



## From Silicon Valley to Beavercreek: How a tech startup found its way home

Steven Hong had achieved success as a venture capitalist in Silicon Valley after getting his Ph.D. at Stanford. However, when he and his father, Lang Hong, (associate dean and professor of electrical engineering at Wright State University), had an inkling of the idea, which ultimately became Oculii, he was drawn back to the Midwest.

### Company Profile

Oculii develops hi-resolution, high-performance imaging radars for a variety of autonomous systems – such as self-driving cars, drones, and even robots. “Anything that needs to perceive the world around us in three dimensions accurately and robustly can use the sensors we develop,” Steven Hong explains.

Up to 30+ employees now, the company continues to expand and is even building a new facility. With wide-open spaces conducive to growth, the determination of a father/son team and access to talent across the Midwest, it’s safe to say even more great things are on this startup’s radar.

### Ohio Solutions

When they initially sought seed funding for the new venture, the feedback they received was that a tech startup needed to remain in Silicon Valley to be successful; that it wouldn’t work in Ohio. The Hong duo found quite the opposite to be true. “As we grew and looked for talent, we found incredible talent in Ohio and in the Midwest — and over the last three years, as we have organically grown, the decision is looking even better,” Steven Hong says. Now, they look at being in Ohio as an advantage. From his years in California, Steven Hong understands all too well the intense Silicon Valley culture — overconcentrated and competitive, which can sometimes generate unwanted effects.

Lang Hong came from China for a job in 1984 and has been in the area ever since, and his son was raised here. Both love the area and its quality of life and affordable housing.

### Project Stats

- **Location:** Beavercreek
- **Total Capital Investment:** \$2,250,000
- **Jobs Committed:** 31

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**Steven Hong, Ph.D., CEO, Oculii**

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