RevTek Capital Announces a 2nd Growth Credit Facility for Kickoff

RevTek Capital's second growth credit facility supports Kickoff's expansion of personalized, insurance-covered fitness and nutrition coaching.



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PHOENIX, AZ, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- PHOENIX — September 11, 2026 — RevTek Capital is pleased to announce the 2nd growth capital credit facility for our portfolio company, Kickoff.

Kickoff: Personalized Fitness and Nutrition Coaching, Covered by Insurance

Kickoff (trainwithkickoff.com) is a digital health and wellness platform that connects individuals with dual-certified Registered Dietitians and Personal Trainers for one-on-one coaching in both nutrition and fitness. Operating under EverFit Inc., Kickoff has built a differentiated model in the crowded wellness technology market by making elite, personalized coaching accessible to most Americans at little to no out-of-pocket cost — with services covered by major insurance providers including Aetna, Anthem, BlueCross BlueShield, Cigna, United Healthcare, and more than 100 additional plans.

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> *John "Jack" Gardner, Founder & CEO, Kickoff*

The value Kickoff delivers to its customers is compelling and measurable. The platform reports that 91 percent of members say they feel better overall, 74 percent report significant quality-of-life improvements, and 80 percent of weight-loss clients achieve their target weight.

Perhaps most significantly, 94% of clients pay $0 out of pocket, and Kickoff handles all insurance billing on the member's behalf. Perhaps most significantly, most clients access all of this at zero out-of-pocket cost, as Kickoff handles all insurance billing on the member's behalf. For the

millions of Americans who cannot afford traditional nutrition counseling and personal training — which often each costs more than $100 per session — Kickoff removes the financial barrier entirely, making expert-level health coaching both attainable and sustainable.

At the core of Kickoff's platform is a highly personalized, human coaching experience. New members begin by completing a matching quiz that pairs them with a coach best suited to their needs. Coaches average about ten years of experience and cover a wide range of specialties, including weight loss, cardiovascular health, strength training, sport nutrition, women's health, postpartum recovery, marathon running, and injury rehabilitation. Unlike traditional fitness apps that offer generic content, Kickoff's coaches design individualized workout programs with step-by-step, video-guided instructions and provide ongoing nutrition guidance supported by AI-powered macro-tracking tools.

Coaching engagement is structured for sustained accountability and progress. Members connect with their coach through weekly video calls and daily text check-ins, creating a continuous support loop that keeps clients motivated and on track. The platform integrates seamlessly with popular wellness apps, allowing coaches to monitor activity, nutrition, and progress data holistically. There are no contracts, hidden fees, or cancellation penalties — clients engage on their own terms.

RevTek Capital Fuels Kickoff’s Growth

"RevTek is the perfect funding partner for our rapidly growing business. Securing this 2nd funding we needed in a short time frame while preserving our equity is allowing us to keep investing in our business in terms of talent and tech without the distraction of a typical fundraise. They have made a point of understanding our vision, mission, business model, and history - they are a true partner." John "Jack" Gardner, Founder & CEO.

RevTek Capital recognized the immense potential of Kickoff’s specialized solutions for its customers. The recent financing round reflects RevTek Capital's commitment to supporting businesses as they redefine and expand their industry profile. Helping its customers create exceptional performance, results, and value is everyone on the team's mission.

Scott Peters, CEO and founder of RevTek Capital, expressed his enthusiasm for the relationship: "Kickoff is committed to delivering high-quality services. The executive team has a solid strategic vision and a passion for excellence, which allows them to stay at the forefront of innovation and client success.”

About RevTek Capital

RevTek Capital is an Industry-leading capital provider that provides strategic debt financing in tranches of $2M to $20M+ to innovative companies with predictable annual recurring revenue (ARR) of $5M to $75M. Companies use the funding for sales growth, acquisitions, and

infrastructure enhancements to scale operations. Each company's debt structure is customized to its unique accomplishments and circumstances.

RevTek leverages years of experience in lending and entrepreneurship. This allows them to provide customized credit solutions to growing companies with predictable recurring revenue nationwide. We aim to help entrepreneurs grow their businesses while maximizing enterprise value for owners, management teams, and shareholders. In addition, RevTek's professional team brings years of marketing and operations experience to help clients scale.

Key Benefit Summary

Helping founders realize their vision
Cost-effective capital for growing tech-enabled companies
The company leadership retains control
Repayment is structured into simple and manageable monthly payments
Faster access to funding - closing in as little as four weeks and follow-on funding in 10 days or less

If you need capital to give your tech-enabled business the next boost it needs, or need more advice on how to grow your business, please get in touch with us at www.revtekcapital.com.

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