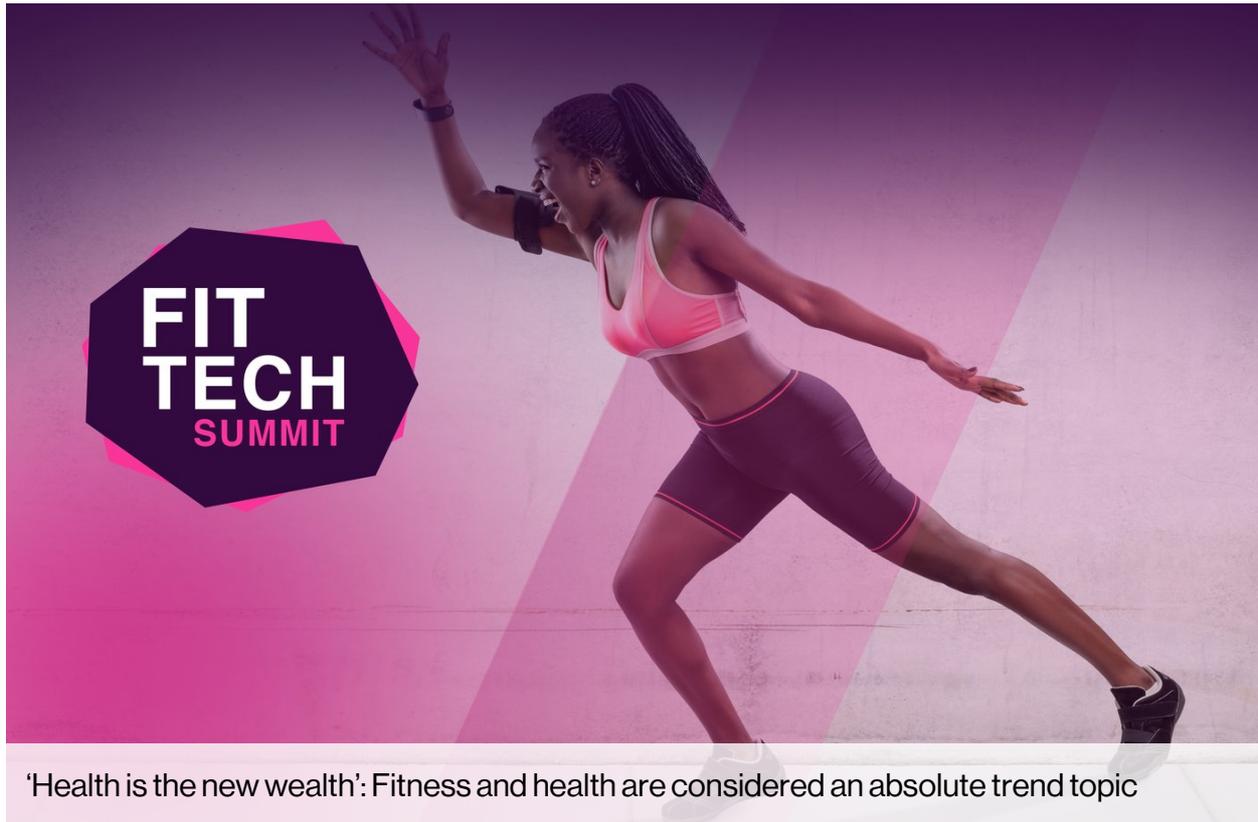


This is the digital future of fitness and sport



'Health is the new wealth': Fitness and health are considered an absolute trend topic

- Europe's first digital conference on digital personal fitness, health and lifestyle
- Keynotes and talks with founders, investors and experts
- Test the latest fitness trends and gadgets
- Startup pitch competition with 1 million Euro media deal
- Workouts with celebrities like Eva Padberg, Monica Ivancan or Charlotte Kuhrt

At FitTech Summit, Europe's first conference on Digital Personal Fitness, Health and Lifestyle, on 10 July at Beach 38 in Munich, the fitness industry demonstrates where the future is heading. Successful founders, investors and experts from all over the world talk about trends, newcomers and investment opportunities in the trend topic FitTech. The event is organized by Burda Bootcamp, the startup lab of Hubert Burda Media, which has made a name for itself in the startup scene with events such as the Burda Hackday or the startup conference Startup Day'n'Nite and has successfully organized FitTech meetings throughout Germany for some time.

'Health is the new wealth'

Fitness and health are considered an absolute trend topic - the industries have been recording high growth for years. Digital innovations are becoming more and more important. Since 2013, more than \$2.6 billion (source: CB Insights) has been invested in FitTech products worldwide and the sales figures of wearables have increased rapidly. According to the motto 'Health is the new wealth', fitness and physical and mental health are an increasingly important part of lifestyle. Not only large sports and food companies but more and more young startups are introducing the latest technologies in the form of wearables, tracking apps and the like in order to effectively and specifically promote personal fitness in everyday life.

Talks, workouts and a beach party

The FitTech Summit takes up current developments in the areas of fitness & sports, health & well-being and mental fitness & mindfulness in talks and interesting keynotes. Renowned sports professionals and entrepreneurs will be introducing innovations from all areas of body & soul and discussing the future with scientists and influencers. Topics such as business formation and branding are also part of the program. Manuel Ronnefeldt, founder of the successful meditation app '7Mind', will talk about how he has convinced half a million users of his product and how to build up a business around the topic of mindfulness. Ben McAllister, Director, Product (Connected Fitness) of sportswear brand 'Under Armour', discusses 'Connected Technology' and explains how smart running shoes can generate new insights into running behavior. In addition, the FitTech Summit offers a lot of innovations: Products from over 30 startups will be available for you to test. Model and yoga instructor Eva Padberg, 'Headis' founder René Wegner or influencer Charlotte Kuhrt await active guests with workouts and sportive entertainment. Show acts ensure a great atmosphere, while a beach party rounds off the day and offers the opportunity for networking.

Pitch for 1 million euros

The program highlight of the conference will be a big pitch competition in the evening. Ten selected young startups have the opportunity to present their innovations and skills to a high-profile jury. The jury, consisting of Camilla Dolan (Principal, *Burda Principal Investments*), Philipp Walter (Head of Marketing, DACH, Under Armour), Jens Pippig (Managing Director, ProSiebenSat.1 Accelerator) and Michael Diederich (CEO, HypoVereinsbank), will decide which founder was most convincing and will receive an exclusive deal with the ProSiebenSat1 Accelerator, worth 1 million euros in media performance. In addition, the winner can look forward to a place in the co-working space of the Burda Bootcamp and use the extensive network of Hubert Burda Media.

Presse accreditation and Press kit: <http://fittechsummit.com/media>

More information about the FitTech Summit can be found [on the website](#) and on social media (**Facebook, Instagram, LinkedIn**).

by **Lucia Walter**
PR manager
lucia.walter@burda.com



Category **Tech, Events**

Tags **Burda Bootcamp, Fitness, FitTech Summit**

URL **<https://www.burda.com/en/news/digital-future-fitness-and-sport/>**