

DATE

December 11, 2025

SECTORS

Healthcare
Consumer, Leisure & Retail

DEAL TYPE

Private Capital Markets

DEAL LOCATIONS



DEAL TEAM



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UN SDG ACTIVITY



DC Advisory advises Inito on its Series B fundraise from Bertelsmann India Investments, Fireside Ventures, and Kyra Ventures



Background

- Founded in 2014 by engineers Aayush Rai and Varun A. Venkatesan, Inito is a health tech company at the forefront of at-home diagnostics, beginning with its 2021 launch of a fertility monitor that enables users to measure four essential fertility hormones on a single test strip
- Powered by sophisticated AI models, Inito delivers personalized interpretations of hormonal data to reveal fertility patterns, accurately predict fertile windows, and confirm ovulation with precision
- To date, Inito has processed over 30 million fertility hormone data points and has contributed to tens of thousands of successful pregnancies worldwide
- Evolving to a full hormone platform using AI-engineered antibodies for tests on pregnancy, menopause, testosterone, and endocrine health, Inito delivers clinical insights at home

Process

- DC Advisory served as the exclusive financial advisor to Inito, guiding the company through a competitive Series B process
- DC Advisory executed a highly targeted outreach strategy to a curated group of investors, ensuring alignment with Inito's vision while efficiently securing

multiple interests

- DC Advisory collaborated with Inito leadership to highlight their unique business model, including moats in home diagnostics, IP, and technology through in-depth analyses
- DC Advisory provided end-to-end support across multiple workstreams, including marketing materials, investor interactions, due diligence, and documentation negotiation

Outcome

- Inito closed a \$29 million Series B funding round from Bertelsmann India Investments, Fireside Ventures, and Kyra Ventures, bringing the company's total funding to \$48 million
- The funding will enable Inito to:
 - Deepen R&D in AI-engineered antibodies
 - Enhance its next-generation optical and spectral mapping technologies
 - Expand its test menu across pregnancy, menopause, and broader endocrine markers
 - Scale manufacturing and global distribution, particularly in the United States and new international markets
- This transaction further underscores DC Advisory's strong track record in the healthtech sector and showcases its expertise in advising companies at the intersection of healthcare, AI, and consumer technology

"The DC Advisory team, led by Saurabh, impressed us with their exceptional rigor and intellectual curiosity. In a remarkably short time, they went deep into our tech and customer segments and developed a nuanced understanding of what we're building — something we rarely expect from an external advisor."

Aayush Rai, Co-Founder & CEO, Inito

"We are truly honored to be part of Inito's extraordinary journey. Inito's team, led by Aayush and Varun, has achieved several groundbreaking tech breakthroughs that I find inspiring. I'm excited about the new generation of accurate, at-home tests they've made possible which will improve the daily health and quality of life for

millions of people.”

Saurabh Maheshwari, Director, DC Advisory

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