bsport, the European leading platform for wellness studios, secures €30million Series B to fuel global expansion and AI Innovation

Fundraising brings on new investors from the U.S. and Europe, including Base10 Partners and Octopus Ventures

[Barcelona, 13 DECEMBER 2024] – bsport, the all-in-one technology platform for the boutique wellness industry, has announced the completion of a €30 million Series B funding round with Base10 Partners (US) and Octopus Ventures (UK), alongside Stanford University and joining existing investors notably Seventure Partners and Seed4Soft.

The new funding will drive bsport's expansion across the UK and Europe, North America and APAC, accelerate its ´investment in AI and services, and support the company's plan to nearly triple its workforce by 2026 to meet the growing demand from wellness businesses. Following the €4 million Series A led by Seventure Partners in 2022, this Series B round underscores bsport's rapid growth in the past year and its strong vision for continued success.

Rapid Growth Led by an International Team

Founded in 2018, bsport has rapidly become a leader in wellness technology, supporting over 2,000 clients across Europe and North America. With a team of 160 multilingual employees, bsport provides wellness studios with a platform designed to reduce operational costs and maximize revenue to enable scalable growth. Specifically, the software provides the essential keys to handle all aspects of studio management: from course bookings and payments to staff management, including advanced marketing, customer experience, and analytics. Based in Paris, Barcelona, London, USA and Berlin bsport is well-positioned to support its clients, partners, and future growth ambitions.

Transforming Wellness with AI Innovation

As the global wellness industry has grown rapidly in all its verticals since 2020 (and is forecasted to hit $9trn by 2028[1]), the €30 million investment will help bsport take a leadership and innovation-centered position to help studios tackle future challenges head-on.

To meet the rising demand for advanced technological solutions, bsport is committed to integrating the latest advancements in generative AI and intelligent agents into its platform. These innovations will enable studios to unlock new efficiencies, deliver hyper-personalized experiences, and automate complex tasks. By embedding these advanced capabilities, bsport places its clients at the forefront of digital transformation, offering a comprehensive all-in-one solution and positioning itself as their indispensable business partner in a dynamic and competitive market.

Building on its position as the leading platform in Europe and the UK, with headquarters in Barcelona and offices in Paris and London, bsport will accelerate its expansion into DACH, North America and the APAC region, ensuring it can be a go-to global tech partner for international wellness studios.

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[1] HCM, nov. 2024 - Among all verticals, Physical Activity was sized in 2023 at US$1.060 trillion (+5 per cent on 2022)
https://www.healthclubmanagement.co.uk/health-club-management-news/Global-wellness-economy-smashes-records-to-reach-63trn-peak-forecast-to-hit-9trn-by-2028/354420

To support this growth, bsport plans to triple its workforce. The first step is a major recruitment drive, with a strong focus on hiring top-tier talent in tech, product, and data roles—particularly in its Paris office, which will serve as a hub for these essential functions. Additionally, bsport aims to bolster its workforce across other departments and key locations, including Paris, Barcelona, London, the US, and Berlin. This expansion will reinforce its international operations, enhance customer support, and drive continuous innovation, ensuring wellness studios worldwide have access to the latest technology.

A Shared Vision with New and Existing Investors

The Series B investment builds on bsport's successful Series A funding in 2022, which supported the company's international expansion and the development of new client-focused solutions, setting the stage for this latest round. "With the support of our new and existing investors, bsport is on a mission to unlock the full potential of wellness studios by providing an unparalleled, all-in-one solution that combines advanced technology and innovation with a deep understanding of our clients' needs," said **Zakaria Mansour, CEO and Co-Founder of bsport.**

"bsport is well-positioned to take on the needs of small and medium-sized businesses in the wellness space—an industry that has largely gone underserved by technology," said **TJ Nahigian, co-founder and managing partner at Base10 Partners.** "Zakaria and team's all-in-one platform helps these businesses take control of their own growth, and we are thrilled to be supporting this special team."

Uthish Ranjan, Partner at Octopus Ventures, said: "We're delighted to be supporting bsport, and have been impressed with the user experience and capabilities of their all-in-one solution that has helped thousands of gyms and wellness centers to make efficiency gains, and drive growth through their full-stack sales and marketing modules. We're really excited to see our funds used to significantly expand their presence in the UK market, and can't wait to see what the team does next."

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About bsport

Founded in 2018 and launched in 2020, bsport is a leading technology platform for wellness studios, offering an all-in-one solution designed to drive studio growth and operational efficiency. Supporting over 2,000 gyms and studios globally, bsport's platform combines intuitive software, powerful marketing automations, advanced data insights and studio management features, to empower wellness providers to maximize revenue and reduce costs. With offices in Barcelona, Paris, London and the USA bsport is committed to revolutionizing the wellness industry through innovation, best-in-class customer service, and client-centered solutions.

About Base10 Partners

Founded by Adeyemi Ajao and TJ Nahigian, Base10 is a San Francisco-based venture capital fund investing in founders who believe purpose is key to profits and in companies that are automating sectors of the Real Economy. Through its program the Advancement Initiative, Base10 donates a portion of firm profits to underfunded colleges and universities to support financial aid and other key initiatives. Portfolio companies include Notion, Figma, Stripe, Popmenu, Chili Piper, and Secureframe.

About Octopus Ventures

Octopus Ventures, part of Octopus Group, is one of the largest and most active venture capital investors in the UK and Europe. We're on a mission to invest in the people, ideas and industries that will change the world.

We back entrepreneurs ─ from the first cheque their business receives, right through to IPO. We manage £1.8bn and are investing in more than 180 businesses, focusing on the companies solving three of the world's biggest problems: those building a sustainable planet, empowering people, and revitalizing healthcare.

We know what it takes to build a successful business. We support founders through our strong teams, sector expertise and deep networks, using our people and talent to help them build a better tomorrow.

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