**EIT HEALTH INNOSTARS – ILEX INTERNATIONAL INNOVATION CONTEST POWERED BY BCCI**

**ONEPAGER**

**Name of the contest project**: DIGITALIZED SPORTS CENTER TO ENSURE THE SUSTAINABILITY OF THE EUROPEAN HEALTH INDUSTRY WITH PREVENTIVE TOOLS WITH DATA USED BY MEASUREABLE AND ARTIFICIAL INTELLIGENCE

**Methodology:** digitization

**Competition category of innovation:** sustainability

**Project manager:** Home Cycling Hungary Kft

**Representative:** Károly Bartucz, Managing Director

**Problem:** Europe's population will age significantly by the 2060s, and people over the age of 65 will exceed half of the population by this time, according to current statistical research. In possession of the indicated research forecast, one of the most significant tasks of the European health industry may be to create prevention measures/action plans that ensure the better mental and physical health of the European population, reducing the significantly increasing financial burden of the European health insurance funds that cover the costs of care. Digitized organized sports activities that reach large masses and can be scaled are a classic example of preventive activities, one example of which can be the sports center - innovation developed by our company.

**Solution:** Our company was created with the aim of helping those who want to play sports and those who strive for a healthy lifestyle to achieve their own goals, with measurable data through health assessment from amateur to professional athletes, in endurance sports - including cycling and running. If necessary, we can provide the appropriate equipment for this - in the form of digital indoor cycling bicycles and other equipment - whether in the hall, apartment, office or anywhere - and also the professional background, in which our staff, consisting of dietitians, rehabilitation trainers, personal trainers and runners -, and consists of bicycle trainers. We can keep the measurability of the performance under continuous control, even through an application, until the desired end goal is reached, and after further development, we intend to entrust the data obtained here to artificial intelligence data processing in an anonymized manner. The aim of the digitized sports center is for healthy people and the disabled to be able to exercise under controlled conditions in one place at the same time. As we noted above, indoor cycling is the main direction, because this way we can put a lot of emphasis on cardio-type movement and the development of endurance. In our innovation, we also pay a lot of attention to prevention and rehabilitation - we consciously build up our guests' endurance, not only with digitized and artificial intelligence tools, but also with a suitable team of experts - in our pilot in Hungary, researchers from the University of Physical Education come who, with the lifestyle change programs, help in the development of proper nutrition can also help. We consider it very important that our visitors can do this under controlled and measurable conditions, with appropriate professional help and a suitable preliminary assessment, which our specialists will be able to carry out with the involvement of specialists. The amount of funding required to implement the innovation is HUF 150,000,000 million (approx. EUR 375,000). I will indicate details during the judging process.

As the author of this onepager, I hereby declare that the innovation recorded in the onepager is my own copyright, and I can dispose of it.

Budapest, January 30, 2024.

<https://homecyclinghungary.hu/>

Károly Bartucz

Executive Director