

Fitness pass apps

	PRICING MODEL	LAUNCHED	LAST REPORTED FUNDING ROUND
ClassPass	Subscribe for membership. Subscribers buy credits to pay for classes. Studios can practice dynamic pricing.	New York in 2013, Singapore in 2018	US\$85 million Series D round led by Temasek Holdings in July 2018. L Catterton Growth Fund participated.
GuavaPass	Subscribe for membership and choose from 4, 10, 20 or unlimited classes.	Singapore in 2015	US\$5 million Series A round led by Vickers Venture Partners in Nov 2016.
KFit (Fave)	Subscribe for membership or pay as you book.	Singapore in 2015	US\$12 million Series A round led by Venturra Capital in April 2016. Susquehanna International Group, Axiata Digital Innovation Fund, Sequoia Capital India and 500 Startups participated.
ActivPass	Pay as you book.	Singapore in 2017	Singapore-listed Allied Technologies acquired a 51% stake for S\$25.2 million in July 2018.