

Retail Healthtech

Q3 2021 VC update

Report preview

The full report is available through the PitchBook Platform.





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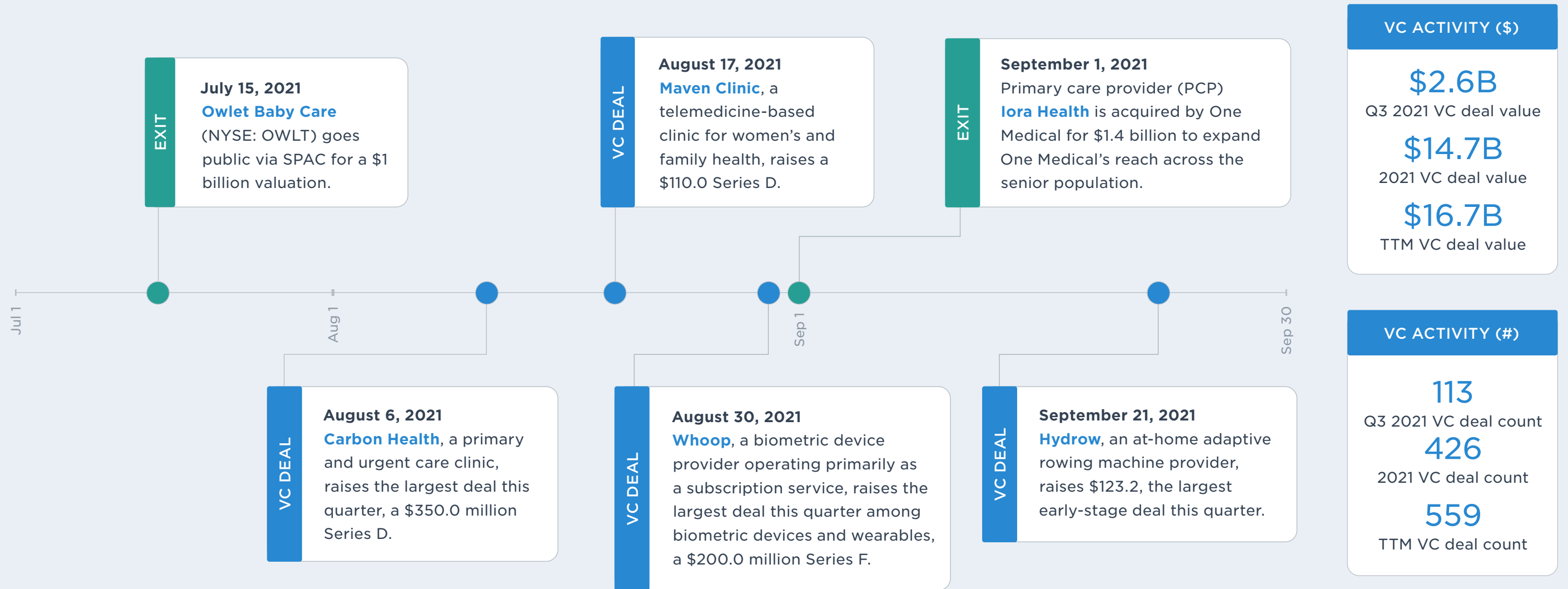
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Q3 2021 timeline





Retail healthtech VC ecosystem market map

Click to view interactive market map on the PitchBook Platform.

Market map is a representative overview of venture-backed or growth-stage providers in each segment. Companies listed have received venture capital or other notable private investments.





VC activity

Retail healthtech venture capital (VC) deal value and deal count dropped relative to Q2 2021, with \$2.6 billion invested across 113 deals in Q3. The decline in deal value was largely due to a decrease in mega-deals (\$100 million and above). This quarter, we tracked six mega-deals, down from 17 in Q2, resulting in disclosed median deal size declining from \$14.5 million in Q2 to \$11.0 million in Q3. VC interest in concierge specialty & primary care clinics surged this year, with \$2.3 billion invested across 14 deals, up from \$504.1 million across eight deals in 2020.

