# Simple Life secures $35m Series B to expand AI-powered health coaching and personalise wellbeing journeys



London-based health tech company Simple Life has secured a $35 million Series B funding round led by HartBeat Ventures, the venture capital firm founded by actor and entrepreneur Kevin Hart, alongside AI-driven private credit firm Liquidity. The raise comes on the back of a robust 2024 performance marked by $100 million in revenue, 64% year-over-year growth, operating profitability, and over 20 million app downloads worldwide. The company claims more than 800,000 active subscribers who have collectively lost over 17.5 million pounds, underscoring the platform's significant user impact.

Simple Life offers an AI-powered health and weight loss coaching app centred on its virtual coach, Avo. This AI coach delivers personalised plans, real-time nutritional feedback, and on-demand virtual coaching aimed at sustainable behaviour change without relying on strict calorie counting or extreme diets. Avo supports users through continuous guidance, sending millions of tailored coaching messages daily; it delivered 19 million messages in January 2025 alone. Data shared by the company reveals Avo processes approximately 300,000 daily meal logs and handles over 100,000 coaching conversations every day, offering granular advice on nutrition, activity, fasting, and daily habits.

The company's approach combines evidence-based behavioural science with AI to create an adaptive, gamified experience. Initial tests of a gamified companion feature have reportedly boosted both user retention and weight-loss outcomes by incorporating streaks, rewards, and motivational prompts to make habit-building more engaging and sustainable. Simple's Nutrition Scores, a tool analysing meal quality based on their contribution to health and weight loss, has seen over 28 million uses, supporting the app’s goal to blend technology with behavioural insights for durable metabolic health improvements. According to a peer-reviewed study involving over 50,000 users, 42% of active users achieved at least 5% weight loss within a year, with higher engagement correlating with better results.

Simple Life operates within the rapidly expanding digital health market, projected to grow from roughly $340 billion to $940 billion globally over the next five years. The company positions itself distinctively by focusing on making the health journey motivating and rewarding rather than simply fixating on outcomes. Mike Prytkov, Simple’s founder and CEO, emphasised that their methodology helps users develop a positive and sustainable relationship with wellness, turning healthy habits into an engaging, game-like experience. This ethos aligns with broader industry trends addressing the need for scalable, cost-effective, and user-friendly digital health solutions.

Looking ahead, Simple Life plans to deepen its AI capabilities to enhance real-time personalisation and multimodal coaching, scale content creation, and further integrate behaviour-science-driven gamification mechanics to improve member retention. Additionally, the company is expanding its focus to include women's health and midlife wellness programmes, signalling broader ambitions within the health tech space.

Simple Life has been recognised for innovation within the field; in 2025, its AI coach Avo received the MedTech Breakthrough Award for Best Virtual Health Coach. The company also earned the British Dietetic Association’s Digital Innovation Award in 2024 for its Nutrition Scores feature, highlighting its growing influence as a leader in digital health technology.

Despite its reported successes and rapid growth, Simple Life operates in a competitive market with many players offering fragmented or costly weight loss and wellness solutions. However, through its combination of AI, behavioural science, and gamification, it aims to carve out a durable niche focused on sustainability and user engagement.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://tech.eu/2025/10/01/simple-life-lands-35m-to-scale-its-ai-health-coach/), [[5]](https://simple.life/blog/raise-announcement), [[2]](https://techcrunch.com/2025/10/01/kevin-harts-vc-firm-leads-35m-series-b-for-weight-loss-app-simple/), [[4]](https://www.findarticles.com/hartbeat-ventures-leads-35m-series-b-for-simple/)
* Paragraph 2 – [[1]](https://tech.eu/2025/10/01/simple-life-lands-35m-to-scale-its-ai-health-coach/), [[2]](https://techcrunch.com/2025/10/01/kevin-harts-vc-firm-leads-35m-series-b-for-weight-loss-app-simple/), [[4]](https://www.findarticles.com/hartbeat-ventures-leads-35m-series-b-for-simple/), [[3]](https://simple.life/blog/2025-medtech-award/)
* Paragraph 3 – [[1]](https://tech.eu/2025/10/01/simple-life-lands-35m-to-scale-its-ai-health-coach/), [[6]](https://simple.life/blog/simple-wins-2024-digital-innovation-award/), [[3]](https://simple.life/blog/2025-medtech-award/), [[7]](https://aijourn.com/tuesday-crowned-healthiest-eating-day-in-simple-life-apps-30-million-meal-analysis/)
* Paragraph 4 – [[1]](https://tech.eu/2025/10/01/simple-life-lands-35m-to-scale-its-ai-health-coach/), [[5]](https://simple.life/blog/raise-announcement)
* Paragraph 5 – [[1]](https://tech.eu/2025/10/01/simple-life-lands-35m-to-scale-its-ai-health-coach/), [[2]](https://techcrunch.com/2025/10/01/kevin-harts-vc-firm-leads-35m-series-b-for-weight-loss-app-simple/), [[4]](https://www.findarticles.com/hartbeat-ventures-leads-35m-series-b-for-simple/)
* Paragraph 6 – [[1]](https://tech.eu/2025/10/01/simple-life-lands-35m-to-scale-its-ai-health-coach/), [[3]](https://simple.life/blog/2025-medtech-award/), [[6]](https://simple.life/blog/simple-wins-2024-digital-innovation-award/)
* Paragraph 7 – [[1]](https://tech.eu/2025/10/01/simple-life-lands-35m-to-scale-its-ai-health-coach/), [[2]](https://techcrunch.com/2025/10/01/kevin-harts-vc-firm-leads-35m-series-b-for-weight-loss-app-simple/), [[4]](https://www.findarticles.com/hartbeat-ventures-leads-35m-series-b-for-simple/)

