

#startupoftheday 56- Breathe Well-being

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Aims to create a diabetes-free future for India

Inception- 2020

Location- Gurugram

Domain- Digital healthcare

Founders- Rohan Verma (Chief Executive Officer) and Aditya Kaicker (Chief Program Officer)

Total team strength- 100+

Total funds raised – Rs 48.3 crore

Investors- General Catalyst (early investors in Livongo, \$20B+ US-based digital therapeutic company, Airbnb & Stripe) and Scott Shleifer, Global MD, Tiger Global; 3one4 Capital. Angel investors like Ashish Gupta (ex-MD Helion Ventures, investor in Flipkart, MMT & naukri.com), Anjali Bansal (Founder Avaana Capital, Former Chairman Dena Bank- Bank of Baroda), Suhail Sameer (Group President BharatPe) & Stanford Angels & Entrepreneurs India (SAE India) also invested in the company.

Revenue generated since inception- NA

Key Highlights-

- Addressing 70 million diabetic people in India and assisting them to manage/reverse their conditions
- Published a clinical study with ADA (American Diabetes Association) on more than 180 patients, one of the largest from India and the first Digital Therapeutics in the world
- On a mission to help 10 million Indians over the next 5 years to reverse and manage Type 2 Diabetes
- Aggressively hiring not only for core operations but across the board
- To extend digital therapeutic offerings to other chronic conditions, such as hypertension, PCOS, gut disorders, etc.

Founder Speaks-

"Due to pandemic, there has been a massive increase in demand for digital solutions from people with Type 2 Diabetes as they are at a risk of severe illness if impacted by COVID-19. Staying indoors because of frequent lockdowns and the anxiety has also led to an increase in their glucose levels. Both these factors combined with a surge in familiarity with digital solutions has led to an increase in demand for digital therapies."

- Rohan Verma, Chief Executive Officer, Breathe Well-being, Gurugram

L-R- Aditya Kaicker and Rohan Verma

