

Glofox raises \$10m to keep gyms financially fit beyond Covid-19

Dublin gym software player Glofox has its eye on helping gym entrepreneurs through Covid-19 and into the green fields beyond.

Irish gym management software company [Glofox](#) has raised \$10m (€9.2m) in funding as well as the launch of a new platform that enables gyms and fitness studios to deliver live streaming and premium on-demand content.

The \$10m funding brings total funding raised by Dublin-based Glofox to \$23m. The additional investment from a new undisclosed investor, brings the total Series A funding to \$20m in a round led by Octopus Ventures. Notion Capital, Partech, Silicon Valley Bank, and Tribal VC also participated.

Glofox's new platform and funding will enable fitness businesses to keep operating remotely and fulfill their customer fitness needs online during Covid-19 and thrive in a new fitness industry with a stronger digital element in the future.

The virtual future of fitness

"Covid-19 has transformed the fitness industry," explained Glofox CEO Conor O'Loughlin. "Many gyms have made the leap to delivering virtual experiences overnight.

"Consumers have learned how to consume fitness content digitally and are beginning to feel comfortable with that. Businesses are adapting fast, and those that adopt new tools will survive now and be able to add new revenue streams coming out of this pandemic."

"We are enabling gyms and fitness studios in 48 countries to transform their businesses by adding live workout streaming and on-demand content. Working remotely has allowed fitness entrepreneurs to learn new skills, enabling them to build better businesses in the future.

"After the crisis, local businesses that project a digital presence and can deliver complementary online and offline experiences will attract and retain more members.

Founded in 2014 by Anthony Kelly, Conor O'Loughlin and Finn Hegarty, Glofox is a business-to-business management software that helps fitness entrepreneurs improve the health of people worldwide.

The company's client base spans 48 countries worldwide. The platform enables studio and gym

owners to deliver content and manage bookings, memberships, payments, scheduling, lead generation, sales, and retention.

Gyms and fitness studio owners including Tough Mudder Bootcamp, SNAP Fitness, F45 Training, Elite Bodyworks, Fit 7/8, 9Round, Greco Fitness, and Switch Playground are bringing their workouts online, retaining members, building communities, and managing all aspects of their businesses with Glofox.

“Glofox’s continued innovation is providing pioneering ways for gyms to adopt the online models they need to both thrive as a business in these challenging times, and help their customers stay fit,” said Marieke Christmann from Octopus Ventures.

“This highlights the crucial role played by early stage tech companies in mitigating the economic and social impact of Covid-19. In a time when we are restricted to our homes, it’s more important than ever to support consumers so they can exercise and stay healthy. Glofox is at the centre of this trend in the fitness industry; we are excited to see the continued success of this talented team and to support them on their growth journey.”

Written by [John Kennedy](mailto:john.kennedy3@boi.com) (john.kennedy3@boi.com)

Published: 29 April, 2020