

Health optimisation start-up gains investment from sports stars

The Players Fund, the UK's pioneering athlete-led venture capital firm, has invested in health start-up OptimallyMe.

The fund, whose investors include cricket star Ben Stokes and Olympic champion [Jess Ennis-Hill](#), also counts England rugby player Courtney Lawes and Arsenal footballer Ben White among its 60 professional sportspeople backers, as reported by [City AM](#).

The VC firm has previously supported tennis star Naomi Osaka's media company Hana Kuma and luxury ticketing marketplace Seat Unique.

OptimallyMe utilises wearable tech, AI and blood testing to analyse health biomarkers and provide personalised advice on fitness, nutrition, mood and sleep. The company's board of experts includes European Ryder Cup captain Luke Donald and it has previously partnered with the MCC.

Edward van Harmelen, CEO of OptimallyMe, said: "This collaboration goes beyond mere investment; it's a strategic alliance that will revolutionise health optimisation for sports enthusiasts and professionals alike," He added: "The Players Fund perfectly aligns with OptimallyMe's mission to provide comprehensive, personalised health solutions."

The Players Fund is part of a growing trend of venture capital firms funded by current and former sportspeople. England cricket captain Stokes and London 2012 Olympic champion Ennis-Hill were among its first investors.

Ruari Bell, managing partner at The Players Fund, said: "We

are thrilled to announce our investment into OptimallyMe, a truly pioneering force in the evolving health optimisation sector,”.

“At The Players Fund, we are continually drawn to ventures that challenge the status quo and offer transformative potential.”

“OptimallyMe’s visionary fusion of AI-driven health insights with tailored, personalised care speaks directly to the future of performance enhancement and holistic well-being.”

“This collaboration allows us to bridge the gap between elite athleticism and cutting-edge health technologies, positioning us at the forefront of new health solutions.”

“We look forward to championing this next phase of growth and innovation, as we aim to redefine how athletes and individuals can optimise their health for peak performance.”

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