UNISYNC

ANGEL INVESTING SIMPLIFIED

NEWSLETTER

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EDITION

WEARABLE STARTUPS

INSIDE

WEARABLES ARE NO LONGER A TREND — THEY'RE INFRASTRUCTURE

CA MAYANK DESAI

Co-Founder, Unisync Angels
Partner, Y.B. Desai & Associates

The Hype Cycle Is Over — Now Comes the Real Value

Wearables used to be toys. Fitness bands that counted your steps. Smartwatches that buzzed with notifications. Most were abandoned after a few months.

That era is over.

A new generation of startups is building wearables that do more than track — they monitor, diagnose, predict, and protect. These devices are no longer accessories. They're intelligent systems designed to plug into healthcare, enterprise, and everyday life.

From Health Gadgets to Human Infrastructure

We're seeing rings that flag illness before symptoms show up. Headbands that help with ADHD. Smart vests preventing injuries in industrial sites. These aren't gimmicks. They're tools solving high- impact problems — with real-world results and clinical backing.

The form factor might be small, but the stakes are big. Whether it's managing chronic conditions or improving workplace safety, wearables are becoming part of the essential infrastructure for personal and organizational performance.

Startups: Build for Endurance, Not Hype

In this space, sleek design and marketing buzz won't cut it. Founders need to prove their sensors work, their data is accurate, and their product delivers daily value.

That means building for compliance, privacy, retention, and scale. If a user stops wearing it after 30 days, it's not a wearable — it's a failed experiment. The hardest part isn't invention. It's building something people trust and stick with.

Investors: Look Past the Demo

The wearable gold rush is behind us. What's left are serious opportunities for investors who can spot substance over flash.

Clinical validation, long-term user engagement, proprietary data, and enterprise traction — these are the real signals. The startups worth betting on are building platforms, not products. Infrastructure, not accessories.

Wearables have grown up. They're not lifestyle gimmicks anymore — they're decision engines, health monitors, and safety tools. They're changing how we understand the body, manage risk, and improve performance.

For those building or backing the future: the wearable revolution isn't coming. It's already here. And this time, it's built to last.

FROM WRIST TO CHIP: THE WEARABLE TECH TRIP

Written by,

MR. KASHYAP PANDYA

Co-Founder, Unisync Angels
Director, Syncoro Ventures

Once upon a tick, wearing a watch was the ultimate style flex — part time-teller, part status prop. Fast forward a few decades and we're now wearing watches that count our steps, scold us for being sedentary, and remind us to breathe (because apparently we forgot). What was once wrist candy has now become your 24/7 nanny.

Welcome to the Wearable Wonderland, where tech isn't just worn — it's worn out. From rings that rate your REM sleep to shirts that sense your stress levels, wearable gadgets have tiptoed into our routines like that friend who just moved in "for a week" but never left.

Present Tense, Sensor Dense

Look around and chances are someone near you is wired — not emotionally, but digitally. Smartwatches now manage your schedule and your sugar levels. Rings like Oura whisper secrets about your sleep. Continuous Glucose Monitors (CGMs) like Ultrahuman are turning every meal into a data point. AI-powered posture correctors buzz when you slouch (they're basically your nagging grandma, but with Bluetooth). And don't even get me started on sports bras with ECG sensors. Yes, your undergarments might know your heart better than your partner does. The body is the new dashboard, and data is the new dopamine.

The Brainy Future: From Wearing to Wiring

But wait — we're not stopping at wearing. We're moving to embedding. The future isn't just wearable. It's installable. Enter Neuralink, where Elon Musk's squad has already popped brain chips into human heads. Sounds sci-fi? It's Wi-Fi. Their first human patient tweeted just by thinking. Next up: ordering biryani telepathically (fingers crossed). From glucose patches to neurostimulators, from sleep rings to thought things — the lines between tech and flesh are blurring faster than your phone screen in the sun. The smartwatch is slowly marching up your arm and into your bloodstream. At this rate, even tattoos might start checking your vitals and quoting Nietzsche

Niches Getting Riches: What's Next?

