

## Happyly Exceeds \$1.5M goal, raising \$2M in Series Seed Funding to Support Community Connection & Employee Wellness for Distributed Companies

Arlington, VA – October 18, 2022: Happyly, the digital wellness benefit that helps distributed organizations gather in healthy ways, is proud to announce a major step forward on its journey to bringing connection and balance to employees. Happyly has raised \$2 million in Series Seed funding, exceeding its original goal of \$1.5 million.

The Series Seed is led by CAV Angels, a University of Virginia angel fund, with major investments and support from Virginia Innovation Partnership Corporation (VIPIC), in partnership with Jennifer O’Daniel and Thomas Weithman. Additional funds were secured from Breakthrough307 and Commonwealth Commercialization Fund (CCF), as well as individual angel investors.

“I’m so happy with the progress Happyly has made, and would like to give special thanks to Accelerate 757, Silicon Couloir, Kaleo Legal, and ConnectPreneur’s Tien Wong for the mentorship and opportunities to share the Happyly story and meet incredible friends along the way,” says Caitlin Iseler, Chief Executive Officer and Co-founder of Happyly.

With five current customers and eight additional in product pilots, the \$2 million raised will support retention and growth with existing Happyly partner relationships. Additionally, funds will be used to increase brand recognition and fuel nationwide customer acquisition, and to enhance the Happyly app to improve personalization and user experience.

### ABOUT HAPPYLY:

Founded in 2019 by Caitlin Iseler, Elizabeth Duall Regard and Randi Banks, [Happyly](#) is the corporate wellness benefit that enables teams to build connections and create work-life balance through shared experiences. The Happyly app features innovative scheduling tools and curated activities that empower colleagues to collaborate and share meaningful time, whether on a walking meeting, co-working day or team-building Giveback opportunity. Learn more about solving employee apathy and improving engagement in Happyly’s white paper: [The Employee Connection Crisis: How to Build Connection in a Disconnected Workforce](#).

Looking for creative, impactful ways to engage your team in 2023? A Happyly workforce is more engaged and productive at work and happier at home. Join us as we debunk the notion that there is no such thing as work-life balance and empower us to guide your company’s evolution to an overall happier and more productive community.

*NOTE: Images, app access, and/or interviews available.*

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