



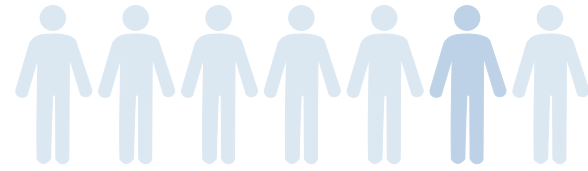
The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation**

All documents and other materials will be updated accordingly.  
In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning [www.isis-innovation.com/](http://www.isis-innovation.com/)... are automatically redirected to our new domain, [www.innovation.ox.ac.uk/](http://www.innovation.ox.ac.uk/)...

Phone numbers and email addresses for individual members of staff are unchanged

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## Bounts – A little extra motivation to get going

An Isis Software Incubator startup allows users to earn rewards by getting active, whatever the exercise.



Bounts is an app enabling you to collect reward points or 'bounts' every time you exercise. You can then redeem these in our online shop for vouchers, which can be used at local retailers as well as on the high street. There are over 800,000 people in the UK and 11 other countries now collecting bounts.

### 'How do I collect bounts?'

Download and register on the bounts mobile app and click on 'My Code' from the menu. Just scan your unique QR code at your gym's reception on the bounts iPad or automatically via our Bluetooth beacons. That's it, you've checked in! Alternatively, pick up a bounts key tag from reception and follow the instructions, don't forget to register your key tag or you could lose your points!

### 'I do different sports outside the gym - can I still collect points?'

You can collect bounts on everything you do. If you already use a fitness app or tracking device it's easy to connect it to your bounts account so you can collect bounts whatever you do, in and out of the gym.

### 'So, what's a bount worth and how do I spend it?'

That's easy, just check your points balance online, head to our reward shop and start spending!

### 'How does bounts help me get fitter?'

As well as giving you extra motivation to exercise through rewards, our app is filled with features designed to help you get fitter. A personal fitness dashboard lets you track

progress, a shared leaderboard allows you to compare and compete with others and you can even get advice and direction from fitness professionals.

### 'How much does bounts cost?'

Bounts is free for the first 12 months after which you pay an annual subscription. Businesses and organisations can subscribe to provide bounts as employee benefits.



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