

This Health Coaching App Just Raised \$58 Million

Plus, Plum raises \$4.5 million, and two female founders are disrupting the non-dairy milk industry.

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Noom, a health coaching app, raised \$58 million led by Sequoia Capital. Noom focuses on long-term lifestyle changes and tracks calories and exercise. Noom will use the capital to bring on more employees for product development.

Meanwhile, the money management chatbot Plum raised \$4.5 million. The intelligent chatbot is designed to create better financial behavior habits. Its three-pillar strategy incorporates savings, investments and helping users find out when they're wasting money on overpriced deals.

The two female founders of Malibu Mylk want to make flax milk, which is loaded with fiber and protein and low in sugar, the new dairy-free milk of choice. You can try Malibu Mylk in major grocery stores like Whole Foods, Bristol Farms, and Erewhon.

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