

SCRIIN.

Our Vision is a digital society where every child reaches WHO:s physical activity goal. A society where we all live actively and healthy in balance with technology.

Problem

85% of Swedish children, and almost as many in the rest of the world, don't reach WHO:s recommendation for physical activity. Most parents are worried about their children's inactivity and this has been accentuated with the increase of screen time. Teachers report problems with attention and learning in schools due to students

being less active during the breaks, spending most of the time with their smartphones. Not being physically active increases the risk of heart disease, stroke, diabetes and can have a negative impact on sleep, cognition and mental health.

Solution

1. Through the SCRIN app the user gets insight of their screen time and their physical activity and inspiration for behaviour change.

2. The optional SCRIN activity tracker integrates with the SCRIN app. Its uniqueness is that it's designed for young people – small, cheap and visualizes the progress toward WHO's activity goal in an intuitive way. 9/10 of the 50 schools that have used the activity tracker during the spring say it inspires the students to be more active.

3. The SCRIN school solution is based on the activity trackers and a data collection & analysis tool to help schools gain insights in the students' physical activity and shows how changes in the environment affect the physical activity. It has been used by approx. 50 schools and was purchased by Stockholms stad in 2019. The system is also sold to health care institutions to treat children with obesity. So far the system has been used by 4800 students at 52 Schools, generated 1,1 million physical active minutes and 126 million steps.

and the activity tracker is an effective way to build brand awareness among parents and trigger downloads of the SCRIN app. All solutions are built on the same platform for data collection and we see a large potential in becoming an unique data provider for physical activity opening up for many new partnerships.

Milestones

- **2018** - Launched the first version of the SCRIN app that was number one App Store. Developed the SCRIN school solution and launched the SCRIN activity tracker. Raised 1,7 MSEK of capital in a pre-seed round.
- **2019** - Study with Karolinska Institute proving a 50% increase of physical activity among the students. Stockholms stad purchased the system and we signed a sponsorship contract with Länsförsäkringar. Received funding of 300 KSEK from Vinnova.
- **2020 H1** - Received additional funding from Vinnova of 900 KSEK to develop the next version of the SCRIN app. Expanded the SCRIN school solution.

The next step

In 2020-2022 the app will be taken to a completely new level by use of gamification mechanisms in collaboration with Insert Coin. We expect this project to significantly increase engagement and retention among children. Our goal is to help 300.000 children reach WHO:s recommendations during this period. To achieve this plan we will raise capital of 4 MSEK.

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