



# VU

## Giving successful start-ups room to grow on the VU Campus

For most people, the name Vrije Universiteit Amsterdam (VU) is synonymous with the campus and all of its students, and that of Amsterdam UMC (VUmc), the hospital. What many people don't realize, is that both institutions are also home to dozens of scientists and students who are working daily on important research and major issues facing modern society. Some research projects or ideas have such an impact that with some help, they can be used in our society. Demonstrator Lab is the entrepreneurship laboratory at VU Campus where students or researchers are able to transform ideas into a tangible product or service. Amsterdam Venture Studios, an Amsterdam hub for innovative knowledge and science-based start-ups at VU Campus, helps researchers turn their invention, idea or research results to benefit society as a whole. In this issue, Hello Zuidas aims the spotlight to two of those successful start-ups.

### FITSURANCE

*A fresh take on health awareness*  
Fitsurance started at the Department of Human Movement Sciences at Vrije Universiteit Amsterdam and evolved into a B.V.. Fitsurance consists of a team of three

eager, young human movement scientists who want to bring their fresh perspective on societal health awareness. Their expertise in the measurement and interpretation of physical parameters equips them to give targeted advice, based entirely on

scientific research. Their initiative aims to improve employee health in order to reduce absenteeism from work. Its emphasis lies on boosting physical health, since that is the only set of parameters that can be measured objectively. Absenteeism is a

highly complex phenomenon, rooted in a combination of physical, social and mental health factors. Fitsurance targets all facets of this phenomenon.

#### *Fitsurance health check*

During the health check, a number of parameters is measured to gain a comprehensive picture of the workforces' overall health of a given business. All parameters are measured and interpreted, using evidence-based methods. The resulting values are reported to employees, along with personalized dietary and exercise recommendations. The health check is carried out four times a year, but the diet and exercise recommendations are evaluated and adjusted month by month. By taking this preventative instead of the customary 'curative' approach, Fitsurance can ensure a reduction in work absences due to illness. Fitsurance also sets up group activities such as master classes and running groups. This is supported by a

platform which is based on an innovative mobile application incorporating a user-friendly dashboard for employees. The mobile app also sends employees push notifications with pertinent health facts and reminders.

Want to learn more about Fitsurance?  
Visit [www.fitsurance.nl](http://www.fitsurance.nl)

### MOVE-METRICS

*Healthy and effective exercise habits*  
Ben van Oeveren is the founder of Move-Metrics, a B2B venture specialized in analyzing data for healthcare and sport. Its mission is to assist developers to inform users about health and effective exercise habits and to promote knowledge sharing among health professionals. Movemetrics also aims to improve feedback from wearable technology on health and exercise performance. After earning his degree in Human Movement Sciences at RUG Groningen, Ben went on to specialize

in data analysis. He went on to develop several algorithms to improve runner feedback as part of his PhD research at the Vrije Universiteit. He also held various posts in R&D and project management during this time. A cloud-based platform was brought to life to analyze large quantities of wearable data for research purposes and third-party applications.

#### *Objective impression*

Artificial intelligence greatly facilitates processing fitness tests, enabling professionals to discuss results with their clients and provide personalized advice straightaway. To promote health or improve athletic skills, users gather large amounts of data using wearable technology. Good coaching and treatment plans hinge on objective impressions, but data accuracy and data interpretation tend to be tricky. Move-Metrics is specialized in handling daily life data and the developing health and performance reports. Feedback goes beyond more measurement, and Move-Metrics takes that extra step by assessing how numbers can be turned practical feedback.

Want to learn more about Move-Metrics?  
Visit [www.move-metrics.nl](http://www.move-metrics.nl)

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