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## Health, Workforce and Older-Adult focused start-ups lead second cohort of Sport Tech Hub

**London Sport to nurture 11 start-ups and early-stage tech companies through six-month dedicated physical activity incubator programme.**

Tech start-ups working to support active ageing, workplace wellbeing and active travel are among 11 companies selected to join the second cohort of Sport Tech Hub, the London Sport-managed technology incubator dedicated to enhancing the use of SportTech to promote increased participation in physical activity and sport.

The programme, which formally re-launches in September 2018 following the conclusion of cohort one in March, offers support, advice and guidance from a range of partners and collaborators, including leading law firm Fieldfisher, professional services giants PwC, the Mayor of London's promotional company, London & Partners, Tech London Advocates, CrowdCube, British Tennis and RLC Ventures.

**The 11 successful start-ups forming cohort two of Sport Tech Hub are:**

**The Actives** – a mobile app aimed at getting children more active by engaging, educating, connecting and rewarding kids, parents, schools and the local community

**Active Pathways** – a digital platform delivering personalised programmes with daily challenges to help older adults to live more active lifestyles

**Deuce** – an app that makes it simple, fun and affordable to play more tennis

**Imaginative** – the start-up behind Apocalypse Survival Training, an audio-fitness adventure app to make exercise more exciting

**Medichecks** – a health-tech company selling blood tests online, and working to support inactive people to improve their health through exercise and lifestyle changes

**Medopad** – a validated remote monitoring app with modules in sports and wellness that achieve injury analysis and prevention, better health outcomes for inactive population groups and workplace wellness

**RunFriendly** – an app aimed at supporting active commuters

**Statathlon** – Statathlon builds a Decision Management Tool which integrates and analyses Athletic and Bio-Athletic Data helping athletes to accelerate their sport-specific growth

**StepJockey** – a programme that works with employers to deliver sustainable positive health outcomes to employees

**Street Tag** – a gamified healthy lifestyle app, designed to promote and enhance community-wide participation in physical health activities, including walking, cycling and running

**Virtual Health Labs** – the start-up behind mi-healthcoach, a customisable behaviour change platform focusing on helping less active people become more ready to change

Alongside the selected start-ups, [Loughborough University London](#) joins as the programme's new Academic Partner, providing academic expertise to the eleven companies and to the development of the capital's wider SportTech ecosystem.

**Alex Zurita, Specialist Advisor – Technology for Participation for London Sport, said:**

As SportTech plays an increasingly prominent role in the development of physical activity and sport, innovative start-ups have a real opportunity to shape the ways that we choose to be active in the future.

The eleven companies that will join the Sport Tech Hub from September offer a thrilling vision of the future of sport – we look forward to working with all of them in the coming months as we work together to support more people to live physically active lives.

**Timothy Barnes, Head of Enterprise Development, Loughborough University London said:**

By working with Sport Tech Hub, we will help develop routes for smaller organisations to access our global network and provide opportunities for our own students, alumni and researchers.

For more information on Sport Tech Hub and the eleven start-ups joining the programme, visit [www.sporttechhub.london](http://www.sporttechhub.london)

London Sport aims to make London the most physically active city in the world. Supported by the Mayor of London and Sport England, our target is to get 1,000,000 Londoners more physically active by 2020.

For more information on London Sport, visit [www.londonsport.org](http://www.londonsport.org)

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