

Second Nature raises £7.7M to tackle obesity with tech-powered habit change

Second Nature, the health app that incorporates tracking tech and advice from experts to help people lose weight, has raised a \$10M (£7.7M) Series A fund.

Second Nature, the lifestyle change programme that uses cutting-edge technology, a dedicated dietitian and the latest scientific research to transform people's health, fitness and mindset, has raised a \$10M (£7.7M) Series A investment. This round was led by Beringea, as well as existing investors Connect and Speedinvest, two leading seed funds, Bethnal Green Ventures, and notable angels including Taavet Hinrikus, founder of Transferwise.

Additionally, this investment was backed by Uniq Ventures, and mySugr, the digital diabetes management platform.

Second Nature which is also rebranding from OurPath was the first lifestyle change programme to be commissioned by the NHS specifically for diabetes management. Following a first Seed round in 2018, the total investment in the company, initially set up by NHS advisors to tackle Britain's obesity now hits \$13M (£10M).

Founded in 2015 by former health experts Chris Edson and Mike Gibbs, Second Nature is a programme giving people tailored support to transform their

lifestyle habits. Second Nature's approach to health and habit change empowers people to live better, more sustainable lives as well as fostering long-term physical and mental wellbeing.

"Our goal as Second Nature is to solve obesity. We need to rise above the confusing health misinformation to provide clarity about what's really important: changing habits. Our new brand and investment will help us realise that" – Mike Gibbs, co-founder and CEO, Second Nature

#HEALTHTECH

Second Nature

£7.7M

Beringea

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Second Nature, the 'habit change' programme that combines advice from health experts with tracking technology via a smartphone app to help people build health habits and lose weight, has raised \$10m of funding in a round led by Beringea.

Other new investors include Uniqa Ventures, the venture capital fund of Uniqa, a multibillion-dollar European insurance group, and the founders of mySugr, the digital diabetes management platform which was acquired by health giant Roche.

The round also secured the backing of existing investors including Connect and Speedinvest, two leading seed funds, and Bethnal Green Ventures, Europe's leading early stage tech-for-good investor, as well as notable angels including Taavet Hinrikus, founder of Transferwise.

It takes the total investment in the company — set up by two former NHS advisors to tackle Britain's obesity epidemic and rising rates of type-2 diabetes — to \$13m, following a Seed round in 2018.

Second Nature — which has also announced today it is rebranding from OurPath — was the first 'lifestyle change programme' to be commissioned by the NHS for diabetes management.

Second Nature was founded in 2015 by Chris Edson and Mike Gibbs, former healthcare strategy consultants, who designed the programme to provide people with personalised support in order to make lifestyle changes. It has scaled to a headcount of over 80, based in London's Shepherd's Bush.