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Vernon Davis on why he invested in fitness company Jaxjox

Building off the at-home fitness movement, startup Jaxjox is reimagining traditional fitness methods and tools with the help of artificial intelligence.

The company's purpose is to make it easier for members to reach their wellness goals through a few different strategies, including smart exercise equipment, real-time personalized tracking, and virtual workouts led by expert trainers.

Former San Francisco 49ers superstar Vernon Davis, a 15-year NFL veteran turned entrepreneur, was one of the first users of Jaxjox's connected home gym, InteractiveStudio, and he says he found that the digital free-weight equipment and A.I. technology provide a versatile training experience.



Davis recently shared more with Fortune about why he decided to invest in the company.

- **Startup:** Jaxjox
- **Location:** Redmond, Wash.
- **Year founded:** 2016
- **Valuation:** Declined to disclose
- **Investment level:** \$17 million
- **Number of employees:** Eight
- **Other major investors:** Hy-Pro International, Guernsey Investment Fund, Dowgate Capital, Edana Investments

Why he invested, in his own words

After spending 15 years in the NFL and no longer training for game day, it's more important than ever to make time for health and fitness in my transition to full-time entrepreneur and actor. Since my retirement (and during the pandemic), free-weight training became a consistent part of my routine, but I wanted to know more about my overall fitness.

When I first heard about Jaxjox and did my research on the company, I was immediately drawn to the InteractiveStudio and the company's mission. Jaxjox was created to provide an accessible and personalized connected fitness experience to help people become healthier and stronger. Overall, I decided to invest in Jaxjox because I believe free-weight training is one of the most versatile and effective ways to work out. Jaxjox reimagined traditional weights to maximize at-home workouts. The connected workouts provide everything I love about weight training, with the added bonus of smart technology that measures my performance in real time.

For me personally, Jaxjox has provided the insights to see strength progression, power exertion, cardio endurance, while keeping me motivated to work out consistently. It also helps me maintain my gains and provides the insights to keep progressing forward. I truly feel that Jaxjox's connected free-weight equipment and tech are the most versatile option in the market. I look forward to assisting Jaxjox in establishing a pivotal role in personalized fitness programming and optimization.