why almost all DJI spinoffs stay in one city.

1

Supply Chain Access

Custom motors, PCBs, injection molds, battery cells - all within a 1-hour drive. Shenzhen's Bao'an and Nanshan districts have the densest hardware supplier network on earth.

2

Prototyping Speed

What takes weeks in the US or Europe takes days in Shenzhen. Hardware startups iterate at software-like speed. Faster cycles mean faster product-market fit.

3

Talent Density

The world's highest concentration of hardware engineers. DJI (14,000+), Huawei, Tencent, BYD, and hundreds of mid-size tech companies. All competing for and training talent in one city.

4

Government Support

Shenzhen's government actively backs hardware startups: subsidized office space, R&D grants, streamlined company registration. The city is designed for founders to move fast.

Go deeper. Get the full database.

This report covers 18 DJI alumni companies.
Our database covers 500+ robotics companies.
Every founder. Every funding round. Every investor.
Filterable, sortable, ready for your research.

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500+ companies, funding histories, investor networks. Or start free at asiabits.com with our daily newsletter.