

#startupoftheday 9- Lilâ?? Goodness

13 August 2021 | News

Inception: 2018



Transforming eating habits of children

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Location: Bengaluru

Domain: Kids nutrition

Founders: Harshavardhan (Chief Executive Officer), Pariksha Rao (Chief Nutrition Officer)

Total team strength: 17

Total funds raised: NA

Investors: Family office of Sajan Pillai- Chairman; McLaren strategic ventures; ex-CEO, UST Global, and Beyond Next Ventures, a Japanese VC Fund

Revenue generated since inception: NA

Key Highlights

- Catering to the children's nutrition market in the form of a range of snack-based products
- Launched India's first prebiotic chocolate
- Launched vitamin B12- infused jaggery

- To raise funds for further expansion
- To enter international markets
- To invest in technology for building nutrition profiles

Founder Speaks-

"We intend to prevent a major health crisis. Parents, especially in urban areas, are digitally empowered, willing to spend on children's health and lifestyle while being sufficiently conservative and looking for options that combine taste with nutrition. While there are options for the 0-3 years old, there are fewer or none at all for the older ones. There's scope for growth as parents are ready to shift their focus to healthier options for their kids."

- Harshavardhan, CEO, Lil' Goodness, Bengaluru



HARSHAVARDHAN

Co-Founder, CEO



PARIKSHA

Co-Founder & Chief Nutrition Officer