

Welnes raises \$300K from Egyptian and Japanese Investors

[Welnes](#) is a community app that helps users reach their weight-loss and lifestyle goals under the guidance of top tier nutritionists and trainers.

Welnes was launched in 2020 by Amr Saleh (CEO) and Amr Diab (CTO) - both serial entrepreneurs with product experience in different industries such as Fintech, IoT and blockchain.

Welnes provides customized nutrition and workout plans that accommodate various lifestyles such as Keto, Low Carb, Plant-based and more. The programs are served in a group setting which organically encourages participation from other users, nutritionists, and trainers. The app also features a robust gamification model that keeps users motivated and committed to follow through on their programs. To date, Welnes has helped over 15,000 users who have uploaded an impressive 500,000 meal pictures and made over 5,000,000 likes.

Led by Flat6labs, Welnes closed a \$300,000 seed round in January 2022 with participation from Samurai Incubate, UI Investments and a group of angel investors.

“Our customers love the product, they come for the nutrition and workout plans and they stay for the community”, says Amr Saleh, co-founder and CEO of Welnes. “We have a very strong technical team who built a great product and we can’t wait to spread it out across all segments of the market”.

Welnes’ current round of investors all share an appreciation for the app’s mission statement —

Dina el-Shenoufy of Flat6labs comments, “As seed investors, we understand that our biggest qualifiers for assessing successful ventures are mainly the team and market potential. Having invested alongside Amr before, we are quite confident of his ability to execute on capturing the nascent but strongly growing market of healthy living in the Middle East. Amr and his stellar team are developing the perfect platform to aid clients in achieving just that”

Risa Takeda of Samurai Incubate notes, “Staying healthy is one of the most important things in your life yet not many people realize it until they face a problem. Not everyone does exercise, but everyone eats. We think Welnes’s community-focused approach will let more people increase awareness of their bodies by taking care of what they take in everyday. We are excited to join the journey of making Welnes a big community to empower people.”

Tarek Roushdy, CEO of UI Investments, concludes, “I am really pleased to be part of Welnes’ journey. Their mission to have a fit body, which is part of my passion in promoting the healthy lifestyle, then their strong and powerful team, the leadership in place, in addition to the traction they made so far and the

huge growth they plan to achieve in the next couple of years, all were some of the various reasons brought me on board. This journey ... I am looking forward to enjoying it with the Welnes team."

The funds from this round will be spent on expanding the team and to prepare the company for GCC expansion by 2023.