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Misfit Wearables - Company Profile

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Misfit Wearables - About the company

Misfit Wearables is an acquired company based in Burlingame (United States), founded in 2011 by [Sridhar Iyengar](#), [John Sculley](#) and [Sonny Vu](#). It operates as a Provider of wearable devices. Misfit Wearables has raised \$63M in funding from investors like [Khosla Ventures](#), [Founders Fund](#) and [GGV Capital](#). The company has 195 active competitors, including 35 funded and 17 that have exited. Its top competitors include companies like [Fitbit](#), [Zepp Labs](#) and [Whoop](#).

Company Details

Misfit Wearables is a brand of consumer wearables hardware and software. Its product includes smartwatches, fitness trackers, and accessories. The company also provides an online customization platform for selecting products, which allows customers to personalize products based on color and straps. It also provides a series of mobile apps in areas of smart home automation and personal fitness tracking.

Website	misfit.com
Social	 
Email ID	*****@misfit.com
Part Of	fossilgroup.com

Key Metrics

Founded Year

2011

Location

Burlingame, [United States](#)

Stage

Acquired

Total Funding

[\\$63M](#) in 4 rounds

Latest Funding Round

[Series C, Jan 22, 2015, \\$40M](#)

Investors

[Khosla Ventures](#) & [15 more](#)

Ranked

8th among [195 active competitors](#)

Similar Companies

[Withings](#) & [951 more](#)

Exit Details

Acquired by [Fossil Group](#) (Nov 12 2015)

Legal entities associated with Misfit Wearables

Misfit Wearables is associated with 1 legal entity given below:

Legal Entity Name	Date of Incorporation	Revenue	La
MISFIT WEARABLES CORPOR... CIN: - Belgium, Active	Nov 14, 2011	-	



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Misfit Wearables's acquisition details

Misfit Wearables got acquired by [Fossil Group](#) on Nov 12, 2015 at an acquisition amount of \$260M.

Click [here](#) to take a look at Misfit Wearables's acquisition in detail

Misfit Wearables's funding and investors

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Misfit Wearables has raised a total funding of \$63M over 4 rounds. Its first funding round was on Nov 23, 2011. Its latest funding round was a Series C round on Jan 22, 2015 for \$40M. 8 investors participated in its latest round, lead by [Xiaomi](#) and [GGV Capital](#).

Misfit Wearables has 16 institutional investors including [Khosla Ventures](#), [Founders Fund](#) and [GGV Capital](#).

Here is the list of recent funding rounds of Misfit Wearables:

Date of funding	Funding Amount	Round Name	Post money valuation	Revenue multiple	Investors
Jan 22, 2015	\$40M	Series C	Series C	Series C	Xiao
Dec 04, 2013	\$15.2M	Series B	Series B	Series B	Hori
Apr 25, 2012	\$7.6M	Series A	Series A	Series A	Khos

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View details of [Misfit Wearables's funding rounds and investors](#)

Misfit Wearables' founders and board of directors

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The founders of Misfit Wearables are [Sridhar Iyengar](#), [John Sculley](#) and [Sonny Vu](#). [Sonny Vu](#) is the C of Misfit Wearables.

Here are the details of Misfit Wearables' key team members:

- [Sridhar Iyengar](#): Former Founder of Misfit Wearables and founder of [4 other companies](#), including [Elemental Machines](#), [TechU](#) and [Wavesense](#). They are also an angel investor in [1 startup](#).
Contact Info: [1 email address](#)
- [John Sculley](#): Co-Founder of Misfit Wearables and founder of [1 other company](#). They are also an angel investor in [2 startups](#).
- [Sonny Vu](#): Co-Founder & CEO of Misfit Wearables.

View details of [Misfit Wearables's Founder profiles and Board Members](#)



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Misfit Wearables's Competitors and alternates

Top competitors of Misfit Wearables include [Fitbit](#), [Zepp Labs](#) and [Whoop](#). Here is the list of Top 10 competitors of Misfit Wearables, ranked by Tracxn score:

Overall Rank	Company Details	Short Description
1st	 Fitbit 2007, San Francisco (United States), Acquired	Internet-first brand offering smartwatches and fitness trackers
2nd	 Zepp Labs 2011, San Jose (United States), Acquired	Provider of smart wearables and health technology for fitness wellness and lifestyle
3rd	 Whoop 2012, Boston (United States), Series F	Provider of a smart wearable device for physical activities monitoring
4th	 iHealth Labs 2010, Mountain View (United States), Series A	Wearable wireless blood pressure monitors
5th	 Garmin International 1989, Olathe (United States), Public	Provider of smart fitness trackers and watches
6th	 Matrix Industries 2011, Menlo Park (United States), Series B	Developer of smartwatch which charges from body heat

7th	 Goqii 2014, Redwood City (United States), Series C	Provider of a wearable wristband integrated with personalized coaching
8th	 Misfit Wearables 2011, Burlingame (United States), Acquired	Provider of wearable devices
9th	 Pebble 2009, Palo Alto (United States), Acquired	Provider of an internet-connected watch
10th	 Coros 2015, Tustin (United States), Seed	Provider of connected performance tracking devices for athletes

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Looking for more details on Misfit Wearables's competitors? Click [here](#) to see the top ones

Misfit Wearables's Investments and acquisitions

Misfit Wearables has made no investments or acquisitions yet.

Reports related to Misfit Wearables

Here is the latest report on Misfit Wearables's sector:



Wearable Technology -

Sector Report

Edition: May, 2025 (98 Pages)

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Mobility India • Aug 25, 2022 • [boAt](#), Misfit Wearables
- Boat forays into personal grooming with new sub-brand
Gadgets Now • Jun 28, 2021 • [boAt](#), Misfit Wearables
- Misfit unveils Ronin hybrid smartwatches in white
bgr.in • Sep 13, 2019 • Misfit Wearables
- Misfit launches Vapor X, a lightweight aluminum Snapdragon 3100 watch
VentureBeat • Aug 14, 2019 • [Misfits](#), Misfit Wearables
- Android Watches Market Witness Highest Growth in Near Future : Leading Key Players: LG & Motorola. Mobvoi, LG, Misfit, Samsung, Google, Asus, Huawei
Digital Journal • Mar 12, 2019 • Misfit Wearables, [LG](#), [Mobvoi](#)
- Global Smart Necklace Market Overview & Forecast (2019-2023): Bellabeat, Huami, Misfit, Ninestars and Totwoo are Dominating the Market - ResearchAndMarkets.com
Business Wire • Feb 07, 2019 • [Bellabeat](#), [Huami](#), Misfit Wearables, [Totwoo](#)
- This Insurance Company Pays People to Stay Fit
WIRED • Dec 08, 2018 • [Oscar](#), Misfit Wearables
- Misfit updates its Vapor smartwatch with standalone GPS and a smaller size
TechCrunch+ • Oct 23, 2018 • Misfit Wearables

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- Unannounced Misfit Vapor 2 revealed in full on web store
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FAQs about Misfit Wearables

When was Misfit Wearables founded?	✓
Where is Misfit Wearables located?	✓
Is Misfit Wearables an acquired company?	✓
Where does Misfit Wearables rank among its competitors?	✓

What does Misfit Wearables do?
Who is the current CEO of Misfit Wearables?
When was the latest funding round of Misfit Wearables?
Who are the top competitors of Misfit Wearables?

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- [Aixel](#) - Bengaluru based, 2025 founded, Unfunded company
- [Kuehlschrank Alarm](#) - Germany based, Unfunded company
- [AlisenLED](#) - Shenzhen based, 2014 founded, Public company

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