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Health tech startup FlexifyMe raises $1 M in seed funding round

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FlexifyMe is focused on forging strategic partnerships with insurance companies, hospitals, and multinational corporations



Pune-based startup FlexifyMe, a health-tech platform dedicated to chronic pain management, has closed its seed funding round, raising $1 million with leading investment from Flipkart Ventures, Flipkart’s venture investing arm.

This funding round will significantly help the company in fast growth. FlexifyMe has grown by almost 5X in the last 12 months. While the investment was led by Flipkart Ventures, it was followed by other notable participants like GSF, iHub Anubhuti, Chandigarh Angels (CAN), Venture Catalyst, OneCapital among other prominent angels.

The funds from this round will be used to further enhance the artificial intelligence (AI) motion coach, making it available in local languages, and expanding the platform's reach in the Middle East and North Africa (MENA) and North American regions. Apart from seed fund investors, the existing backers of FlexifyMe include individuals like Ravi Bhushan, the founder of BrightChamps, & Amit Ratanpal, the founder of BlincInvest among several other supporters.

Founded in Oct 2021 by serial entrepreneurs Manjeet Singh and Amit Bhayani, FlexifyMe is on a mission to transform traditional physiotherapy approaches with its innovative AI motion-tracking technology. FlexifyMe's focus is to use technology and ancient wisdom to help people in getting rid of musculoskeletal disorders (MSK) such as back pain, spondylitis, arthritis, knee pain and others in a natural way to free the world from pain.’