Wellness and Health Innovation
PLANTING OPPORTUNITIES IN NEW MARKETS

One of the goals of the Enabling Technologies strategy is to identify new opportunities where companies can make an impact, develop new products and services, and ultimately grow their business. The independent and assisted living market represents such an opportunity.

Strong growth is projected at upwards of one trillion dollars over the next 30 years. ***Paul Zane*** *- Economist and Author of the New Wellness Revolution: How to make a fortune in the next trillion dollar industry.*

This phenomenal growth is being driven by an ageing population and a rise in long term medical conditions. This is leading to rising demand for preventative technology and self-care medicine to maintain good health and avoid or delay hospitalisation. Preventative measures range from the provision of anticipatory care to independent living solutions and the development of products and services within this market is crucial for reducing the demands on the healthcare industry faced with these growing challenges.

NURTURING COMPANY GROWTH AND INNOVATION.

Scotland is home to a range of world-leading technology companies with the potential to exploit the growing opportunities within the wellness and health sector.

The Wellness and Health Innovation Project is a national initiative designed to support Scottish companies looking to make an impact in the assisted living and well-being markets. Since the project was launched in 2008, support and guidance has been given to more than 180 companies looking to explore and develop new products, services, and applications for the wellness and health market.

The Wellness and Health Innovation Project offers a range of services to businesses of all sizes operating within a range of sectors. These services include:

- Market Intelligence and Analysis – specialist knowledge tailored to the needs of your company.
- Product, technology and innovation support – expert knowledge to help with concept, feasibility, validation and development advice.
- Business development – bringing expertise, knowledge and routes to market to clients.

The Wellness and Health Innovation has organised a number of market focused events exploring key areas, from E-health innovations to opportunities in Convergent technologies and Web 2.0. These events have been attended by a variety of different organisations including small and large companies, universities, and intermediaries looking to explore new market opportunities.

The Wellness and Health Innovation Project keeps companies up to date with the latest trends in this exciting new sector and the project has helped create a real sense of community amongst its members.

Scottish Enterprise

HARVESTING REWARDS

The knowledge and opportunities provided by the Wellness and Health Innovation Project has given Scottish companies of all sizes the chance to grow their business by applying their expertise in this exciting new marketplace.

Case Study 1: EX0²

EX0² developed a unique core polymeric heating technology called FabRoc – a thin, lightweight, flexible material which delivers safe, self-regulating warmth at low voltages without the requirement for external control mechanisms.

EX0² began working with the Wellness and Health innovation having recognised the potential application of their products within the assisted living and healthcare sector.

Since joining the project the company has been introduced to industry contacts at a number of high profile Wellness and Health Events. The Wellness and Health Innovation team has worked with the company to explore how their technology could be applied in the Health & Wellbeing sector, giving EX0² a clear entry path into the this lucrative and growing market.

ACCESSING THE WHI PROJECT

The Wellness and Health Innovation Project is open to any company with the capability and ambition to make a real impact in this emerging sector. If you are a Scottish company developing or looking to develop technologies in the Wellness and Health sector you can access the Wellness and Health Innovation project by contacting:

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50 Waterloo Street
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"Growing Scotland's economy means supporting businesses with technical knowledge and expertise by providing a platform to respond to new opportunities in emerging markets"

JAN REID
ENABLING TECHNOLOGIES
SCOTTISH ENTERPRISE.

"WHI has been invaluable as a sounding board, providing feedback as to what is happening in the healthcare markets. It also provides a focus point for Scottish companies engaged in this area, allowing us to meet firms that share common ground."

JAMES HANLON
MANAGING DIRECTOR, MOBILE HEALTHCARE NETWORKS
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