

# Announcing Revel

Great hardware needs great software. But truly great software designed for controlling physical systems doesn't currently exist... and Revel is here to fix that.

For decades, the nation's most essential and advanced industries - from aerospace to automotive to energy production - have relied on software designed before the internet era. This reliance stifles innovation, introduces safety risks, and impedes progress. We founded Revel to address this issue. Our mission is to build a state-of-the-art software platform that accelerates the next generation of the most important hardware development endeavors.

Today, we are excited to announce that we have raised \$30M across two funding rounds. [Thrive Capital](#) preempted the Series A, leading a \$23.1M investment. The seed round was led by [Felicis Ventures](#) and [Abstract Ventures](#) with participation from [Dylan Field](#), [Earthrise Ventures](#), and [Commodity Capital](#). We'll use this capital to supercharge our development and go to market sooner.

At Revel, we are building a comprehensive hardware control platform - combining an intuitive command/control interface, a specialized programming language tailored to hardware control, and a high performance runtime environment. Our full-stack approach empowers engineers to write control software up to 10x faster, avoid entire classes of software mistakes, and bring safer, more robust hardware to market on previously impossible timelines.

In practice, instead of bogging down users with unnecessary complexity, our platform streamlines authorship-to-deployment and protects against potential mistakes. This means hardware iteration and innovation is more rapid than ever before.

This breakthrough capability applies across a wide range of industrial sectors - from aerospace and energy production to manufacturing and automotive - by directly addressing the universal challenges involved in controlling physical systems.

Our team is led by [Scott Morton](#) and SpaceX alums with extensive experience developing high-consequence control software on ambitious timelines. We're bringing know-how from this cutting-edge environment to the industrial systems domain.

After only six months since founding, we are thrilled to also announce our first customer, [Impulse Space](#). Our software is deployed at their engine test facility, where it is used to perform operations.

As our country strives to rebuild its industrial capabilities, Revel is poised to become the next-generation infrastructure for our most critical systems - the backbone driving progress across every industrial sector. This is a monumental challenge, but also a once-in-a-generation opportunity. Revel has the right team and vision to seize it.

