CASE STUDIES

Better with **Benesch**

Acquiring Better Health: How Benesch Helped MyFitnessPal Accelerate Its AI Strategy

MyFitnessPal a, portfolio company of Francisco Partners and the world's leading nutrition and food-tracking platform, sought to strengthen its position at the forefront of digital health innovation through the acquisition of Cal AI, a rapid-growth AI-powered calorie counting app.

The acquisition represented a strategic opportunity to combine MyFitnessPal's trusted nutrition platform and extensive food database with Cal AI's emerging artificial intelligence technology, creating an enhanced experience for users focused on health, wellness and nutrition.

The **Client**

MyFitnessPal is the number one global nutrition and food-tracking app, supporting nearly one million people in reaching their fitness goals every year. Their platform allows members to track their intake, customize goal-driven meal plans, record activity and log their progress. The Cal AI acquisition deepens MyFitnessPal's commitment to innovation with an AI component.

The **Team**

Andrew Glickman
Kevin W. Humphries
Sean Crowley
Alison K. Evans
Ryan M. Krisby
Melissa R. Grim
Ryan T. Sulkin
Adriana Beach
Anna Terteryan
Angela R. Gott

The **Challenge**

As MyFitnessPal pursued the acquisition, it needed counsel capable of navigating the commercial and technology-focused considerations associated with acquiring a rapidly scaling AI-driven business. The transaction required careful attention to intellectual property, data-related considerations and the integration of innovative technology into an established digital health ecosystem, while maintaining momentum toward the client's broader growth objectives.

The **Approach**

Led by Corporate Partner Andrew Glickman, Benesch assembled a multidisciplinary team with experience spanning mergers and acquisitions, intellectual property, executive compensation, private equity and technology transactions. This team worked closely with MyFitnessPal and Francisco Partners to understand the company's strategic objectives and identify key legal and business considerations associated with the acquisition of a rapidly growing AI-driven business. Benesch's prior work on MyFitnessPal's acquisition of Excipient provided valuable insight into the company's evolving growth strategy, helping position the team to support another transformative transaction.

The **Solution**

Benesch guided MyFitnessPal through every stage of the acquisition, providing strategic counsel on the transaction's legal and commercial considerations. The team's coordinated approach helped facilitate the integration of Cal AI's innovative technology into MyFitnessPal's broader growth strategy while supporting the client's business and operational goals.

The **Outcome**

MyFitnessPal successfully completed the acquisition of Cal AI, bringing together two complementary platforms in health and wellness technology. The transaction expanded MyFitnessPal's capabilities and added a rapidly growing AI-powered application to its network of digital health offerings.

Client **Impact**

The Cal AI acquisition marks an important milestone in MyFitnessPal's ongoing investment in digital health and nutrition technology. The transaction expands opportunities for innovation and enhanced value for MyFitnessPall (and Cal AI) users pursuing health and wellness goals. Benesch's guidance helped support a strategic acquisition that advances the client's growth strategy and strengthens its position in the evolving digital health marketplace.

Key **Takeaways**

AI is reshaping the health and wellness industry. This deal highlights the increasing role of AI in helping companies deliver more personalized and scalable user experiences.

Multidisciplinary teams are critical in technology-focused transactions. Benesch drew on experience across M&A, intellectual property, executive compensation and other specialized areas.

Benesch helps clients navigate transformative transactions. The matter demonstrates the firm's ability to advise on acquisitions involving emerging technologies and evolving market opportunities.

Better with **Benesch**

Benesch stands ready to provide strategic counsel and representation on complex matters such as this and a wide range of other legal challenges. Our team is committed to delivering innovative solutions and exceptional client service. Recognized nationally by Chambers USA and Best Lawyers® "Best Law Firms," Benesch is available to assist with your most critical legal needs.

To learn more or to discuss how we can support your business objectives, **please contact us today.**