

TWIIK SIGNS AGREEMENT WITH HEALTH & TRAINING ACADEMY AB

Twiik has signed an agreement with Health & Training Academy AB (HTA). The collaboration means that HTA will launch an app developed by Twiik. The app is an extension of HTA's on-site studio operations. The agreement is based on Twiik's enterprise model, which combines a SaaS license combined with a revenue-sharing model when selling online fitness products.

Consumers are increasingly choosing digital workout alternatives, either as a complement to other fitness training or as a primary source of inspiration. As a result, the demand for high-quality workout alternatives online is increasing, and thus also the need for strong technology solutions.

Health & Training Academy was founded by Lise-Lott and Patrik Ljung, who previously ran the training business at Kockum Fritid, one of Malmö's largest training facilities, which under their leadership more than doubled the member count. Health & Training Academy has opened a new gym that offers, among other things, personal training in the studio, outdoor workouts, corporate wellness, and, soon also workouts online.

They have also developed a workout concept that mixes qigong with functional workouts - something that makes them stand out from the crowd.

"We wanted to create something new and have been working with the concept for some time. The combination of qigong and more traditional functional workouts is powerful and incredibly effective," says Lise-Lott Ljung.

HTA's founders and coaches are experienced university graduates within fitness and health, but they will also collaborate with several international and national coaches in their new unique concept.

The online offer is partly based on individual workouts with video instructions, and partly on entire workout programs with different orientations and goals. Personal training arrangements will also be a part of the offer online - something that has already been taken care of in the design of HTA.

"Scalability is important to us. The concept is very well suited for being experienced online - something we had in mind from the beginning," says Patrik Ljung.

For Twiik, the agreement means growth in the licensing business, a part of the business where they have customers such as Friskis & Svettis Riks, Actic Group, 16 Weeks of Hell, and more.

“The team behind HTA has a strong track record and high ambitions. The concept is strong and of high quality. We look forward to being a part of the scale-up of HTA's service and following their development,” says Anders Gran, CEO of Twiik.

The concept is now being completed and the app is under development with a planned launch at the end of the second quarter of this year.

For more information about Twiik, please contact

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About Twiik

Twiik AB is an innovation company with offices in Malmö and Stockholm. The company develops digital solutions that make it possible for coaches and gyms to create innovative digital training services. By digitizing their service offering they can make good training available to a larger target group.

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Attachments

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