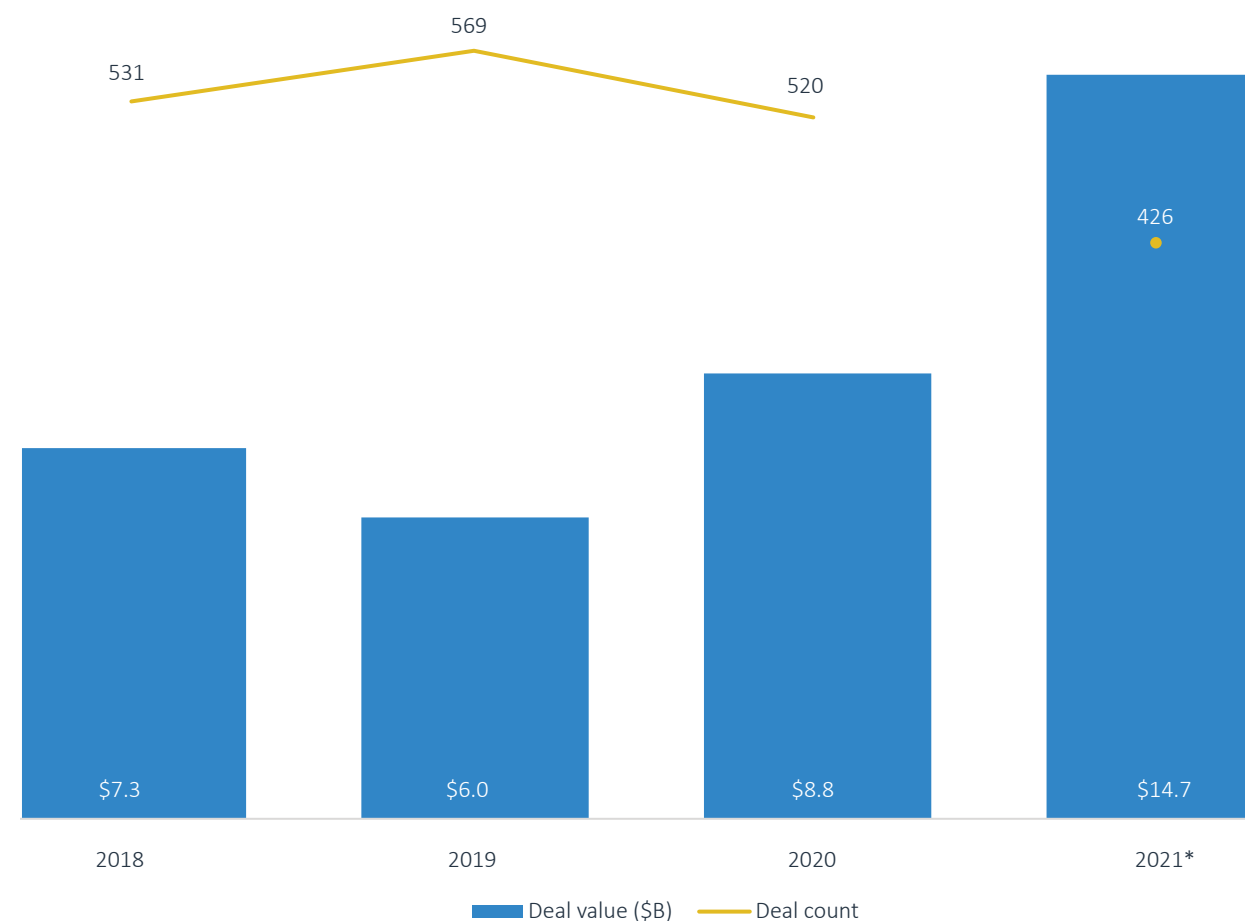
Three of the six mega-deals tracked this quarter were raised by companies in this segment.

Carbon Health, a primary and urgent care clinic, raised the largest deal this quarter, a \$350.0 million Series D. Women-focused clinics **Maven Clinic** and Tia raised a \$110.0 million Series D and a \$100.0 million Series B, respectively. Other mega-deals include **Whoop**'s \$200.0 million Series F, **Hydrow**'s \$123.1 million early-stage deal, and **Calibrate**'s \$100.0 million Series B.

Investment in mobile and digital health dropped to an all-time low since Q4 2019, with only \$260.4 million invested across 16 deals this quarter. The decline in deal value is largely due to a lack of late-stage deals. Besides **Thrive Global**'s and **Oviva**'s \$80.0 million late-stage Series C deals, we tracked no other late-stage deals in this segment. Demand for mobile & digital health solutions skyrocketed during the pandemic, which resulted in heightened VC interest and incentivized startups to raise funds quickly to develop market-ready solutions. We believe investors are now starting to reallocate funding to other segments as demand, while still high, is no longer rising as rapidly, and startup demand for funding may have fallen.

Q3 exit value fell to \$2.4 billion across 10 deals after Q2 2021 set a record with \$7.6 billion invested across 12 deals. The massive exit value brought in last quarter was mainly driven by **23andMe**'s (NASDAQ: ME) \$2.7 billion SPAC and **MDLive**'s \$2.0 billion M&A with Cigna (NYSE: CI). This quarter, we tracked nine M&As and one SPAC. **Owlet Baby Care** went public via SPAC

Figure 2. RETAIL HEALTHTECH VC DEAL ACTIVITY



Source: PitchBook | Geography: Global | *As of September 30, 2021



VC ACTIVITY

Figure 9.

