

Kobo founders raise \$4M for their new mobile health startup

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Kobo, an eReader device company have raised \$4 million in seed funding for their next venture, Toronto-based mobile health startup, League. The seed round was led by OMERS Ventures with participation from Foundation Capital, Real Ventures and Infinite Potential Group.

"Healthcare costs are massive and growing at an unsustainable rate. While nearly half of those costs are preventable, next to nothing is spent on prevention this needs to change. The future of health is preventative, and it's about the consumer," said Mr Michael Serbinis, CEO and founder, League in a statement.

The new startup is developing a digital health platform focused on preventative health and is set to launch in early 2015.

According to the company, "League makes it easy to discover, schedule, and pay for services while staying conveniently connected. The platform will store health information including data from wearables and popular health applications putting members in control of their information and giving them the ability to safely and securely share their data with their League."