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8fit closes series A funding

20 September 2017 | News

The 8fit app combines High Intensity Interval Training (HIIT) and yoga workouts designed with wholesome, nutritious meal plans.



8fit, a popular health and fitness app that offers tailored workouts and meals plan, has raised $7 million in Series A funding. Backing the round are VCs Creandum and Eight Roads Ventures. It brings total funding for the Berlin-based startup to $10 million.

Separately, the company is generating more than $1 million in monthly recurring revenue from selling fitness and meal plan subscriptions. 8fit declined to comment on revenue or active monthly users, paying or otherwise. All the startup would say is that it has 10 million registrations to the app.

Launched in 2014 by Pablo Villalba and Pedro Solá, the 8fit app attempts to separate itself from the plethora of either fitness or recipe apps on iOS and Android, with a focus on personalisation and by recognising that a combination of exercise and nutrition or meal planning is the best path to a healthier lifestyle.

The 8fit app combines High Intensity Interval Training (HIIT) and yoga workouts designed to be done anywhere, anytime with wholesome, nutritious meal plans based on real food, customised by food group or specific ingredients. The customised plans are tailored to an individual’s current fitness level and goals, whether that goal is weight loss, muscle gain, improved endurance, or simply more confidence