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# Health tech startup hav. raises $400k led by US-based VC StartUp Health

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**Aims to reduce the probability of lifestyle related diseases that affect over 75% of people in the emerging countries**



Rewards-based health-tech platform hav., which has been operating in stealth mode has announced the launch of its operations formally. The company has raised $400,000 in a round led by US-based VC StartUp Health. The round also saw participation from marquee angels including Sudheer Nair (Chairman, Navio Group), Vijay Seshadri (ex-Board Member, Chargebee), Sudi Navile (Ex-Divisional CIO, Oracle), Shihab Muhammed (Founder, SurveySparrow & ex-Co-Founder, Freshworks), Rahul Nambiar (Board Member, Dentsu Indonesia), Stan Kuruvilla (ex-PayPal) Madhu Bhaskaran (Samagra), Faiz Mohamed Haneef (CEO, NeoITO), Navin Jain (Country Head - Indonesia, Mastercard), Akshit Goyal (JKGA Law), Senu Sam (Founder, Mykare) & K Gopalakrishnan (IAS).

Funds raised will be used for growing the user base and achieving PMF. The company has launched its India operations formally with co-branded cards in partnership with Pine Labs and RuPay that allow users to earn additional coins for spending and get those coins converted to cash. hav. has already clocked 1 million downloads in India and Indonesia.

hav., operated by Bengaluru-based Betterdays Technologies Inc., is a free app that tracks various health parameters to help 20 to 40-year-olds middle income and below individuals to reduce the probability of lifestyle-related diseases.

The company aims to focus on expanding its base in the new markets where it will be launching operations and achieving unit-level profitability in the next 12 months. The company is targeting a CAGR of 14 per cent in the digital fitness and well-being apps segment over the next five years.