



# FitKey, fitness startup, lands boost from angel investor Justin Stanford

*Photo: From left, Evan Walther & Joshua Simkin  
FitKey Co-Founders*

# Media Announcement



***Cape Town, Monday 21  
September 2015:***

*FitKey, an app that connects users to a range of geo-located exercise classes, has received investment from Cape Town based entrepreneur and angel investor, Justin Stanford.*

The solution is a product of two of the Cape's fastest growing industries; exercise and technology.

The pre-seed investment puts the startup in an optimum position to build the business and scale. The two parties raised capital on the [Simple Agreement for Future Equity](#), the YCombinator standard.

# Objective

Raise awareness of FitKey's imminent public availability around the country and generate trust in the business through the new backing of a prominent local investor.

# Goal

Pre-pitch 1 x interview and manage reactive queries for interview once the release has been issued.

# Result

20 Pieces of coverage  
*15 in SA & 5+ across Africa*



# SA coverage

A black and white photograph of two men standing in a gym. They are both wearing light-colored t-shirts with the 'FitKey' logo, which consists of a stylized arrow pointing left followed by the text 'FitKey'. The man on the left is smiling and has his arm resting on a barbell. The man on the right is looking towards the camera and has his hand on a barbell. The background shows gym equipment, including a rack of barbells.

## Broadcast

1. [Business Day TV](#): FitKey gets boost from angel investor
2. [Power FM Business](#): Fitness Startup FitKey
3. [GHFM Ozone Startups](#)

## Online

1. [News24 online](#) and [mobile](#): Fitness startup scores angel investment
2. [Business Day](#): New app enables access to various fitness activities
3. [Disrupt Africa](#): Fitness app FitKey raises funding from angel investor Justin Stanford
4. [TechFinancials](#): Fitness startup FitKey get in shape with new funding
5. [VentureBurn](#): Fitness Studios app FitKey gets angel backing from Justin Stanford
6. [Business Tech](#): Fitness app draws investment from 4di capital's Justin Stanford
7. [ITWeb](#): Angel investor pumps millions into CT start-up & [ITWeb mobile](#)
8. [SME SA 1](#): Fitness startup FitKey received funding from angel investor
9. [SME SA 2](#): How this fitness startup is selling freedom from traditional gym memberships
10. [Silicon Cape](#): Fitness startup FitKey lands boost from angel investor
11. [Metrotell](#): SA Fitness app draws investment from 4Di Capital
12. [SA News](#): Local startup FitKey has secured a cash injection & [News 360](#)

# African Coverage



## Online

1. [EIN News](#): Fitness startup scores angel investment
2. [Techloy](#): SA's fitness startup FitKey raises funds from angel investor through SAFE
3. [Africa news hub](#): Angel investor pumps millions into CT Startup
4. [Latest Nigeria News](#): SA fitness app draws investment from 4Di capital
5. [Newsroom Nigeria](#): SA's fitness startup FitKey raises funds from angel investor and [mobile](#)
6. [Naija Dailies](#): SA's fitness startup FitKey raises funds from angel investor through SAFE
7. [Innov8tiv](#): SA fitness startup Fitkey gets angel investor funding via SAFE

