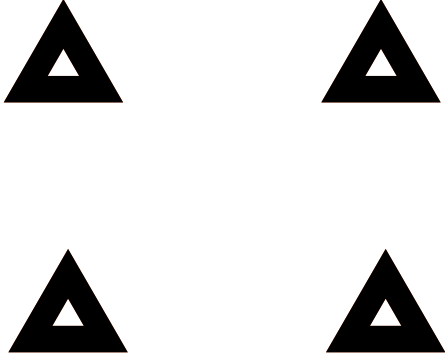


ACTIVE / LAB

**ActiveLab 2019**  
**Accelerator Programme:**  
**Application Pack**



Headline Partners



# FOREWORD

Technology is rapidly changing the way everyone lives their lives, especially when it comes to people getting physically active.

The perception of technology is that it has a negative impact on physical activity – however we are increasingly seeing that this isn't the case. Fitness technologies are starting to make their mark, be that through reducing barriers and making physical activity more accessible, attracting new audiences and promoting positive change. This is all creating a growing impact – not only getting more people active and creating healthier communities, but also easing the strain on our National Health Service and catching the eyes of investors from different sectors.

ActiveLab is a platform that scales FitTech start-ups, and this year saw 11 FitTech companies take part all with different technologies to get more people active – The strength of this growing sector was demonstrated by 2018's ActiveLab cohort. From business to business platforms to data aggregators to hardware solutions. These great businesses demonstrate the power of technology to get people of all ages and abilities moving.

We at ukactive are here to build upon this momentum. Let's harness the power of technology to create change at a national and personal level. This is what ActiveLab is all about, and we need you to be part of this journey with us.

Whether you're a growing UK business, or an international business looking to access the UK market, join the ukactive team and ActiveLab accelerator programme. Enable us to work with you, to help you successfully scale and ultimately – get more people, more active, more often.

**Baroness Tanni Grey-Thompson**  
*Chair, ukactive*

*Grey-Thompson*





# UKACTIVE AND ACTIVE LAB OVERVIEW

Physical inactivity is fast becoming a global crisis. In the UK, inactivity is the fourth greatest cause of disease and disability, with one in six dying prematurely due to not sustaining an active lifestyle. ukactive exists to improve the health of the nation by getting more people, more active, more often – providing services and facilitates partnerships for a broad range of organisations, all of which support our vision and have a role to play in achieving that goal.

We serve over 4,000 members and partners from across the public, private and third sectors, from multinational giants to local voluntary community groups. We do so by facilitating partnerships, campaigning and providing outstanding membership services.

ukactive's ActiveLab accelerator is a 12-week programme looking to scale the best of physical activity innovation throughout the UK and beyond.

The ActiveLab accelerator is a cost and equity free programme for start-ups, building on ukactive's not-for-profit values and ambitions to help all businesses get more people, more active, more often – summarised by this [VIDEO](#).

Consisting of a series of workshops, mentor relationships, events and ukactive expertise, ActiveLab looks to provide the actionable insight and connections for FitTech businesses to scale successfully. Find a summary of ActiveLab 2018, including those who took part in the programme and what to expect [HERE](#).

## ActiveLab is delivered with the following partners:

### Headline Partners



### Strategic Partners



### Delivery Partners



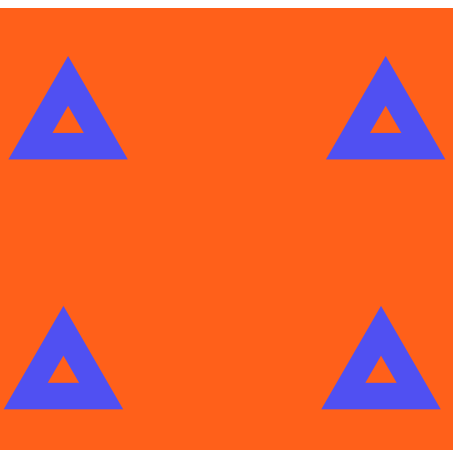
### Judging Partners



### 2018 Cohort



### Alumni



# ACTIVELAB BENEFITS

|                  |   |   |  |
|------------------|---|---|--|
| <b>EDUCATION</b> | <b>Scale Focused Sessions</b><br>Tailored expert workshops and webinars                 | <b>Strategic Development</b><br>Personalised, funded support packages to tackle key growth challenges | <b>Sector Insights</b><br>Access to the latest sector research   |
| <b>NETWORK</b>   | <b>Access to Experts</b><br>Influential speakers and 1:1 mentors from across the sector | <b>Innovation Network</b><br>A growing community of innovators from across the world                  | <b>Account Management</b><br>Dedicated support from ukactive   |
| <b>PROMOTION</b> | <b>Brand Visibility</b><br>Strengthened credibility through dedicated communications    | <b>Marketplace Awareness</b><br>Reach and engage ukactive's 4,000+ members                            | <b>Events Involvement</b><br>Headline presence and showcasing at key UK events including <b>Active Uprising</b> and <b>Elevate</b> |
| <b>RESOURCES</b> | <b>Workspace</b><br>Access to space at ukactive HQ                                      | <b>Commercial Opportunities</b><br>Market and research pilots with partners                           | <b>Alumni Support</b><br>Ongoing promotion and networking post programme   |

## ActiveLab 2018 quotes

"We received a very good insight into the UK market, especially the intersection of the public health and fitness industry space. We were also connected directly with some very valuable contacts which saved us a great deal of leg work knocking on doors without this."

