

## Proposed Approach

Our solution is focused on the both healthy ageing and prevention of NCDs by motivating the public at large to develop healthy habits that tackle the behavioural causes of all NCDs and takes a holistic approach (ie. Not disease specific) through dissemination of a novel and evidence based construct for healthy ageing – Life Age.

Life Age is an evidence-based tool that calculates a ‘mortality risk adjusted age’ based on prevalence of lifestyle factors and quality of life factors. The communication of how many ‘years off’ one can take by living a healthy lifestyle AND has proved to be highly motivating to users in trials

What part of the Scope do you want to address? **We seek to address the ‘Personalised prevention of NCDs’**. In particular we seek to address the stratification of individuals within a population and to recommend tailored intervention based on behavioural phenotypes

We have strong academic partners but looking for further European partners in public health as well as digital device manufacturers who are looking for holistic metrics to track progress in consumers (eg. Accelerometry, nutrition and biomarker evaluation and clinical devices). Such devices can provide feedback in granular form for users in a way that Life Age can bring to life

## Experience

We have extensive experience across the worlds of academia and industry. This includes leadership roles in the FMCG industry with understanding of consumer insight, novel digital technologies and business models. It also includes extensive experience in the academic world in both psychology, behaviour change and public health epidemiology.

We have published alongside collaborators across many leading big centres of health and prevention, such as Boston University/Framingham Heart Study, Cambridge MRC Diabetes Centre (Prof Simon Griffin), American Heart Association (Patrick Wayte – center for health technology and innovation), Utrecht University (Prof Oscar Franco), National University of Singapore (Prof ES Tai) and Toronto General Hospital (Prof Rob Nolan)

Finally, we have consulted to several very large private sector and charity organisations including Unilever, AXA-PPP, The Movember Foundation, Weight watchers and Viatrix.

## Organisational Capabilities

We are an SME with proven flexibility and commercial acumen both in a consulting capacity and product creation capacity.

We have developed digital products in partnership with our digital partner and provide these as commercial products with all that this entails.

One of our core strengths is to be able to contextualise products and services to the problem being addressed. We also have a very strong marketing capability arising from the years of experience working in FMCG settings, now applied to health

## Administrative Information

We plan on being a partner as we do not have capacity to lead a multi-partner project

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