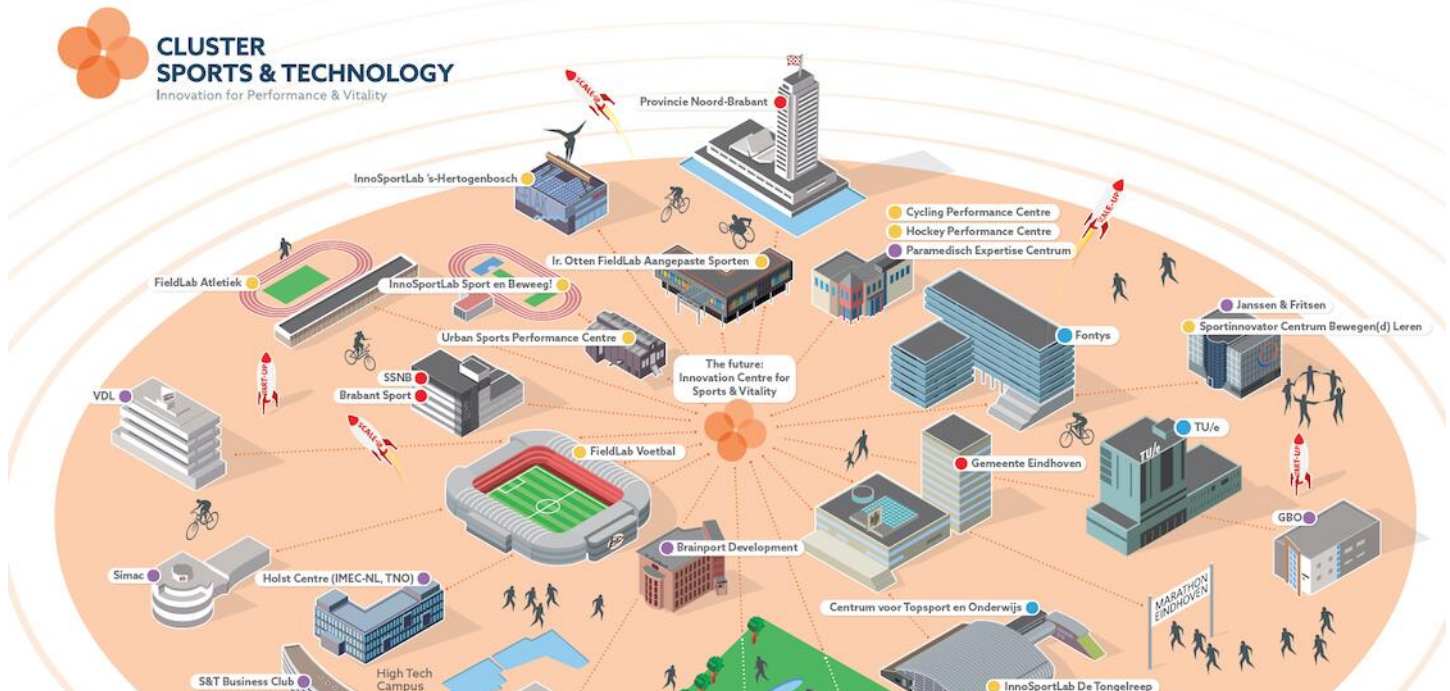


Innovation for Sports & Vitality



Innovation and business creation in sports and active healthy lifestyle

Physical inactivity is the fourth leading risk factor for diseases, and it is a challenge in all age groups. Covid-19 has once again clearly shown that working on a healthy active lifestyle is a key asset in the transition from healthcare to care for health, for all ages and groups. However, transferring to a healthier lifestyle is often easier said than done. As in any other sector, **innovation and business creation** are vital assets in the professionalization and development of the growing sports & vitality sector **in order to create personal social and economic impact**:

- *empower talent*; stimulating and enhancing performance, from sports to the office environment.
- *empower society*; stimulating an active lifestyle & enhancing sport participation
- *empower business*; innovate and accelerate business chances

Innovate to create impact

For more than 15 years, Cluster Sports & Technology has been supporting their Q-helix partners -businesses, sports field labs, governments and knowledge institutions- in the innovation and business creation process. From **market need and idea generation to innovation, validation and acceleration**. All to create an impact at those places where people are or can become more active: @Work, @PublicSpace and @Sport.

The combination of technological excellence and the innovative way of working of the Brainport region in the South of the Netherlands creates the unique atmosphere for success. Connecting each other's capacity, network, disciplines and facilities speeds up innovation, validation and acceleration and provides best chances for success. Together with key partners from the cluster, the innovation and business creation approach has become permanent in the **ELIS Innovation Hub for active healthy people**.

What can we do for you?

The Cluster Sports & Technology and the ELIS Innovation Hub are there to help you to realise impact with your innovative ideas. It provides easy access to best practices, experiences and partnerships that you need. Cluster Sports & Technology and the ELIS Innovation Hub may help you to e.g.

- elaborate the market needs,
- find the right partnerships and technological solutions,
- create and manage your innovation projects,
- support your product validation and
- find funding opportunities.

If you want to know more about the chances for innovation and (new) business in this sector, contact www.sportsandtechnology.com info@sportsandtechnology.com