Here are some emerging tech tangents you won't want to miss:

- **Mood wearables:** Devices that sense your vibes and suggest playlists or therapists.
- **Fertility trackers:** No more guesswork — ovulation detection is now in your pants. Literally.
- **Stress sweat sensors:** They'll sniff your panic before your boss does.
- **Pet wearables:** Because Mr. Whiskers deserves wellness metrics too.
- **Exosuits:** Helping warehouse workers lift like superheroes (no cape required).
- **Smart footwear:** Your shoes will soon know if you're dancing, limping, or ghosting your ex.

If it can be worn, it can be wired. If it can be sensed, it can be monetized.

The Punchline? We're the Platform

In a twist of fate, humans are becoming the next interface. Your body is the app. Your pulse is the API. We may soon be living in a world where humanoid robots pause to ask us if we're okay. Because while we're chasing perfect health metrics, they're just enjoying a walk in the park — no steps counted. As wearable tech grows sharper, sleeker, and sneakier, here's your final byte:

We once wore watches to feel rich. Now our wearables watch us — and we call it self-care.

The day isn't far when your T-shirt talks back and your brain chip books your haircut. And when that happens, remember — the most human thing left might just be a humanoid.

THE RISE OF WEARABLE STARTUPS: DATA ON THE BODY, BUSINESS ON THE MOVE

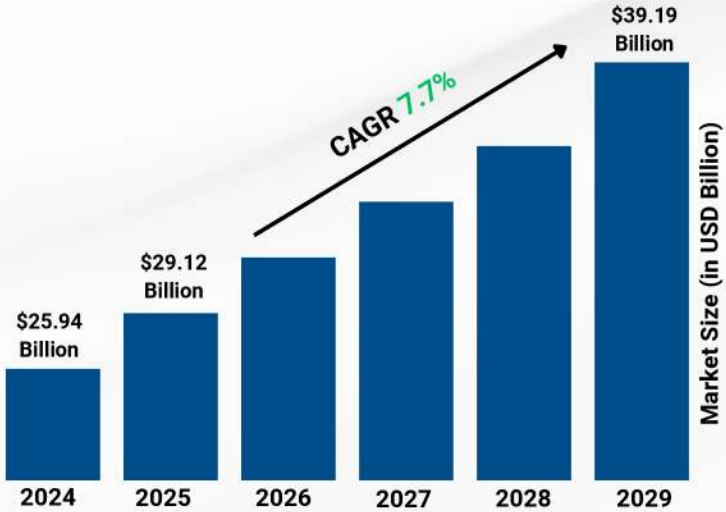
OVERVIEW

Wearable technology has evolved far beyond step counters and smartwatches. Today's wearables form an intelligent layer between humans and their environments - capturing data, delivering insights, and even enabling medical-grade interventions. Startups in this space are reimagining how we monitor health, enhance physical and mental performance, improve workplace safety, and optimize daily routines.

For investors, this is no longer a fringe tech play — it's a serious, fast-growing sector driven by aging populations, rising chronic conditions, AI breakthroughs, and the demand for personalized, alwayson care and optimization. For founders, the opportunity is wide open — but product-market fit, compliance, and retention remain make-or-break challenges.

THE GLOBAL VIEW

Smart Wearables Global Market Report 2025



The chart illustrates a strong and sustained growth trajectory for the global smart wearables market over the next five years.

In 2024, the market size was valued at **$25.94 billion.** By 2025, it is projected to reach **$29.12 billion,** marking the beginning of a solid upward trend. This growth continues through to 2029, when the market is expected to hit **$39.19 billion.** This progression reflects a **compound annual growth rate (CAGR) of 7.7%**, which indicates steady, healthy expansion across the sector.

This positive outlook is driven by increased adoption of smartwatches, health wearables, remote monitoring devices, and industrial wearables, especially across emerging markets and health- conscious consumers. Additionally, enterprise-grade solutions leveraging AI, IoT, and real-time data have contributed to greater demand in industrial and medical applications.

