

**Sheffield  
Hallam  
University**

Advanced  
Wellbeing  
Research Centre

Ultimaker

# AWRC WELLBEING ACCELERATOR

HELPING START-UPS AND COMPANIES BRING  
HEALTH AND WELLBEING INNOVATIONS TO MARKET



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The AWRC Wellbeing Accelerator offers state-of-the-art laboratories, business support packages and specialist facilities to help your organisation bring products to market and improve people's quality of life.

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The AWRC Wellbeing Accelerator is a rolling programme running from April 2020 - March 2021 that will support startups, academics, and businesses working in Wellbeing with mentoring, sector experts, and use of the AWRC facilities. The programme does not take equity and is funded by Research England.

Based in Sheffield Hallam University's new Advanced Wellbeing Research Centre, participants will have access to world-class R&D capabilities that allow for rapid prototyping through to precision engineering, laboratories for product testing, support networks and a clinical research centre.

The programme will continue despite the Covid-19 Pandemic, with a virtual programme from April 2020. After the Covid-19 restrictions are lifted, the programme will also run events, networking, and a Wellbeing conference. The programme is important now, with many themes around wellbeing becoming central to people's lives as they adapt their lifestyles to the social restrictions from Covid-19.

### Eligibility criteria

You must be working in wellbeing, addressing one of the following themes:

- 1. Healthy and active 100** - Innovation that prevents disease and supports people into 100 years of healthy active life.
- 2. Living well with chronic disease** - Exploring the management and treatment of chronic disease.
- 3. Technological and digital innovations to promote independent lives** - Focusing on technologies that improve health and wellbeing across the population.

You should also be:

- An academic team, business, or startup of two or more people, with or without an established company
- developing a product or early stage idea requiring rapid prototyping, testing, or validation
- working on an innovative solution to a wellbeing challenge
- able to demonstrate the potential for broad social or economic benefit
- able to demonstrate a clear need for the support we offer

### Programme Benefits

- Up to £20,000 worth of support to accelerate product development including rapid prototyping and specialist consulting.
- Access to our research expertise, specialist facilities, high-end equipment and incubator space.
- Workshops on relevant topics such as cyber security, selling into the NHS, business development, GDPR, and innovation.
- Mentoring sessions from leading industry figures.
- Introductions to our investor network.
- Access to events and networking opportunities held during the programme.
- Access to partner products and services.
- Up to £1000 to support travel and accommodation.

### Dates and location

Due to Covid-19, the first phase of the programme will be virtual, with startups joining as small monthly cohorts and dialling in for mentoring and consulting support. The second phase, later in the year, will see small cohorts attending a series of intensive one-week onboarding sessions followed by a few weeks of further support.

### Apply here:

[bit.ly/AcceleratorSignUp](https://bit.ly/AcceleratorSignUp)

Programme Partners



Knowledge Transfer Network



Funders



Our mentor network represents both access to knowledge and new networks, offering people who can share knowledge, expertise, and make introductions to investors, companies, and other organisations.



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Programme Director,  
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Ex in medical devices





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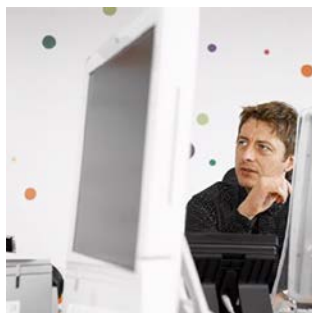


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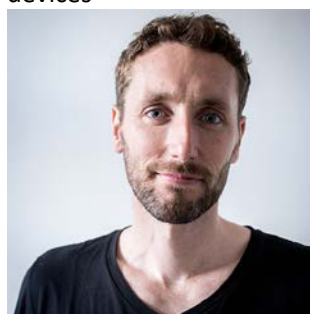
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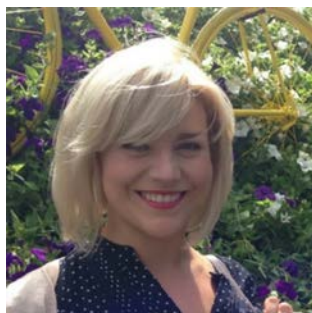


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## Footfalls & Heartbeats

**Who are they?** A Nottingham-based intelligent textiles business

**What do they do?** Footfalls & Heartbeats has patented a technique in which sensors are knitted directly into textiles. The technology can be applied to compression bandages, wound care, injury rehabilitation, baby monitoring and performance monitoring textiles for athletes.

**What do they want to get out of the accelerator?** The startup has joined the Accelerator to validate its sensors against gold standard techniques and network with more than 50 mentors associated with the programme.

