

Wearable tech company NURVV takes one step further with a £7M investment

Launched at CES 2020, NURVV, the revolutionary sportstech company led by husband and wife serial entrepreneurs Jason and Ulrica Roberts has closed a £7M venture funding round, led by Hiro Capital the new Sports technology, Games and Esports VC Fund.

This dynamic new technology has been featured as one to watch on numerous lists and its NURVV patented concept has already been tested by hundreds of athletes, universities and institutions and is proving popular with runners and investors.

The technology uses advanced biomechanics to deliver highly detailed data that can be used for coaching and guidance. A total of 32 sensors are fitted inside the lightweight insoles to capture data from the feet at 1,000 times per second, per sensor.

This deep insight into running metrics (cadence, step length, footstrike, pronation and balance) is then transferred to the NURVV Run coaching app to show a complete picture of the wearer's running technique, allowing runners and coaches to track their progress in real-time.

Run, NURVV, run... What's next for the company?

Jason Roberts, founder and CEO of NURVV, expressed his satisfaction and is confident this investment will massively help to build the future of the company.

“NURVV Run revolutionises how people run by accurately capturing the metrics that matter most, directly from the point of action at the foot, before using live coaching to help them improve in a simple, easy-to-understand way”. – Jason Roberts, founder and CEO of NURVV

The two entrepreneurs, driven by the idea that they could revolutionise running by putting data and biomechanical principles at the heart of their solution, brought the expertise to make it happen.

Fundamentally, the money raised will be used to expand NURVV's wearable product, NURVV Run, to global markets, as well as operating further research and development into patented biomechanics sensor technologies. NURVV aims to help 10 million runners to improve their technique by 2025.

“From the very beginning of this journey we kept coming back to the same question: ‘Why is running measured from the wrist when most of the important metrics happen at the feet?’ – Ulrica Roberts, co-founder of NURVV

Nurv

£7M

Hiro Capital

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Runners will love this new gadget (if not already adopted)! NURVV, the wearable sports tech offering smart running shoe insoles has announced its first venture funding round, led by Hiro Capital. Investors included the new Sports technology, Games and Esports VC Fund for a total of £7M (\$9M) invested in NURVV's team of entrepreneurs.

Featured among multiple lists in Wired or CNET, the NURVV patented concept has already been tested by hundreds of athletes, universities and institutions, and uses advanced biomechanics to deliver coaching and guidance. A total of 32 sensors are fitted inside the lightweight insoles to capture data from the feet at 1,000 times per second, per sensor.

This deep data includes running metrics such as cadence, step length, footstrike, pronation and balance and is then transferred into the NURVV Run coaching app to show a complete picture of the wearer's running technique, so runners can track their progress in real-time.

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Jason Roberts, founder and CEO of NURVV, expressed his satisfaction and is confident this investment will massively help in building the future of his company. He said: "NURVV Run revolutionises how people run by accurately capturing the metrics that matter most, directly from the point of action at the foot, before using live coaching to help them improve in a simple, easy-to-understand way".

His co-founder Ulrica Roberts supported him: "From the very beginning of this journey we kept coming back to the same question: 'Why is running measured from the wrist when most of the important metrics happen at the feet?'".

The two entrepreneurs, driven by the idea that they could revolutionise running by including biomechanical principles at the heart of their solution, brought the expertise to make it happen. Fundamentally, the money raised will be used to expand NURVV's wearable product, NURVV Run, to global markets, as well as operating further research and development into patented biomechanics sensor technologies. Lastly, NURVV will support the founders in helping 10 million runners to improve their technique by 2025.