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BizDateUp acquires 5.88% stake in IOTA Diagnostic to scale non-invasive, at-home diagnostic solutions

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Investment strengthens the companyâ??s focus on womenâ??s health, patient-centric diagnostics, and preventive care across emerging markets



Mumbai-based BizDateUp, an early-stage venture capital & investment firm focused on impact-led and scalable innovation, has invested an undisclosed amount for a 5.88% stake in IOTA Diagnostic, a med-tech startup pioneering non-invasive, at-home diagnostic solutions.

The investment marks a strategic move to accelerate next-generation healthcare innovation in preventive diagnostics, women's health, and patient-centric testing models emerging from India's deep-tech ecosystem.

At the core of the investment is IOTA's patented M-Strip™, a breakthrough cervical cancer screening solution that uses menstrual blood for pain-free, do-it-yourself testing at home. The technology addresses long-standing barriers such as discomfort, stigma, and access challenges associated with traditional Pap smears and clinician-led HPV testing. With CDSCO approval, strong clinical validation, and utility patent protection, M-Strip™ is positioned to significantly enhance cervical cancer screening participation in India and beyond.

Beyond M-Strip™, IOTA Diagnostic is building a broader, patient centric diagnostics platform. Its core innovation, BioSampler™, enables safe, remote collection and transportation of blood and other biofluids without the need for cold-chain logistics or specialized phlebotomy support. Together, these solutions shift diagnostics from hospital-dependent systems to accessible, home-based, patient-friendly models, reducing costs, improving convenience, and enabling meaningful last-mile healthcare access, especially for underserved regions.

Beyond funding, BizDateUp will actively support IOTA Diagnostic through hands-on strategic value creation, including regulatory mentorship to accelerate its US FDA approval journey, access to a global healthcare advisory network, and stage-based mentorship across product refinement, manufacturing expansion, partnerships, and future fundraising.

In the near term, IOTA Diagnostic plans to scale its omni-channel go-to-market strategy through direct-to-consumer platforms, institutional partnerships, and collaborations with hospitals, laboratories, and public health programmes. The company will also deepen academic and clinical collaborations while expanding R&D to build multiple diagnostic capabilities on its platform.