**Dominic Carroll, CEO, UnitChallenge**  
[www.unitchallenge.com](http://www.unitchallenge.com)



"The major benefit of the programme for us has been connection with the ukactive team and the access to the contact network through you that we now have."

**Tim Stevenson, Head of Exercise Science and Handstands, School of Calisthenics**  
[www.schoolofcalisthenics.com](http://www.schoolofcalisthenics.com)



# ACTIVELAB LIVE

The culmination of ActiveLab sees each ActiveLab business showcase at Active Uprising – ukactive’s largest event in Manchester.

Alongside showcasing to over 1,200 key physical activity stakeholders, each ActiveLab business pitches to a room of 800 delegates, where an ActiveLab LIVE winner will be decided via audience vote. The ActiveLab winner receives an in-kind prize from various ActiveLab partners such as Plexal, JMB Partnerships, JMW, The Playbook and ukactive – worth in excess of £30,000.

“ActiveLab has a lot of partners and supports the whole industry, it’s really important that we can be a part of that and use this as a platform to scale”

**Melinda Nicci, Baby2Body, ActiveLab LIVE winner 2018**

**BABY 2 BODY.**



# APPLICATION GUIDANCE

*ActiveLab is looking for applications to the following categories:*



## **Children and Families**

Lead: Jack Shakespeare – Head of ukactive KIDS

We're looking for innovative approaches to embedding physical activity into every child's daily life – this could be anything from enabling whole family activity, to measuring and encouraging a child's physical activity throughout their school life.



## **Reimagining Health, Fitness and Leisure Facilities**

Lead: Geraldine Tuck – ukactive Strategic Development Director

Health, fitness and leisure facilities are constantly looking for new ways to get more people active. ukactive is leading the drive for all facilities to embed technology into the heart of their offer, engaging people in physical activity in innovative and exciting ways.



## **Workplace Wellness**

Lead: Will Smithard – ukactive Strategic Projects Director

Physical activity is becoming increasingly important in the workplace – but it can be hard to encourage. We believe technology holds the key to getting more people active at work, be that within groups or individually.



## **Improving Customer Experience**

Lead: Steven Scales – ukactive Client Services Director

Customer experience is key to any physical activity business, especially when engaging new members and retaining existing ones. Technology is enabling businesses to understand how to do this better than ever before, and it's time to start using its full potential.



## **Active Ageing and Long-Term Conditions**

Lead: Kenny Butler – ukactive Head of Health and Wellbeing Development

We have an ageing population, which is putting more strain on the NHS, making it more important to keep people physically active and healthy. We're looking to technologies that can enable everyone to get physically active, no matter their ability or environment.

# A SUCCESSFUL CANDIDATE

## **Innovative**

The product or service must adopt new approaches to getting people more physically active

## **Traction**

The product or service must already be in the market and attracting customers, partners and users

## **Technology**

Technology must be embedded at the heart of the product or service

**ACTIVE LAB**  
START-UPS

## **Impact**

A willingness to get more people, more active, more often and ability to disrupt the physical activity sector

## **Scalable**

The product or service must be tested and ready to scale throughout the UK and beyond

*\*These attributes form the core criteria used throughout the ActiveLab application process.*

# APPLICATION PROCESS

**October 2018**  
Applications open

## 1. Complete the ActiveLab application form

You can find the application form **HERE**:

Please complete the application form with as much detail as possible, considering what ActiveLab looks for in a successful applicant (as outlined on the previous page). Your written application will be used during the shortlisting and judging processes.

The application form provides an opportunity to attach your pitch deck, and a visual opportunity to present your product / service. The whole process should take no longer than 2 hours if answered in detail.

The ActiveLab application process is hosted by F6S. Key guidance on this process includes:

- When creating a F6S profile, sign-up via email is advisable
- When accessing the ActiveLab Accelerator application form you will be asked to create a "team" – this is the business you are applying for the programme with.
- Application questions proceed after creating a team. Please answer all questions in full.

If you have any queries regarding the ActiveLab application process please email [activelab@ukactive.org.uk](mailto:activelab@ukactive.org.uk). All applicants will receive notification of shortlisting by 21st December.

**09th December 2018**  
**23:59**  
Applications close

## 2. Judging panels for shortlisted entrants

25 applications will be shortlisted for the ActiveLab judging panels.

5 applications per ActiveLab category will be shortlisted. Each ActiveLab category will have its own judging panel.

ActiveLab judging panels include 3x industry leaders in their fields, providing all shortlisted applicants the opportunity to get their products / services in front of key industry stakeholders.

