



 **findactivity**

 LUFEMI. TAKABI



# Physical activity





# What are the health benefits of physical activity?







# Adult physical activity levels

Health Survey for England 2012 (base aged 16 and over)

Two thirds of **men** meet national physical activity recommendations\* (67%)



Around half of **women** meet national physical activity recommendations\* (55%)



\*150 minutes of moderate intensity physical activity per week



# GET MOVING



**There is an urgent need to encourage adequate physical activity !**



Digital health is  
such an amazing  
tool



**DANGER**  
DUE TO  
**PHYSICAL INACTIVITY**

 **findactivity**



# findactivity



*free activities*





**UNDER-SERVED  
POPULATIONS**



# DISCOVER EXCITING ACTIVITIES NEAR YOU

Location\*

Enter your postcode

Activity type

Select any activity



Search now





We want to create a free  
activities platform that  
EVERYBODY will be able to use



Viability Business

Expenses Sales Gross Profit  
Freestanding Coaching Goals  
Production Capital Self-Sustaining



Advertisements



Freemium model



Bespoke activities



Data insights



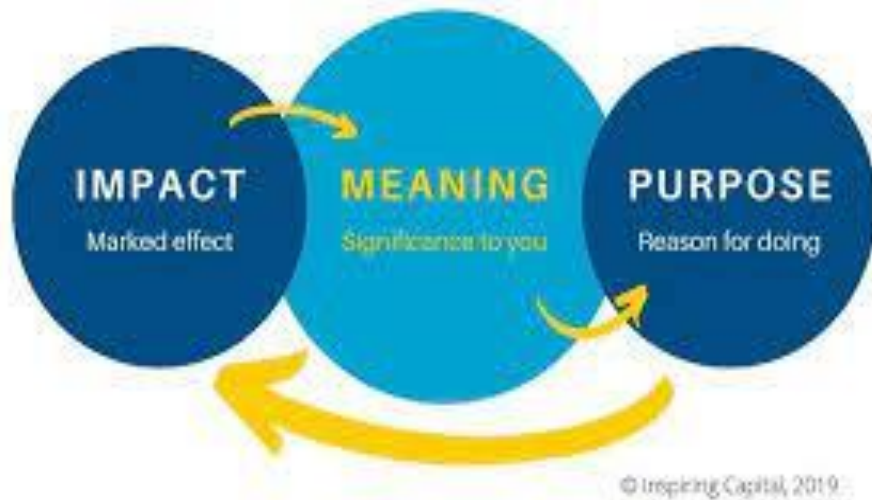
**Viable Business**  
 Gross Profit  
 Expenses Sales  
 Coaching Goals  
 Self-Sustaining  
 Freestanding  
 Break-even  
 Capital



**Bespoke activities**



**Data insights**







POWERED BY



classpass

ONE  
HOUNSLOW

connect

EVERYDAY  
ACTIVE

ActiveEssex

findactivity



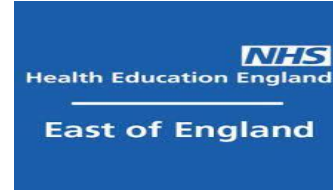
# Traction



£500 take off grant



MDT input



Digital Health



Proposed Pilot



# Traction



Clinical Entrepreneur  
Programme



Pilot

Application completed !

Further product validation and fundraising

Good Luck!  
😊





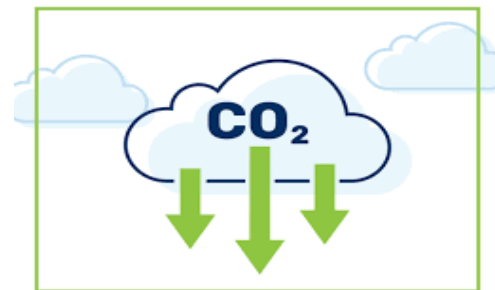
# NHS Long Term Plan







# NHS Long Term Plan





## Team



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**Connect with us on  
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**Thanks for the attention –Eshe gaan**