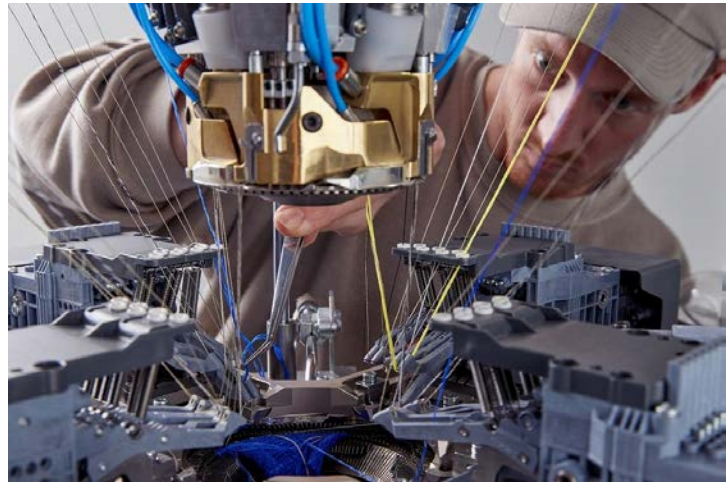


Figure 1 - the Footfalls & Heartbeats knitting machine

**Why did we accept them?**

- Their product is highly innovative
- Their product strongly fits into the 3 eligibility themes of the accelerator
- Their product already exists in prototype format and can be easily produced
- They already have preliminary data from initial testing that confirms the concept is working
- We have the gold standard validation techniques in the AWRC labs that can be used to validate their product

**More information** <https://www.footfallsandheartbeats.com>



**Who are they?** An Israeli startup based in Tel Aviv, that focuses on solutions for the ageing population.

**What do they do?** The company has developed a “robot therapist” for people with brain and heart disorders which guides them through a personalised physical therapy plan by projecting movement directions onto the floor, combined with audio prompts, and the capacity to film and review.

**What do they want to get out of the accelerator?** Help and support to enter the UK healthcare and wellness markets



Figure 2 - The Selfit Medical "Robot Therapist"

**Why did we accept them?**

- Their product is highly innovative
- Their product strongly fits into the 3 eligibility themes of the accelerator
- We have academics who have experience of supporting / implementing products into the health and social care sectors
- Several of our mentors also have this experience and the startup will benefit from interactions with these mentors
- We have considerable experience in stroke rehab which is the main use case for this technology

**More information** <https://www.selfitmedical.com>





### Golf In Society

**Who are they?** A Yorkshire-based social enterprise with a mission to improve the lives of our ageing population by introducing them to the health & wellbeing benefits of golf

**What do they do?** They run golf sessions for people living with dementia, stroke and Parkinson's to improve their health & wellbeing. They have run over 450 of these sessions to date.

**What do they want to get out of the accelerator?** They want to validate the benefits of the sessions that they run for the people with living with dementia, stroke and Parkinson's and introductions to relevant NHS services to socially prescribe their golf sessions



Figure 3 - a Golf in Society golf session

### Why did we accept them?

- They strongly fit into two of our themes: healthy and active 100 and living well with chronic disease
- We have academics who have experience of quantifying health, wellbeing and quality of life indicators of activity-based health and wellbeing interventions
- Our mentors and wider network have the right links into the NHS
- We have considerable experience in interventions for people living with dementia and stroke

More information <https://golphinsociety.com>



**Who are they?** A London-based startup specialising in online mental health therapy

**What do they do?** Mynurva provides fast access to therapy or counselling, confidentially, securely and discreetly, via its live video platform. There are no waiting rooms, and no travelling is required.

**What do they want to get out of the accelerator?** They want to make use of our mentor and other networks and be introduced to key contacts in the NHS; they are also potentially interested in digital product development



Figure 4 - the Mynurva online therapy system

**Why did we accept them?**

- The Mynurva technology fits into two of our eligibility themes: living well with chronic disease and technological and digital innovations to promote independent lives
- We have extensive links into the NHS via our mentor and other networks
- We have the right expertise in the digital product development that the company requires

More information <https://www.mynurva.com>



**Who are they?** A Southampton-based e-textiles startup

**What do they do?** They are developing e-textiles for wearable healthcare applications rehabilitation of drop foot

**What do they want to get out of the accelerator?** They want to access the industrial design, product evaluation and medical device regulatory expertise

**Why did we accept them?**

- The Etexsense technology fits into two of our eligibility themes: living well with chronic disease and technological and digital innovations to promote independent lives
- The startup can access Design Futures, a commercially focused product design consultancy group based within Sheffield Hallam University, via the accelerator programme
- We can provide the right product evaluation
- They can access medical device regulatory expertise via our mentor network

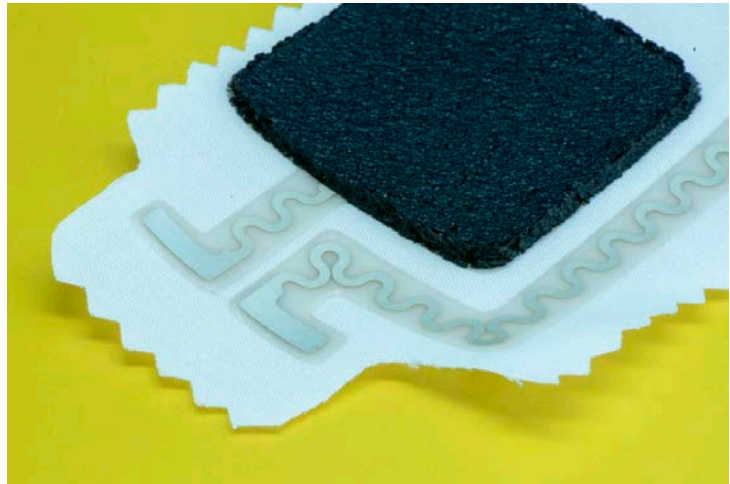


Figure 5 - an Etexsense wearable sensor

**More information** <http://etexsense.com>