



From the EIT ICT Labs Strategic Innovation Agenda 2014 – 2016 'Blended Life in a Connected World' on the Action Line Health & Wellbeing 'Prevention through the Quantified Self'

Mission: Reduce the demand for expensive healthcare by detecting small physical and mental health issues early and avoiding larger health problems by suitable lifestyle interventions.

Motivation: EIT ICT Labs partners own "quantified self" and "activity of daily life sensing" technology and especially the large core industrial partners have access to the world market.

Priority areas:

- **Physical Wellbeing:** Maturation and commercialization of a B2C Physical Wellbeing solutions via start-ups and transfer of sensors, smart algorithms and applications to existing companies; evidence for effectiveness of solution; at least three solutions (e.g. for lifestyle / health, sports and high risk jobs) introduced.
- **Mental Wellbeing:** Maturation and commercialised in B2C and B2B Mental Wellbeing solutions via start-ups and transfer of sensors, smart algorithms and applications to existing companies; at least three solutions (e.g. for extension of labour participation and period of independent living) introduced.

Societal Impact: Improve quality of life through early treatments and by avoiding life-threatening health issues as well as through early treatments and extended labour participation & independent living due to reduction of burnout and early development of dementia.

Economic Impact: Lower healthcare costs due to less hospitalisation and due to less residential care. The combined markets are estimated at ~1 B€ in 2020 and EIT ICT Labs partners will gain a significant share.

(Pre-Call 2016 documents will be published on the intranet in due time).