The data underscores growing investor confidence and strategic opportunity in the wearables domain, making it a highly relevant segment for venture capital, M&A activity, and innovation-driven partnerships.

Big players like Apple, Google (via Fitbit), and Samsung still dominate the wrist — but the startup activity is increasingly around **niche and high-impact verticals:** smart rings, medical patches, brainwave monitors, sensor-laced clothing, and wearables built for industrial or clinical use.

Key trends shaping the global market:

- **Health-first innovation:** Startups are embedding clinically validated sensors into user-friendly formats — like rings that track sleep and readiness, or skin patches that continuously monitor glucose or ECG.
- **AI-driven personalization:** Devices are shifting from data dumps to actionable insights, driven by machine learning and edge computing.
- **Enterprise use cases:** From military-grade wearables to exoskeletons for workers, startups are tapping into B2B markets where performance and safety directly impact ROI.

VC funding has remained steady despite broader tech slowdowns, especially in health-tech and industrial wearables. Key ecosystems include the U.S., Europe, Israel, and increasingly Southeast Asia.

10 Global Wearable Tech Startups to Watch in 2025

The wearable technology landscape is transforming rapidly, blending **AI, IoT, and smart textiles** to redefine how we monitor health, fitness, and performance. From smart jerseys to hydration trackers, innovative startups around the world are pushing the boundaries of human-centered technology.

We spotlight **10 emerging wearable tech companies** that are making significant global impact across sports, wellness, and digital health.

Startup Snapshot Table

#	Company	Country	Founded	Key Solution	Highlights
1	Bearmind	Switzerland	2021	Helmet-Integrated Sensor	Real-time brain injury monitoring in sports with app-based data alerts
2	Healables Digital Health	USA	2022	Electroceutical Smart Textiles	Bioelectric stimulation for pain relief & injury recovery
3	OLIVER Sports	Spain	2019	GPS Trackers	Tracks player load, expansion with NYU & GFI Academy
4	FanPlay IoT	India	2019	Smart Jersey + AI Analytics	Phygital fitness & personalized workout plans with Fan Neuro AI
5	Actinsports	Turkey	2020	GPS Wearable Platform	Real-time load management, cloud analytics, and EPTS support
6	hDrop Technologies	USA	2021	Sweat Biomarker Sensor	Hydration monitoring with real-time sodium & fluid loss data
7	Humo Golf	USA	2022	Golf Swing Tracker	Sensor-based tracking with real-time feedback via mobile app
8	Maxsens	Spain	2020	EMG Motion Sensors	Posture correction, rehab insights, partnered with Emotionwave
9	BackAware Belt	Ireland	2020	Posture Biofeedback Belt	Vibration alerts + app tracking for posture and core health
10	IC Innovations	Chile	2021	Respiratory Wearable	Real-time breathing analytics for endurance training

Key Trends Emerging from These Startups

- Sensor Fusion: Combining GPS, EMG, biofeedback, and sweat analysis for total-body insights.
- AI Integration: Real-time analytics, prediction of injury risks, and adaptive training.
- Telehealth & Rehab: Posture belts and motion sensors help not just athletes but desk workers and recovering patients.
- Mobile + Cloud Platforms: All companies offer app interfaces, encouraging data-driven wellness on the go.

The Indian View

India's wearable market has exploded in volume — largely led by budget-friendly fitness bands and smartwatches. But underneath that consumer boom lies a growing ecosystem of **health-focused and industrial-grade wearable startups** solving local problems with global potential.