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## Bibliography

1. <https://tech.eu/2025/10/01/simple-life-lands-35m-to-scale-its-ai-health-coach/> - Please view link - unable to able to access data
2. <https://techcrunch.com/2025/10/01/kevin-harts-vc-firm-leads-35m-series-b-for-weight-loss-app-simple/> - Kevin Hart's venture capital firm, HartBeat Ventures, has led a $35 million Series B funding round for Simple, an AI-powered health coaching app. The company has achieved significant growth, with $160 million in annual recurring revenue and 700,000 subscribers. The funding aims to enhance Simple's AI coaching engine and expand into women's health and midlife programs. Avo, the app's AI coach, handles over 100,000 coaching conversations daily and processes nearly 300,000 daily meal logs, offering personalized advice across nutrition, activity, fasting, and daily habits.
3. <https://simple.life/blog/2025-medtech-award/> - Simple's AI coach, Avo™, has been awarded the 2025 MedTech Breakthrough Award for Best Virtual Health Coach. Launched in 2023, Avo™ provides personalized, 24/7 guidance to users, offering daily check-ins, custom tasks, and real-time meal feedback. In January 2025, Avo™ sent over 19 million coaching messages, supporting more than 1.5 million users. A peer-reviewed study of over 50,000 users showed that 42% achieved at least a 5% weight loss within a year, with higher engagement associated with improved outcomes.
4. <https://www.findarticles.com/hartbeat-ventures-leads-35m-series-b-for-simple/> - HartBeat Ventures, founded by actor Kevin Hart, is leading a $35 million Series B funding round for Simple, an AI-driven nutrition-based well-being app. The company claims approximately 700,000 subscribers and $160 million in annual recurring revenue. The new funding will reinforce its AI coaching engine and support the development of women's health and midlife programs. Avo, the app's AI coach, processes close to 300,000 daily meal logs, providing personalized advice across nutrition, activity, fasting, and daily habits.
5. <https://simple.life/blog/raise-announcement> - Simple Life has raised $35 million in new funding, a joint investment by HartBeat Ventures, founded by actor Kevin Hart, and Liquidity, a leading AI-driven private credit firm. The company has achieved significant milestones, including 20 million downloads worldwide, 800,000+ active subscribers, and 17.5 million pounds lost collectively by users. In 2024, Simple Life reported $100 million in revenue, a 64% year-over-year growth. The new capital will advance AI for real-time personalisation, multimodal coaching, scaled content creation, and behaviour-science-based gamification to improve retention.
6. <https://simple.life/blog/simple-wins-2024-digital-innovation-award/> - Simple Life won the Digital Innovation Award 2024 from the British Dietetic Association for its Nutrition Scores feature. This tool analyses the nutritional value of users' meals and scores them based on their contribution to health and weight loss. The feature has been used over 28 million times, with an average of over 150,000 uses per day. The more users engage with the app, the more positive results they achieve, with an Optimal meal score rate of 41% or more nearly doubling weight loss outcomes.
7. <https://aijourn.com/tuesday-crowned-healthiest-eating-day-in-simple-life-apps-30-million-meal-analysis/> - Research from Simple Life, an AI-powered health coaching and weight loss app, reveals that users are most likely to make healthy food choices on Tuesdays, while weekends remain the most nutritionally challenging. The study analysed over 34 million meals logged by more than 777,000 users, showing that Tuesdays had the highest nutritional quality, with the largest proportion of meals rated Optimal via Simple's Nutrition Score, and the lowest number of Low-scoring meals. Saturdays had the poorest nutritional value, with higher intakes of saturated fats and calorie-dense foods.