



The ESA Business Incubation Centre in Harwell, UK, started its operations in 2011 and is managed by the Science and Technology Facilities Council (STFC). It is located at Harwell Campus, a world leading science, technology and business campus based in South Oxfordshire with more than 4,500 researchers, engineers and innovators from over 150 high-tech organisations, and a focal point and cluster for the UK's rapidly growing high-tech space community.

Bounts Ltd

Bounts have created a keep fit reward application.



Website

Founded in 2011 by

- **John Stuart**

Incubation period

01-09-2013 to 01-09-2014



space solutions

Alumni

About Bounts Ltd

Bounts Ltd have created a new mobile application which allows people to track their choice of activity, and earn points which can be redeemed for rewards from an ever expanding range of local and national retailers.

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The challenge

It is vital to keep fit and healthy with an active lifestyle, but some people need a little bit more motivation than the intrinsic benefits of exercise.

The solution

The company joined the ESA BIC Harwell and worked on developing and launching their fitness app, 'Bounts', using a combination of QR codes, Low Energy Bluetooth Beacons and GPS to track activity of individuals indoors and outdoors. Bounts Ltd has used at least two of the ESA patents to make the app as efficient as possible.

Bounts allows people to track their choice of activity, and earn points which can be redeemed for rewards from local and national retailers. Gyms, health clubs and leisure centres can integrate the app onto existing membership software and online booking systems providing them with the capacity to choose what to reward and when, to help reach a personal goal. Track your walk to work, evening run or weekend cycle with a GPS app which links to the Bounts app.

Bounts encourages local and independent retailers to get involved, benefiting the individual who gets a reward and the local retailer who gets more customers.

