

WE SCALE WELLNESS!



TWA provides wellness founders with a premier, vetted ecosystem to expedite growth and holistically scale their businesses. We support companies throughout their life cycles in four key areas.



INCUBATOR SERVICES

TWA provides “startup in a box” services through our partnerships with wellness industry experts across 13 key growth areas.



STRATEGIC PARTNERSHIPS

TWA has a growing global network of active investors in wellness including strategics, family offices, and funds. Our frequent travel across Asia allows us to identify additional potential capital sources apart from the typical firms.



DTC STRATEGY

TWA’s performance marketing and technology partners have stellar reputations for fully integrated media buying, performance marketing, and software solutions.



MARKET ENTRY TO CHINA

TWA partners with the best cross-border and platform partners to reach the 500M Chinese millennials obsessed with wellness and Western brands.

