

## Fitness startup TREAD raises \$1.1M seed round from investors

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**The startup will use these funds for boosting product development & scaling its content**



Bengaluru-based online fitness startup TREAD has raised its maiden round of funding of \$1.1M from a clutch of reputable entrepreneurs, super angels and pre-seed funds.

The notable investors who participated in this round were Better Capital, Unacademy founders Gaurav Munjal, Roman Saini & Hemesh, Udaan founder Sujeet Kumar, CRED founder Kunal Shah, Citruspay founder Amrish Rau, MPL founders Sai Srinivas & Shubh Malhotra, Jupiter founder Jitendra Gupta, RedBus founder Phanindra Sama, Whiteboard Capital, FirstCheque and Stanford Angels among others.

This funding round comes within just 3 months of TREAD's inception in July 2020. The startup will use this capital to fast track its product development and accelerate the growth of its platform and overall business.

TREAD envisions to deliver live streamed group workout sessions through its mobile app and website. Leading trainers and fitness experts around the country will use TREAD's platforms for showcasing and delivering different types of workouts such as Yoga, HIIT, Cardio, Strength & Conditioning workouts, and so on.

TREAD has quickly built a thriving online fitness community on social media channels like YouTube, where it has 1.1M subscribers and on Instagram where it has 500,000+ followers already - a demonstration of the team's deep understanding of building high-quality content-driven businesses.