

#startupoftheday 119- iThrive

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Inception- 2017



Making healthier, happier, lifestyle-disease free communities

Inception- 2017

Location- Pune

Domain- Health & wellness

Founder- Mugdha Pradhan

Total team strength- 30

Total funds raised- Rs 3.4 crore

Investors- Rajesh Ranavat, Executive Director at Fung Strategic Investments, and Neelesh Bhatnagar, Managing Director at NB Ventures

Revenue generated since inception- NA

Key highlights-

- Offers a life-time community access named iThrive Tribe that engages all clients with constant support

- Solving chronic cases and servicing to reverse over 158 like diabetes, thyroid, PCOS/PCOD, Hypertension and more diseases that 10% of world's population are suffering from
- iThrive Academy has Certification Course in Functional Nutrition which helps anyone become a Functional Nutritionist in 4 months course certified by iThrive to launch independent practice or get easily hired by healthcare & nutrition oriented companies.
- With 15 selected professors, doctors & coaches as Instructors, iThrive academy equipped Surgeons, Physicians, Professors, health management professionals upgrade their nutrition knowledge where as provided career options to engineers, home-makers and founders
- iThrive Essentials- a nutraceuticals brand has now launched Magnesium Bisglycinate powder & Vitamin D3+K2 MCT Liquid filled capsules with are open to Order now and are soon coming up with Krill Oil, Zinc & Probiotics - 5 cleanest supplements found in this competitive space
- In the next 5 years the plan is to scale up the current verticals and launch unique custom-made nutrition program - ALIVE (rebranded in 2021)
- iThrive Academy will launch 5 Short Courses for the working class
- iThrive Essentials will develop and launch a series of high-quality, bioavailable supplements into the market with global shipping
- Working on iThrive juniors which will have short monthly courses on nutrition for Kids from 8-15 years old
- iThrive Sports Nutrition vertical and program is under development & research to be launched by end of 2022
- iThrive Diagnostic lab is in development & research, preparation to acquire Series A funding is under progress in the year 2023
- In the process of launching an app in order to facilitate easier client services

Founder Speaks-

"iThrive sees a foreseeable growth in market size for preventive healthcare i.e. \$80 billion which includes total available market in Preventive Healthcare - \$14 billion, total available market by 2025 - \$42 billion; percentage of population suffering from chronic diseases - 20% and increasing; percentage of indians suffering from CVD - 268 million; annual revenue target for year 2022 - \$400k and revenue target is \$14 million."

- Mugdha Pradhan, Founder & Chief Executive Officer, iThrive