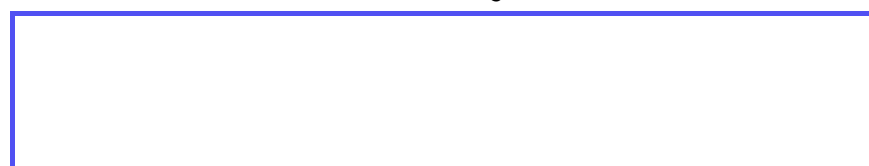
All shortlisted applicants will be required to attend the judging panel remotely for a 15-minute Q+A session with the judges.

**w/c 21st January 2019**  
Judging panels

**March 2019**  
Class of 2018 announced

**The ActiveLab programme will run from 07th March through to 06th June**

### Accelerator Programme



**07th March 2019**  
ActiveLab Launch Event

**06th June 2019**  
ActiveLab LIVE at Active Uprising



# KEY INFORMATION

APPLY HERE



**Deadline:** 23:59 GMT – 09th December 2018

**Judging panels for shortlisted entries:**  
week commencing 21st January 2019

For more information on ActiveLab and any application guidance: [activelab@ukactive.org.uk](mailto:activelab@ukactive.org.uk)



## Headline Partners

*LifeFitness*

**Jonas**  
Fitness, Sports & Leisure™

**ACTIVE LAB**

# ACTIVELAB TERMS AND CONTITIONS

- 1. Eligibility:** entry to ActiveLab is open to all registered businesses. Entrants can be based in the UK or globally, but must have an ambition to scale throughout the UK market.
  - 2. Application:** applications must be submitted via the **F6S platform** and completed in full. Incomplete applications forms could result in disqualification.
  - 3. Entries:** entries are limited to one per business
  - 4. Application closing date:** the ActiveLab accelerator programme is open for application until 23:59 GMT, 9th December 2018. Entries after this time and date will not be counted.
  - 5. Notifications:** by entering an application and providing a contact email address, entrants opt in to receive future email alerts ActiveLab and any further iterations of it. Email addresses will only be used for communications about ActiveLab and will NOT be shared with other organisations, unless clearly stated within the application form. More information about ukactive's privacy policy can be found **HERE**.
- Both successful and unsuccessful applicants will be notified of the status of their applications via email.
- 6. Support:** equal support for all applications will be given if requested via email.
  - 7. Shortlisting:** 25 applications (5 applications per ActiveLab category) will be shortlisted for the ActiveLab judging panels to be held w/c 21st January 2019. Shortlisting will be based on information provided via the application process only.
  - 8. Judging panels:** 5x judging panels will be held w/c 21st January. All shortlisted applicants will be required to remotely attend a 15-minute Q+A session via Zoom (<https://zoom.us/>). The Q+A session is mandatory, not attending this session risks disqualification.
  - 9. Acceptance:** successful applicants will be notified via email and requested to join a call with the ActiveLab team to discuss their involvement with the accelerator programme.
  - 10. Attendance:** successful ActiveLab applicants are strongly encouraged to attend all ActiveLab events. If based outside the UK businesses are advised to have UK representation throughout the programme to ensure the programme is utilised to its fullest. All workshop sessions will be available to attend remotely.
  - 11. Press:** successful ActiveLab applicants will be required to take part in promotional activities before, during and after the ActiveLab accelerator programme. Specific communications advice will be given to ensure every participant is comfortable in their communications involvement.
  - 12. Intellectual property:** the intellectual property included in any application will remain with the applicant and any arrangements they have made with their group or previously involved parties. It is the responsibility of the entrants to confirm that they have the right to exploit the intellectual property contained in their application and to take appropriate steps to protect it. ukactive is not liable for any entrant's breach of a third party IP.
  - 13. ActiveLab LIVE:** all successful ActiveLab applicants are required to take part in ActiveLab LIVE @ Active Uprising, 6th June 2019, Manchester Central. This includes showcasing products and services, as well as pitching.
  - 14. ActiveLab LIVE winners:** ActiveLab LIVE sees one ActiveLab participant win an in-kind prize, previously to the value of over £30,000. The ActiveLab winner is based only on the ActiveLab LIVE pitch and is decided by the participating audience.
  - 15. Programme cost:** ActiveLab is an equity and cost-free programme, in-line with ukactive's not-for-profit values and ambitions to help all businesses succeed in the physical activity sector.
  - 16. Costs incurred:** ukactive will not reimburse the costs associated with taking part in the ActiveLab programme (such as travel expenses).
  - 17. Rejections:** ukactive reserves the right to reject any application
  - 18. Confidentiality:** submitted applications and the content they contain will remain confidential throughout the shortlisting and judging process. Judges involved in the ActiveLab judging process will be required to sign non-disclosure agreements to ensure the confidentiality of all information shared in applications.
  - 19. Copyrights and permissions:** if an entrant uses copyrighted materials and/or images from a third-party in their application, they must obtain permission and authorization in advance from the owners to use this material.
  - 20. Changes:** ukactive reserves the right to make any changes to the important dates and terms and conditions of the challenge. Finalists will be sent electronic notification of any changes within at least 48 hours of them being made.
  - 21. Confirmation of understanding:** application submission implies acceptance of these terms and conditions. ukactive reserves the right to refuse to award acceptance onto the ActiveLab programme to anyone found to be in breach of these terms and conditions.