

BioSpect

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#startupoftheday 110- Fitpage

07 February 2022 | Features

An integrated heart fitness platform



Inception- 2020

Location- Mumbai

Domain- Digital Healthcare

Founders- **Vikas Singh**

Total team strength- 27

Total funds raised- Rs 27.6 crore

Investors- Astra Ventures, Gaurav Jaitly of Goldman Sachs India and Manoj Verma of Jaguar Security

Revenue generated since inception- NA

Key highlights-

- An endurance-first fitness startup that curates deep tech-based personalised training, nutrition, and content through an integrated mobile and web platform
- The app is still in the works and is due to be launched
- The app focuses on an integrated approach to cardiovascular fitness
- Fitpage has some of the best scientists, coaches, researchers, and athletes from across the world who create research-based, non-biased, and non-sponsored content.
- Since 2020, the Fitpage website has become a natural destination for all things fitness and nutrition, and their podcasts feature in the top podcasts regularly.
- The 'Walk to weight loss' podcast regularly features within the top 10 of Apple's health and fitness podcasts and the 'Run With Fitpage' podcast is in the top 5% across the globe in all categories put together
- Acquired India's leading race registration platform India Running (IR)

Founder Speaks-

"In India, fitness has been looked at as a health problem and that is not how it should be positioned. People rush to a hospital for almost every fitness related issue too. We have seen that changing and that has also been evident from the rise of participative events in the country, specifically running, walking and cycling. We are learning that preventing a condition is rather beneficial than treating it.

We see the industry at a deflection point and we are at the right place right now. The prevalence of obesity and overweight index going up is a huge matter of worry but the upside is that all of these are addressable by doing things right, and consistently. We look forward to being able to be a companion of these ~150 million people in the country as their virtual fitness companion, today and every day."

- Vikas Singh, Founder and Chief Executive Officer, Fitpage

