

Meet in Italy For Life Sciences Brokerage Event

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Across Europe, physical inactivity carries an immense burden: according to WHO and OECD data, it costs approximately **€80.4 billion every year** and is linked to nearly **one million deaths**¹. If completely inactive individuals were to achieve minimum recommended activity levels, European healthcare systems would save an estimated **€8 billion annually**².

Short description:

Applied research project designed to study sedentary lifestyle as a behavioural design challenge. The research investigates the conversion of kilometres walked by inactive individuals into funding for local sports teams.

Full description:

Scuders is an applied research project designed to study sedentary lifestyle as a behavioural design challenge. The research investigates the conversion of kilometres walked by inactive individuals into funding for local sports teams.

The research operates through a longitudinal model of four 30-day editions per year (January, April, July, October). Each edition can host several projects running in parallel, and every project is one closed group of individuals, followed across its four projects with real drop-out measured. Eligibility is restricted to sedentary individuals unfit to walk for 10 consecutive minutes.

Daily activity — up to five 1 km walks, each completed within 20 minutes — is recorded via the phone GPS, with no minimum and no obligation to walk. Biological validation filters out sudden progressions that an inactive person could not realistically complete. The primary metric is the completion percentage against the maximum achievable distance across the year: 3600 km with a group of 6 individuals.

Funding is provided by companies classified as research participants, and the walking distance is converted at a fixed rate of 1 km = 1 euro into a dedicated IBAN account opened for each project, without intermediate credits, tokens, points or management fees. The statement of that

¹ <https://inactivity-time-bomb.nowwemove.com/>

² <https://doi.org/10.1787/500a9601-en>

account is a shared document, readable by the funding company, the sports team and its own members. It replaces subjective reporting.

Scuders earns the same whether people walk every kilometre or none: the operational fee is flat, identical for every group size, and never a percentage. Capital that is not converted is neither refunded to the company nor kept as profit — it stays permanently locked, and only the interest it generates funds projects in the years to come.

A guaranteed economic result for the sports team would make this a service rather than research. Kilometres not walked are lost and not carried to the next project. That loss is what the completion percentage measures. Everything else is known in advance: the amount is fixed, the conditions are public, the conversion is whole. The only unknown is whether people who today cannot walk for ten consecutive minutes will start walking to fund local sports teams, which is the research question itself.

Life Science Domain

- Healthcare: Preventive medicine and public health
- Research: Real-world evidence and health economics

About the founder:

As founder of Scuders I treat sedentary living as a design challenge. Turning sedentary behavior into economic value to fund sports projects backed by companies as participants of the research.

At the Meet in Italy for Life Sciences, I am looking to connect with research participants, academic research centers, and public health institutions.

Project cooperation: Consortium structure

Stage: Completing the consortia. **Type:** Consortium seeks Partners.

Scuders is completing the consortium around a protocol that converts validated walking by people unfit to walk for ten consecutive minutes into funding for the sports team that recruited them: four 30-day editions a year, the same closed group followed across all four, with real drop-out measured.

Scuders is looking for research partners to decide what else is worth observing while it happens: secondary markers, health outcomes, behavioural measures. The protocol is set; the question is what it should record.

Ideal Partner Profiles:

- University departments of Public Health, Preventive Medicine, Sports Science, or Behavioral Psychology.
- Research groups specialized in Health Economics, Real-World Evidence, and Non-Communicable Disease epidemiology.
- Regional health agencies and healthcare trusts interested in piloting community-based sedentary interventions.

Expertise: Reaching people who do not move

Scuders reaches people who are genuinely inactive — unfit to walk for ten consecutive minutes — through a sports team's own community, and follows them across four projects in a year, long enough to show whether the new habit holds once the person is inside that community. The access is the rare part.

The samples are chosen by the sports team from among its own members' friends, colleagues and family, and its community has to be large enough to contain six inactive people, or the project does not start.

The second capability is settlement: kilometres walked become euros, paid at a fixed rate, with nothing withheld, into an account opened for each published project — and the statement of that account is readable by everyone involved.

Partnership: Companies as research participants

- **Looking for:** Business.

A participating company can be part of it on a weekend, walking alongside the team's athletes, the people supporting the project, and the group completing their five kilometres for the day. There is no better way to take part in research than to be present while the question is being answered.

The Roles of a Partner Company:

- **Research Participant, Not Client:** Companies are defined as participants of the research, not standard commercial clients purchasing private services.
- **Project Funders:** Research participants cover the operational infrastructure and fund the movement-to-euro conversion for sports projects (equipment, facilities, travel).