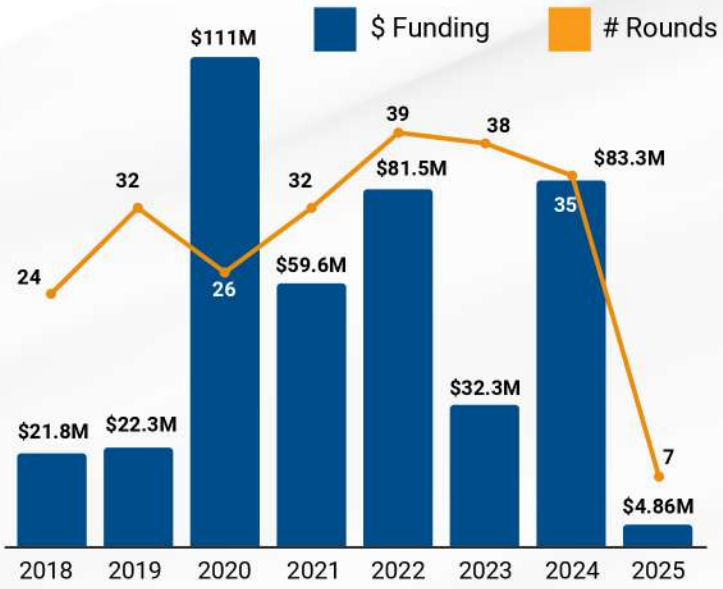
According to IDC, India became **the second-largest smartwatch market globally by shipment volume** in 2023. But beyond volume, innovation is shifting to **clinical wearables, chronic care management, rural diagnostics, and safety systems** for workers.

What's driving this:

- **A massive rural population underserved by hospitals,** yet reachable via mobile-connected wearables.
- **A young tech-savvy population** eager to adopt affordable health and wellness tech.
- **Government initiatives like Ayushman Bharat and the Digital Health Mission** are creating fertile ground for remote monitoring and health tech.

Challenges remain — especially in manufacturing, certification, and distribution — but India's wearable startups are starting to draw international investor interest, especially in preventive care and continuous monitoring

Funding trends In India



The funding landscape for wearable startups between 2018 and 2025 has seen several fluctuations, reflecting broader shifts in investor sentiment, technological innovation, and market maturity.

In 2018, the sector witnessed a total funding inflow of $21.8 million across 24 rounds. This period marked the early stages of traction in the industry, with moderate interest and relatively smaller funding amounts. By 2019, the total funding slightly increased to $22.3 million, accompanied by 32 rounds, indicating a rising awareness and participation from early-stage investors.

A dramatic surge occurred in 2020, where the sector saw total funding leap to $111 million despite having just 26 rounds. This unusual combination suggests that a few large deals dominated the year, likely driven by the global push toward health tech and remote monitoring devices during the pandemic. Investors appeared more willing to place bigger bets on fewer, high-potential players.

In 2021, while the number of funding rounds increased again to 32, total capital raised dropped to $59.6 million. This shift possibly indicates a return to more distributed funding or a recalibration after the unusually high inflow in the previous year. The year 2022 saw the highest number of funding rounds at 39, with a total funding of $81.5 million. The activity level reflects both sustained investor confidence and broader adoption of wearable technology across segments like fitness, health monitoring, and enterprise applications.

However, in 2023, there was a noticeable dip in total funding, which fell to $32.3 million, even though 38 rounds were closed. This divergence between volume and value points toward smaller deal sizes, possibly in seed or pre-series stages, and a more cautious approach by investors amid economic uncertainties or correction cycles in the startup ecosystem.

Anomaly Detection:
Machine learning models that flag abnormal data patterns — e.g., fall detection or heart irregularities.

Companies By their current Stage

- **large number (479)** of companies are still at the **'Founded'** stage, indicating many early-stage ventures in this space.
- Only **151** have progressed to any form of **funding,** showing a significant drop-off.
- Just **11 companies** have made it to **Series A or beyond,** and even fewer (6) to **Series C+**, highlighting the **narrow funnel of scalability and late-stage funding** in this sector.

