

bounts

Incentives to Get Active

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Founded in 2011 with backing from Oxford University Innovation's Startup Incubator, bounts was ranked #1 Health & Fitness App in Jan 2016.

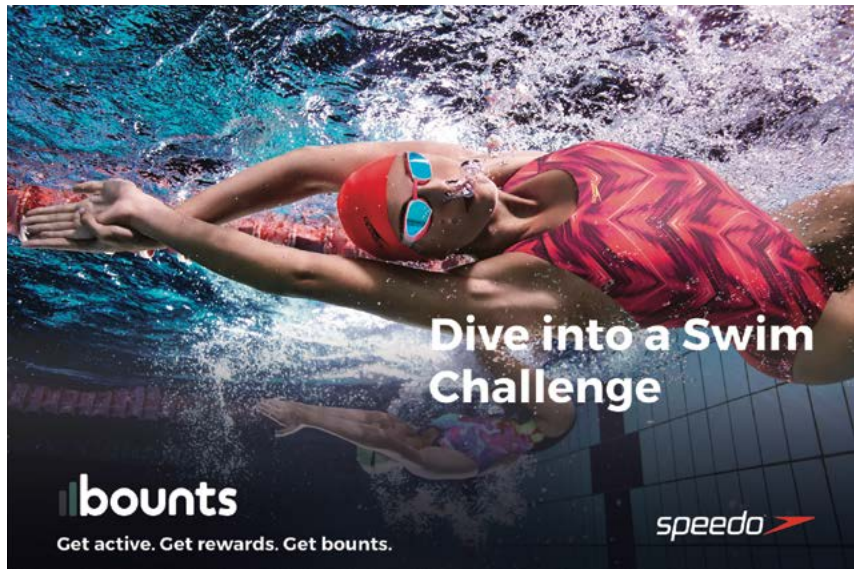
With over 3 million members, bounts is growing rapidly in the UK and has a reward shop that covers the UK, USA, Canada, India, and UAE. The free and innovative bounts app (iOS and Android) rewards members for being active. Once signed-up, members connect it to a fitness tracker and exercise to earn points; the points can then be redeemed for high street vouchers. The more active they are, the more points they earn.

Providing rewards and incentives is an effective strategy to increase physical activity and improve health behaviours in a variety of settings. The evidence suggests that incentives on their own or in combination with other strategies can significantly increase physical activity, lead to improvement in health and weight management.



The bounts Team

Participation levels are found to be 30 per cent higher in people using a fitness reward system, and a recent study revealed that bounts members are twice as likely as non-members to keep using their gym membership for a period of 12 months or longer.



Oxford University Index of Multiple Deprivation (IMD) tool provided highly insightful data about bounts members:

- 34% are from the 2 most deprived quintiles (Q4 and Q5)
- 31% who paid for themselves to upgrade to Premium+ (£14.99) were from Q4 and Q5
- 29% of our top 500 members (based upon current points balance) are from the 2 most deprived quintiles

bounts members are reward driven, focussed on the collection of points (through various forms of exercise) in order to achieve a reward. They range in age from 8-87 with the key age groups being 25-34, 35-44, and 15-25, with over 60% being female.

bounts is a natural fit for sports operators, gyms, national governing bodies, and organisations seeking insight into usage data and to improve retention rates.



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