



## Youth Fitness Startup Hiveclass Raises \$1.25M in Seed Round Led by Appia Ventures

*Hiveclass is partnering with schools, libraries and other youth-serving institutions to expand access to top-tier sports training and physical education*

**New York, NY** — [Hiveclass](#), a New York-founded startup addressing inequities in youth sports and wellness education, announced today it raised \$1.25M in a seed round led by Appia Ventures.

“Even before the pandemic, our school systems, especially those in chronically underserved communities, were routinely failing to meet even minimum physical education and activity requirements. We created Hiveclass because we believe fitness is an equally important resource for a child’s overall wellbeing and development, but for too many it’s simply inaccessible,” said **Hiveclass Co-Founders Joe Titus, Chief Executive Officer, and Paul Suhr, Chief Product Officer**. “We’re excited to continue working with Appia Ventures and our other investors to expand Hiveclass to more communities across the country.”

“Physical education, already an undervalued subject in the school curriculum, was ignored even more during the pandemic. We’re going to feel the consequences of that for years to come,” said **Dan DeJager, Hiveclass advisory board member and SHAPE America’s 2019 National High School Physical Education Teacher of the Year**. “Hiveclass is a promising solution that can help millions of kids create healthy activity habits to last a lifetime.”

According to the CDC, the rate of BMI increase among children and teens [roughly doubled](#) during the pandemic, with the youngest school-aged children seeing the largest increases. Meanwhile, some states, like [California](#), eliminated physical education requirements altogether.

Through its online and mobile platform, Hiveclass provides kids access to its original content of athlete-led training videos in a range of popular sports and fitness activities including basketball, soccer, volleyball, tennis, dance, and self-defense. The videos, as well as supplemental content on resilience, confidence building and more, can be accessed remotely at home, on the field or wherever.

Hiveclass is working on partnerships with schools, library systems and other youth-serving institutions to level the playing field for families priced out of high-cost instruction. The platform also includes a social-emotional learning component that fosters community-building in each sport and activity group.

“Tech is creating progress in so many spheres of our lives, and our education systems are not exempt,” said **Appia Ventures Co-Founder John Stracquadanio and Partner Kevin Felix**. “Appia Ventures is proud to be an early-stage investor in Hiveclass and believes strongly in its potential to both revolutionize and democratize physical education.”

Hiveclass opened its first outside funding on August 11, 2021. The team boasts backgrounds in the tech, finance, and education communities.

### **ABOUT HIVECLASS**

Hiveclass is on a mission to introduce active screen time and make quality instruction in youth sports accessible to all kids. Founded in New York in 2020, Hiveclass is working to provide kids with access to its digital library of training videos and other wellness resources through partnerships with schools, libraries and other youth-serving institutions. Learn more at [hiveclass.co](https://hiveclass.co).

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