Date	Company	Funding Round Name	Round Amount	Investors
July 04, 2025	AjnaLens	Seed	–	Lenskart
Jun 10, 2025	Janitri	Seed	$1.4M	Ashish Kacholia
April 21, 2025	Nexstem	Seed	$2.73M	Amal Parikh
April 10, 2025	Flixdrop	Seed	–	Caspian Equity
Feb 12, 2025	Sonic Lamb	Angel	$57.5K	Peyush Bansal

A wave of early-stage investments marked mid-2025 across innovative tech-driven startups:

- **AjnaLens** secured seed funding from Lenskart to advance its immersive tech solutions.
- **Janitri,** focused on maternal health wearables, raised **$1.4M** in seed funding from **Ashish Kacholia** and others.
- **Nexstem,** a brain-computer interface startup, closed a **$2.73M seed round, led by Amal Parikh** and 12 others.
- **Flixdrop** received seed backing from **Caspian Equity,** amount undisclosed.
- **Sonic Lamb,** working on audio innovation, raised **$57.5K** in angel funding from **Peyush Bansal.**

Popular Startups

ULTRAHUMAN

Founded Year: 2019

Bengaluru (India)

- **Founders:** Mohit Kumar & Vatsal Singhal
- **Known for:** Delivering **advanced metabolic tracking** via the **Ultrahuman Ring AIR and M1 continuous glucose monitor,** enabling users to understand nutrition, sleep, exercise, and stress in real time. Well regarded for its high-precision analytics and integration of blood chemistry (Blood Vision) with wearable data.
- **Funding:** Raised $65M across seed to Series B rounds.
- **Revenue:** Estimated ₹620 crore (USD 74.5M) in FY24.

BOAT LIFESTYLE

FOUNDED YEAR: 2014

GURUGRAM (INDIA)

- **Founders:** Aman Gupta & Sameer Mehta
- **Known for:** Affordable, fashionable consumer audio and wearable accessories — best-selling smartwatches, TWS earbuds, and fitness bands. Named the **5th largest wearable brand globally by shipments .**
- **Revenue:** ₹3,000 crore (USD 360M) in FY2023

STELLAPPS

FOUNDED YEAR: 2011

BENGALURU (INDIA)

- **Known for:** Developing **IoT-enabled eldercare solutions,** including fall detection, remote monitoring, and home automation tailored to senior safety and wellness.
- **Funding:** $66.3M raised; backed by Stride Ventures. Considered a strong player in smart senior care.

SUNFOX

FOUNDED YEAR: 2016

DEHRADUN (INDIA)

- **Known for:** Spandan develops **portable ECG devices** like Spandan, Spandan Pro, and Spandan Neo, enabling **early and accessible heart monitoring** at home and in clinics. These compact tools support **real-time cardiac diagnostics**, helping detect and manage heart conditions efficiently, especially in remote areas. Spandan is addressing India's growing heart health needs with affordable, scalable technology.
- **Funding:** $2.88M, scaling in cardiovascular health device adoption.
- **Revenue:** Rs. 5.2 Cr (31 March 2023) 120% YOY

MONITRA HEALTHCARE

FOUNDED YEAR: 2016

(HYDERABAD (INDIA)

- **Known for:** This company offers **wearable and remote cardiac monitoring systems** such as Holter monitors, external loop recorders, and mobile telemetry devices for **continuous outpatient arrhythmia detection.** It enhances **diagnostic accuracy** through proprietary tools, detailed reporting, and a streamlined clinical workflow—reducing hospital visits and enabling timely cardiac care.
- **Funding:** $3.68M, backed by Equalnity Investments.
- **Revenue:** Rs. 2.66 Cr (31 March 2024) 77% YOY

NU REPUBLIC

Founded Year: 2016

Gurugram (India)

- **Known for:** A leading manufacturer of **stylish and affordable personal audio devices, smartwatches, and accessories,** catering primarily to Gen Z and millennials. The company blends **innovative design, user-centric technology, and expressive aesthetics** across its product range—spanning **true wireless earbuds, Bluetooth speakers, smartwatches, power banks,** and travel gear—making it a top choice for youthful, connected lifestyles.
- **Funding:** $1.4M; appeals to Gen Z lifestyle buyers.
- **Revenue:** Rs. 22 Cr (31 March 2024) 770% YOY

