

Product name: Muviment

Name in brief: An app that helps the citizens of a municipality to become active

Company: Runnea & TECH Joint venture (www.muviment.com)

Year 2020

INNOVATION	APPLICABILITY & SUSTAINABILITY	RESULTS	
<p>Muviment is the simplest way to exercise the body, promote health and avoid sedentarism. As physical activity is health, it helps to activate the citizenship of the municipality. Muviment is an app that uses machine learning and AI capabilities to offer a personalized service for physical activity. It is a formula to digitize the health promotion services of the City Council.</p>	<p>Promotion of health and quality of life is one of the most remarkable aspects in Smartcities. Technology will be a key element on this path towards the "Healthy City". It helps to plan the activity, to activate the body and to improve the nutrition of each citizen. It suggests personalized exercise routines so that each user marks his or her own rhythm and helps to improve physical facilitating control of the evolution of users' state of form.</p>	<p>OMS considers physical activity essential to reduce the risk in many diseases. This added to the increase in health spending of the states makes our proposal very attractive. Everyone benefits from a healthier way of life, health and assistance systems, commerce and leisure services, and above all, the ordinary citizen. Muviment helps to improve nutritional habits of citizens by proposing customized nutritional plans designed by professional nutritionists.</p>	
<p>Three key DRIVERS</p>	<p>1. Scalability It is a customized SAAS solution for each client powered by artificial intelligence. However, solution is 95% similar in each case. This allows scalability, since elements that make up the solution are more easily standardized and developed. This is even true for an international deployment.</p>	<p>2. Previous experience Innovators have previous TECH experience in the field of Smart Cities. They are currently working with more than 50 cities and have also offered a free basic solution in 20 cities. Their knowledge of municipalities procedures and the network already established will make easy the process of communication and partnership.</p>	<p>3. Business model It is offered within the framework of a cheap price and the continuity will depend on the number of users. It has no main entry barrier for a municipality. It can be launched with a small investment according to the number of users, justify a greater expenditure in the accompaniment of the citizen's health. Business model is based on multiple cities adoption of the app.</p>
<p>Three key BARRIERS</p>	<p>1. Lack of digital culture Main barrier, not only for this initiative but for a Smart city deployment, is the lack of digital culture in our municipalities. Small cities do not have the economic, technical and human resources or the technological skills in their municipalities to drive their digital transformation.</p>	<p>2. Difficulty in the management of personal data The necessary confidentiality and privacy of citizens' data and compliance with the recent RGPD is a headache in the development of the process architecture and the deployment and maintenance of the application.</p>	<p>3. Availability of economic resources of the municipalities The COVID crisis will limit the investment capacity of cities. The need to increase spending in support of the economy and employment may reduce the investment budget in areas such as the digital transformation of health. The health areas will see their budgets decrease so that the marketing and deployment plans will slow down.</p>
<p>Three key ENABLERS</p>	<p>1. Healthy city as aspiration The concept of Healthy City is actually one of the main drivers in the City. Welfare is based on longer and healthy life. Health promotion and body care have become a key issue of modern life not only for citizens but for administration also.</p>	<p>2. Complement partners knowledge The "Joint Venture" between Runnea and TECH. If partnership is important in every initiative, it is even more in smart city tech solutions. Combining tech skills with knowledge of the sport is key to deploy a solution like Muviment.</p>	<p>3. COVID crisis as opportunity COVID crisis has emphasized on Digital Fitness solutions. The confinement scenario has highlighted the need for custom tailored physical exercise and has awakened the interest of municipalities in scalable healthy solutions for all citizens.</p>
<p>Three key IMPACTS</p>	<p>1. Diversify portfolio of solutions Mainly it will allow TECH to diversify its portfolio of solutions for the city. A health and well-being solution allows to complete the offer of smart services generating an opportunity of cross-selling to TECH.</p>	<p>2. Health and wellbeing in the spotlight Being the quality of life a key element in urban development, health is the great forgotten in the Smart City paradigm. Greatest efforts have been made in transportation, lighting, security, and citizen participation, but healthy living has hardly been considered yet.</p>	<p>3. Health expenditure contention Beside health improvement, a reduction of social and health spending will be achieved. An aging society will demand increased health care spending. Promotion of healthy living habits in terms of exercise and diet can allow the administration control this increasing health spending.</p>
<p>What's next</p>	<p>Work on some aspects that need to be improved in the application. Delve into AI capabilities and customization. Integrating the urban space within the APP are the next steps.</p>		