Key retail healthtech late-stage VC deals

COMPANY	CLOSE DATE	SUBSEGMENT	STAGE	DEAL SIZE (\$M)*	LEAD INVESTOR(S)	VALUATION STEP-UP
Carbon Health	August 6, 2021	Care clinics	Series D	\$350.0	Blackstone Alternative Asset Management	N/A
Whoop	August 30, 2021	Smart devices	Series F	\$200.0	SoftBank Investment Advisers	2.83x
Maven Clinic	August 17, 2021	Care clinics	Series D	\$110.0	Dragoneer Investment Group, Lux Capital	3.36x
Calibrate	August 25, 2021	Telemedicine	Series B	\$100.0	Founders Fund, Tiger Global Management	5.23x
Elvie	July 26, 2021	Biometric monitoring wearables	Series C	\$96.6	BGF	1.82x
Eight Sleep	August 30, 2021	Biometric monitoring wearables	Series C	\$87.5	Valor Equity Partners	N/A
Thrive Global	July 8, 2021	Behavior modification tools	Series C	\$80.0	Kleiner Perkins, Owl Ventures	3.88x
Oviva	September 1, 2021	Personalized health tools & tracking	Series C	\$80.0	Sofina, Temasek Holdings	2.43x
Pager	September 21, 2021	Telemedicine	Series C	\$70.0	Susquehanna Private Equity Investments, LLLP	N/A
Doctor Anywhere	August 31, 2021	Telemedicine	Series C	\$64.9	Asia Partners	N/A

Source: PitchBook | Geography: Global | *As of September 30, 2021



VC ACTIVITY

Figure 10.

Key retail healthtech VC exits

COMPANY	CLOSE DATE	SUBSEGMENT	EXIT SIZE (\$M)*	EXIT TYPE	ACQUIRER(S)/INDEX	VALUATION STEP-UP
Iora Health	September 1, 2021	Care clinics	\$1,400.0	Acquisition	One Medical	N/A
Owlet Baby Care	July 15, 2021	Biometric monitoring wearables	\$1,024.0	Public listing	Sandbridge Acquisition	6.70x
Nebula Genomics	August 11, 2021	Genomic testing	\$14.6	Acquisition	Prophase Labs	N/A
Neat	August 27, 2021	Vitamins & supplements	N/A	Acquisition	W B Marketing	N/A
Ocean Hugger Foods	July 2, 2021	Vitamins & supplements	N/A	Acquisition	NR Instant Produce	N/A
VAY	September 17, 2021	Smart devices	N/A	Acquisition	Nautilus	N/A
GeneMatters	August 30, 2021	Telemedicine	N/A	Acquisition	Genome Medical	N/A
Phasya	August 5, 2021	Smart devices	N/A	Acquisition	Tobii Technology	N/A
SiDLY	July 15, 2021	Telemedicine	N/A	Acquisition	N/A	N/A
Apostrophe	July 7, 2021	Telemedicine	N/A	Acquisition	Hims & Hers Health	N/A

Source: PitchBook | Geography: Global | *As of September 30, 2021



SELECT COMPANY HIGHLIGHT | CALIBRATE

Calibrate

Founded
2020

Raised to date
\$127.6M

Employees
300

YoY growth
20,000%

Overview

Calibrate is a metabolic health company on a mission to change the way the world treats weight. Today, **Calibrate** offers two product lines: a One-Year Metabolic Reset program and a Masters program for members wishing to deepen and sustain improvements after completing the first year. Both programs are entirely virtual, enabling broad reach and lower costs. **Calibrate**'s one-year program costs \$1,620 and does not accept insurance. The program improves metabolic health by providing intensive lifestyle intervention, which includes coaching, tracking, and a community, in combination with doctor-prescribed GLP-1 medication. Lab tests and prescription medications are not included in the membership cost but are typically covered by insurance. To navigate insurance hurdles, **Calibrate** implemented a proprietary technology to

learn what medication and insurance combinations have the highest likelihood of approval and to automate the application of copay cards and payment benefit integration. This technology has enabled **Calibrate** to gain insurance coverage for GLP-1 medication for 95% of members at \$25 per month or less.

Calibrate believes its total addressable market spans 175 million overweight and obese individuals in the US. To qualify for **Calibrate**, prospective members must have a BMI of 30 or above or a BMI of 27 and above with other conditions, such as prediabetes or diabetes. The company currently focuses on expanding access to eligible individuals and redefining the standard of care in obesity treatment as a private, standalone business.

Figure 17.

Financing history

SEED	SERIES A	SERIES B
<p>June 24, 2020</p> <p>Raised to date: \$5.1M</p>	<p>January 26, 2021</p> <p>Raised to date: \$22.5M</p>	<p>August 25, 2021</p> <p>Raised to date: \$100.0M</p>



About PitchBook Emerging Tech Research

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Our Emerging Tech Research provides detailed analysis of nascent tech sectors so you can better navigate the changing markets you operate in—and pursue new opportunities with confidence.

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