Next generation motion sensing bands for promotion of fitness and health tracking

Cel

Exercise is a fundamental aspect of maintaining a healthy lifestyle, however most people don’t enjoy exercise because it is either too time consuming or not intellectually stimulating. 97% of people believe in the need for physical fitness, however less than 5% of adults participate in the recommended minimum 30 minutes of exercise each day, while 75% of kids get less than 1 hour of exercise per day. Obesity of the general population is expected to reach 9.1% of the population in 2020, equating to approximately 750 million people. With an increasing number of available game types and methods of gameplay, over 700 million people worldwide play video games. Mainstream gaming systems have an additional motion tracking hardware that can be purchased in conjunction to expensive consoles. These devices however, only monitor and project physical movement as opposed to teaching and correcting movement. The Funky Bots Atomic Bands offer a cheap alternative to the mainstream gaming consoles and provide...
access to a large fitness/gaming library at no added cost. The device comes equipped with a heart rate monitor, calorie counter, and state of the art motion algorithms for tracking, logging, coaching, and analysis of physical performance. Funky Bots is initially targeting users whom are prone to martial arts and dancing, however as the product gains market traction, the diversity of augmented reality games will attract users of all sports and fitness levels. During the phase 1 feasibility assessment, Funky Bots will perform an in depth market analysis, establish a go-to-market strategy, and run a small scale user-experience test. Further development plan and industrialisation strategy will also be established.

Dziedzina nauki
/natural sciences/computer and information sciences/software/application software/video games
/nauki humanistyczne/sztuka
/social sciences/economics and business/business and management/commerce

Program(-y)
H2020-EU.3. - PRIORITY 'Societal challenges
H2020-EU.2.3. - INDUSTRIAL LEADERSHIP - Innovation In SMEs
H2020-EU.2.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies

Temat(-y)
EIC-SMEInst-2018-2020 - SME instrument

Zaproszenie do składania wniosków
H2020-SMEInst-2018-2020-1
Zobacz inne projekty w ramach tego zaproszenia

System finansowania
SME-1 - SME instrument phase 1

Koordynator
### Funky Bots Limited

<table>
<thead>
<tr>
<th>Adres</th>
<th>Rodzaj działalności</th>
<th>Wkład UE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 6 Queens Yard, White Post Lane E9 5en London Zjednoczone Królestwo</td>
<td>Private for-profit entities (excluding Higher or Secondary Education Establishments)</td>
<td>€ 50 000</td>
</tr>
</tbody>
</table>

**Kontakt z organizacją**

**Udostępnij tę stronę**

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**Numer rekordu:** 223996