PROXGY

Founded Year: 2020

Gurugram (India)

- **Known for:** A pioneer in IoT-based smart safety wearables for industrial and remote workforces. The company develops devices like SmartHat, Sleefe, Lockator, and AudioPod, which integrate AI, AR/VR, sensors, and real-time communication tools. These wearables enhance worker safety, environmental monitoring, and operational efficiency, enabling immersive telepresence and remote collaboration across industrial settings.
- **Funding:** $6.6M; positioning in industrial and enterprise wearable tech.
- **Revenue:** Rs. 8.9 Cr (31, March 2024) 1K% YOY

FIRE-BOLT

Founded Year: 2015

Mumbai (India)

- **Known for:** A **profitable, bootstrapped D2C brand** delivering **feature-rich smartwatches and wireless earphones** tailored for Tier 2/3 India**.** Known for **aggressive pricing and strong online distribution,** the company offers **Bluetooth-enabled, water-resistant devices** with health tracking (heart rate, BP) and notification management via a companion app available on **iOS and Android.** Built for **value-conscious youth,** the brand has scaled sustainably without external funding.
- **Revenue:** Rs. 47.3 Cr (31 march 2023) 112%

JANITRI

Founded Year: 2016

Bengaluru (India)

- **Known for:** Developer of **medical-grade maternal and fetal monitoring solutions,** including the **Keyar CM beltless fetal patch, Daksh SI Max obstetric shock index monitor,** and **Keyar Echo**. These wearables enable **real-time tracking of fetal heart rate, uterine contractions, and maternal vitals,** supporting safer deliveries—especially in **resource-limited settings.** The company also provides **hospital referral management software and a pregnancy monitoring app.**
- **Total Funding:** $3.95M; supported by C-CAMP.
- **Annual Revenue:** 3.78 Cr (31 Mar 2024), 113%

JARSH SAFETY: REDEFINING INDUSTRIAL WEARABLES FROM INDIA TO THE WORLD

2017 **Hyderabad, India**

Raised ₹4 crore in early 2024; Shark Tank India S4 deal (₹50 lakh) with Aman Gupta

Industrial Safety / Enterprise Wearables

Early growth, revenue-positive

Mahadev Ravi, Abhiman Vemulapalli, Soumyajit Bhattacharyya

The Problem They're Solving

Every year, thousands of industrial workers in India suffer from preventable accidents—whether due to heatstroke, voltage shocks, or falls. Despite advances in tech elsewhere, frontline workers often rely on outdated PPE and zero real-time feedback.

Jarsh Safety set out to change that.

Their mission: **build intelligent, affordable, and comfortable wearable tech** that helps workers not only survive extreme conditions—but perform better. In a country where heatwaves are growing deadlier and industries like mining, construction, and manufacturing face rising safety regulations, Jarsh's solution couldn't be more relevant.

The Product Ecosystem: Safety That Thinks

Jarsh doesn't make single-use gear. They design **modular, sensor-driven safety wearables** with layered intelligence. Their current lineup includes:

- **ActivCooling Helmet:** A patent-pending helmet with built-in thermoelectric cooling and 10-hour battery life. Used in foundries, refineries, and infrastructure projects, it reduces core body temp by up to 15°C—dramatically lowering heat stress and fatigue..
- **SmartVolt:** A non-contact voltage detector built into helmets or wristbands. Workers are alerted before entering high-voltage zones—critical for utility crews and electrical contractors.
- **WorkLive:** A first-person camera and communication device with SOS alerts, live-streaming, and AI-assisted event recording. Supervisors can monitor field conditions in real time.
- **iSafe Harness(launching 2025):** Designed for vertical environments, it detects falls, auto-alerts emergency responders with location data, and integrates with team safety dashboards.

All devices are **cloud-connected** and offer **dashboard analytics for safety managers,** enabling compliance reports, predictive maintenance planning, and early risk flagging.

