



WALKING ON EARTH

Sector:
Consumer

Funding stage:
Seed

Website:
walkingonearth.com

What Walking on Earth does

Walking on Earth is a holistic health platform for the workplace, whose mission is to provide preventative health and well-being to everyone. The platform enables employees to access a range of practitioners in fields such as yoga, meditation, and nutrition, creating an inclusive plan for each individual's needs. In the future, they're looking to release services in breathwork, martial arts, coaching, therapy, acupuncture, biofeedback and more. To personalise the experience, employees can join group classes either individually or with colleagues, or arrange and book 1-1 classes when a deeper experience is required.

The corporate wellness market is a \$52 billion annual market today and is forecast to double in the next 5 years, as 64% of corporations without wellness strategies are beginning to reconsider the role they play in the wellbeing of their workplace.¹

Why we like it

The perception of reactive medicines as the primary health driver is being replaced by more preventative, proactive wellness as a better alternative. There is a growing body of evidence supporting views that poor wellness – often leading to high stress – is the cause for many chronic diseases.

The Covid-19 pandemic has further highlighted the global stress epidemic, with “depression”, “anxiety” and “mental health” being Google-searched more than ever before. 7 out of 10 employees are finding the present the most stressful time in their careers, combined with 1/3 of employees currently experiencing mental health challenges – and this all comes at a time when existing wellness programmes are not fit for purpose (often seeing as low as 4% uptake).²

Walking on Earth is a true pioneer of preventative workplace wellness, providing an inclusive product which offers video-based access to leading practitioners (they will introduce in-person classes once it is safe to do), ensuring everybody has the best experience and access for their specific needs.

Who are we backing?

Reeva Misra – CEO & Founder. Reeva is the Ex-VP Strategy at Benevolent AI – a data-led drug discovery platform (\$292m raised).

Founder at Vahani – non-profit helping underprivileged children in India. Reeva has surrounded herself by an excellent leadership with experience from Treatwell and Google, and she herself is a practitioner of Yoga.



What our fund managers say

Rebecca Hunt, Principal

“Covid has highlighted the need for companies to offer wellness solutions for employees. There is a greater demand for these services than ever before, and Walking on Earth’s mission is one many people can strongly align to.”

¹Corporate Wellness Market Size, Share & Trends Analysis Report, March 2021.

²Company and Octopus Ventures research.

Key risks

While we are really excited about this company’s potential, please bear in mind that like all early stage businesses, it’s likely to encounter both challenges and opportunities along the way and ultimately may not be successful.

Early stage investing is considered high risk and your capital may be lost. Any associated tax benefits are subject to qualification, personal circumstances and legislation.