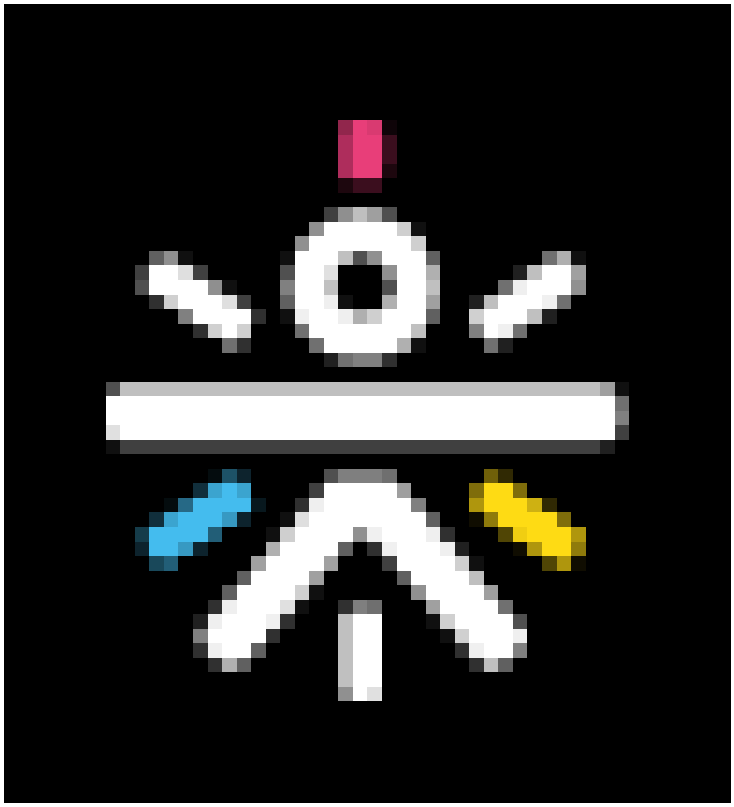
BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

#startupoftheday 117- Cultbike.fit

16 February 2022 | Features

India's 1st Smart Fitness Bike!



Inception- 2020

Location- Bengaluru

Domain- Health & fitness

Founders- Dinesh Godara

Total team strength- 50

Total funds raised- Rs 8.28 crore

Investors- Unacademy, Angel investors

Revenue generated since inception- NA

Key highlights-

- Brings holistic yet challenging workouts with the help of rotatable HD LCD with biometric access
- Developed an all-in-one bike with a 360° rotating LCD touchscreen, that lets you switch from cardio to strength, yoga to much mor
- Cult.fit acquired Tread fitness (Treadfit Technologies Pvt Ltd) bike in 2021

Founder Speaks-

"With lack of innovation in the fitness hardware/ product category, we stepped up to create a futuristic product that allowed people to experience and immersive fitness experience with a supportive community. We came into existence to make fitness fun and accessible leaving you with a feeling of happiness.

At Cultbike, since the product was a combination of hardware, software, content etc., it was not easy to integrate the entire team remotely during the pandemic. However, having a team varied with the right skills has helped to successfully launch the best cardio machine that lets you explore possibilities endlessly in the sphere of home workouts."

- Dinesh Godara, Founder & Chief Executive Officer, Cultbike.fit, Bengaluru