Traction and Revenue

Jarsh Safety is already revenue-positive. After generating ₹25 lakh in FY23, they scaled up to ₹1.5 crore in FY24. With contracts in energy, infrastructure, and logistics, the team is on track for ₹5 crore in FY25. Current clients include a mix of private-sector giants and government infrastructure agencies.

Their decision to manufacture in-house allows for tighter QA, IP protection, and customization for niche use cases. This makes them agile in responding to client demands—a key edge over global OEMs with rigid product lines.

Market Position & Global Ambitions

Globally, the industrial wearable tech market is projected to reach **$8.4 billion by 2030,** with APAC leading adoption. Jarsh is well-positioned: Indian safety mandates are tightening, insurance premiums are rising for non-compliant firms, and workforce heat stress is now a climate-related health concern.

The company has already opened a **subsidiary in Sharjah**, UAE—a move aimed at serving GCC infrastructure projects and tapping into heat-risk mitigation budgets across the Middle East.

Their **Safety-as-a-Service model,** currently in rollout, gives enterprises hardware + analytics in one subscription, aligning with global trends toward **OPEX-based procurement and real-time compliance.**

The Founders' Edge

Jarsh was born out of an IIT-Hyderabad campus project. CEO **Mahadev Ravi,** a mechanical engineer, began prototyping cooling solutions for workers in extreme climates. He teamed up with **Soumyajit Bhattacharyya** (operations) and **Abhiman Vemulapalli** (sales and enterprise strategy) to turn a concept into an industrial-grade product line.

Their deep fieldwork—studying oil rigs, factories, construction sites—gives them unusual insight into real pain points. That understanding, paired with investor discipline and solid product delivery, has made them a rare Indian wearable brand with both heart and hardware chops.

Investor Lens: Why Jarsh Stands Out

For investors, Jarsh Safety represents a compelling play in a typically under-digitized market. It checks critical boxes:

- **Clear ROI for clients:** reduced heat-related downtime, lower accident claims, improved compliance.
- **Hardware + SaaS** model with potential for ARR.
- **Moat-building through manufacturing control, patents, and real-world data loops.**
- **ESG-aligned story** — enhancing worker safety and reducing workplace hazards.

Add in India's labor-intensive industrial base and climate stress, and Jarsh becomes not just a startup, but an emerging **category leader**

What to Watch

Scaling hardware always comes with challenges: QC, distribution, and support infrastructure. Additionally, success depends on **long-term customer retention** and **smart expansion pacing** — especially as they move into new geographies with varying regulations and needs.

But with early success, solid margins, and clear demand, Jarsh is proving that **safety sells**, and it scales.

Final Take

Jarsh Safety is building more than wearables — they're engineering **trust, accountability, and protection** into the future of industrial work.

In a country where safety tech is long overdue, and where global markets are catching up to climate-driven workforce risks, Jarsh offers investors a rare opportunity: a mission-driven business with serious revenue momentum, IP defensibility, and global potential.

TERMINOLOGY

1 **IMU (Inertial Measurement Unit):**
A sensor that tracks motion, orientation, and acceleration — essential for fitness trackers, posture wearables, and AR headsets.

FUNDING NEWS & UPDATES

Arivihan raises $4.17 Mn in pre-Series A round from Prosus, Accel

Arivihan, a Bengaluru-based edtech startup, raised $4.17M in a Pre-Series A round led by Prosus and Accel. It offers AI-powered personalized learning for rural students, targeting Class 12 and NEET. The funds will enhance AI, expand language support, and scale operations across three new states in India.

ILine raises $500K in angel round

Noida-based ILine.ai Solutions raised $500K in angel funding led by climate-tech and mobility investors. The startup, launched in April 2025, operates an AI-powered EV delivery marketplace. Funds will support expansion into 12 tier-II cities, onboard 20,000 EV drivers, and enhance AI features, aiming for net-zero emissions by 2028.

