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Brain health startup Ivory raises $1M in fresh funding

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Ivory is building the future of brain health through science-backed, accessible, tech-first solutions



Mumbai-based Ivory, an early-stage brain health startup, has announced the successful close of its latest $1million funding round. The round was co-led by IIM-A Ventures, the entrepreneurship center at IIM Ahmedabad that incubates, accelerates and invests in early-stage technology startups, and Capital-A, a fund known for backing innovative early-stage startups, which had previously backed Ivory in the pre-seed stage.

The funding round saw additional backing from 1Crowd, and Stanford Angels, along with eminent angel investors such as Dr. Sanjay Arora, Adarsh Narahari and Juhi Bhatnagar.

According to various researches, 90% of cognitive impairment remain underdiagnosed. With no definitive cure for neurodegenerative conditions like dementia, prevention is the only real defense. Ivory is on a mission to shift the focus from late-stage diagnosis to proactive brain health solutions. Through neuroscience-based digital assessments, it enables early detection of cognitive decline—empowering individuals to take action long before symptoms escalate.

With this new capital, Ivory plans to strengthen the technology for its clinical grade assessments and scale distribution to reach more individuals across India.

Rahul Krishnan, Co-founder and CPO, Ivory said “With this capital, we aim to further invest in our technology—enhancing the accuracy, depth and reach of our cognitive assessments. As conversations around longevity and preventive health gain momentum, Ivory stands at the intersection of technology, healthcare and aging to reshape how we approach long-term brain wellness.”

In the past year, apart from being directly available to consumers through its app, Ivory has also built a robust pipeline of clinicians, psychologists, insurance and corporate partners, like Ather Energy, WeWork and PUMA, who are relying on Ivory to power their Cognitive Risk Screenings.

The startup recently garnered national attention with the release of India’s first-of-its-kind Brain Health Report, offering valuable insights into the state of cognitive well-being in the country. Ivory also gained national visibility through its appearance on Shark Tank India Season 4.

Looking ahead, the team plans to expand its footprint across new geographies, deepen AI capabilities to personalise assessments further, and invest in longitudinal research to build benchmarks for cognitive health specific to Indian populations.