



For Immediate Release

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Contact:

Eddie Arpin

CEO

Offering Tree

+1 (651) 456-8733

eddie@offeringtree.com

OfferingTree Secures \$2mm in Venture Capital to Expand Wellness Platform

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[OfferingTree](#), a platform that helps fitness and wellness businesses scale and manage their businesses, has raised over \$2 million in venture capital funding led by the [Idea Fund of La Crosse](#). This investment will allow OfferingTree to expand its platform, introduce new features, and broaden its market reach in the rapidly growing fitness and wellness industry.

The funding will be directed toward further development of OfferingTree’s suite of tools, which empower fitness and wellness studios, gyms, and solo practitioners to easily create websites, manage scheduling and booking, communicate with clients, and offer classes and appointments. The capital will also support OfferingTree’s plans to expand its team to meet increasing demand.

“With this funding, we’re excited to continue improving our platform and serve even more fitness and wellness businesses looking for an all-in-one solution,” said Eddie Arpin, CEO and co-founder of OfferingTree. “Our focus will be on expanding our offerings, particularly to help more studios, gyms, and teachers grow their business while giving them time back in their day, so they can focus on their clients’ fitness and wellness goals. Additionally, we’re excited to grow our team to ensure that we have the resources to support our rapidly expanding user base.”

Boutique fitness and wellness studios are making a comeback after the pandemic forced 30% of the brick-and-mortar locations to shut down permanently. Coming out of the pandemic, the way people prefer to get their workouts has changed, with many preferring an at-home digital on-demand option. OfferingTree’s platform caters to online and in-person classes as well as on-demand digital content that gives fitness and wellness businesses flexibility in how they reach their clients. Staying on top of the trends and focusing on their customers’ needs has allowed OfferingTree to have a leg up on the existing competition in the industry.

OfferingTree offers a user-friendly platform that caters to boutique fitness and wellness studios in addition to solo practitioners like yoga teachers, fitness instructors, and wellness coaches who need a simple way to manage and grow their businesses. The wellness industry is experiencing rapid growth. According to the [Global Wellness Institute](#), the global wellness economy reached



\$5.6 trillion in 2022, growing by 12% annually since 2020. This trend is expected to continue, with the market exceeding \$8.0 trillion by 2027.

Jonathon Horne, Managing Director of the Idea Fund of La Crosse, commented, “For too long, fitness and wellness businesses have been limited to outdated software that hinders their growth. OfferingTree is changing that with a modern, user-friendly platform tailored to the needs of today’s businesses. We’re excited to support OfferingTree as they lead the industry into a new era of growth driven by innovation and customer satisfaction.”

OfferingTree plans to recruit new team members in the coming months. Interested candidates can visit offeringtree.com to learn more about job opportunities and the company.

For more information about OfferingTree, the recent funding, or job opportunities, please contact:

Eddie Arpin
CEO
Offering Tree

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offeringtree.com

About Offering Tree:

OfferingTree is an all-in-one business management software platform designed for studios, teachers & coaches in the wellness and fitness industry (e.g. yoga, pilates, fitness, dance, martial arts). The platform provides tools for scheduling, booking, payments, client management, marketing automation, and website creation, allowing practitioners to focus more on their work with clients and less on administrative tasks. By simplifying the business side of wellness, OfferingTree enables professionals to grow their businesses and expand their impact.

About the Idea Fund of La Crosse:

The Idea Fund of La Crosse is a venture capital firm based in La Crosse, WI, dedicated to investing in and supporting the growth of pre-revenue and early-stage revenue technology companies. The firm focuses on software startups in diversified end markets, reflecting the Upper Midwest's employment base, aiming to transform innovative ideas into successful businesses. It has invested in 19 portfolio companies and currently manages \$45mm on behalf of its limited partners.

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