Fashion startup Littlebox raises $2.1 Mn led by Huddle and Prath Ventures

Ultra-fast fashion startup Littlebox raised Rs 17.5 crore (~$2.1M) in its first round, co-led by Huddle Ventures and Prath Ventures. Backed by all five Sharks on Shark Tank India, it targets Gen Z with trend-driven fashion, a 25-day stock cycle, and aims to scale operations, UI/UX, and marketing.

Zaggle acquires fintech startup Rio.Money for Rs 22 Cr

Zaggle is acquiring fintech startup Rio.Money for Rs 22 crore ($2.5M) in a 100% equity cash deal. Founded in 2023, Rio.Money focuses on UPI and credit cards. This marks Zaggle's fifth acquisition in 2025, aiming to expand its fintech portfolio and tap into India's growing digital payments market.

Mental health startup LISSUN acquires US-based Being Cares Inc

LISSUN has acquired US-based Being Cares Inc to strengthen its AI-driven, child-focused mental health ecosystem. The acquisition adds expertise in 40+ conditions like autism and ADHD. With plans to scale Sunshine centres and expand digital support via Ray on WhatsApp, LISSUN aims to offer end-to-end care across home, school, and clinics.

TERMINOLOGY

1

PPG (Photoplethysmography):
Light-based technology used to measure heart rate and blood oxygen. Common in smartwatches and rings.

"THE COLD START PROBLEM" BY ANDREW CHEN

What It's About

In The Cold Start Problem, Andrew Chen — a general partner at Andreessen Horowitz and former growth lead at Uber — lays out one of the most overlooked challenges in tech: **how to go from zero users to a product that grows itself.**

The book unpacks what makes platforms and products **stick, scale, and survive.** Whether it's Uber, Tinder, Slack, or Clubhouse, Chen explains how they got past the "cold start" — the moment when no one is using the product and there's no one to connect with — and built **network effects** into the core of their growth strategy.

Why It Matters for Wearable Startups

Most wearable founders focus on hardware, features, and health metrics. But as Chen argues, **those alone don't build habit, loyalty, or scale.**

Wearable startups — especially those in health, fitness, or workplace safety — must create networks of value. That could mean:

- Gamifying group fitness to create viral loops
- Building dashboards that connect users, doctors, and employers
- Using social proof, data sharing, or competitions to drive retention

Chen's core idea: growth is not a marketing tactic — it's a product feature. The best products grow because they become more valuable the more people use them. If your wearable doesn't have that dynamic, it's going to struggle past early adopters.

Key Lessons

- Atomic Networks: Start small — get 10 users who use your product daily, then grow from there. You don't scale from the outside in.
- Network Density: It's better to be essential to a few users than irrelevant to many. Wearable tech should aim for depth before breadth.
- Power Users Drive Growth: Focus on your most engaged users and give them tools to invite others, generate content, or trigger data loops.
- Avoiding the "Reverse Cold Start": Even scaled products can die if they stop evolving. Retention > Acquisition.

For Investors

Chen gives you a framework to evaluate startups beyond vanity metrics. Ask:

- Does the product get better as more people use it?
- Are users bringing in other users, organically?
- Is there evidence of a sticky, growing atomic network?

For wearable tech especially, this lens helps you separate hardware-first companies from platform-first opportunities — the ones building long-term ecosystems, not just devices.

TERMINOLOGY

Haptics:
Tactile feedback (vibrations, taps) used to alert users without sound or screens.

TERMINOLOGIES

Thermoelectric Cooling:
Solid-state cooling tech (like in Jarsh helmets) used in industrial wearables for extreme heat conditions.

BLE (Bluetooth Low Energy):
Standard wireless protocol for connecting wearables to smartphones with minimal battery drain.

Companion App:
Mobile application that pairs with the wearable to display data, manage settings, or push insights.

Biometrics:
Physical or behavioral data such as heart rate, respiration, or gait collected through sensors.

Continuous Monitoring:
Real-time, 24/7 tracking — often required in medical or safety-critical use cases.

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+91 95126 67000 I contact@unisyncangels.com
www.unisyncangels.com