



## **froach story**

It all began in 2002 when Thomas Reformat, a psychologist and physiotherapist, and Gunnar Reinhardt, a sports scientist, got to know each other as student and lecturer at the physiotherapy school of the Charité hospital in Berlin. Both know about the importance of regeneration and breaks - whether in competitive sport, the work environment or in private life. Together they decided to pool their knowledge in a company and founded their company relax-gesundheitsmanagement in 2001.

With relax, the two visit companies and hold training sessions and workshops. In these workshops, they give employees techniques on how to make good use of small breaks in between. A huge success! But more and more often they ask themselves: What happens when our workshop is over? How can we encourage people to take breaks in the long term? The idea for a digital product that can be used at any time was born. Now all that's missing is the realisation. For this, they bring computer scientist Till Schrader on board. At the time, Till was just 18 years old and had just graduated from high school. With their concentrated know-how, the three of them created a CD-Rom with various exercise videos in 2003. The main characters: a penguin, a rabbit, a monkey, a giraffe and - a frog.

One glance is enough and it becomes clear which mascot will win the race in 2011 when the three friends decide to found the joint company Froach Media GmbH. Stefan Pohl joined as the fourth in the team, taking over the commercial management and later becoming managing director. In 2017, Stefan left froach and changed industries.

From now on, froach supports people in the workplace with short breaks. The biggest challenge? Digitalisation as well as corporate health management are still in their early stages in many companies. There is hardly any awareness of e-health solutions. But Gunnar, Thomas and Till are not discouraged. froach is growing slowly but steadily and organically. This has its good side: the company has time to continuously align its offer and mission with the needs of its customers. The focus has always been on impact for people. Thus, froach is one of the pioneers among e-health solutions in an operational context. The decision for the animated frog figure was made because froach does not want to be a fitness offer. It is not about top physical performance, but about healthy movement in everyday life. Therefore, the exercise videos should not show a real, highly trained person with whom the participants would compare themselves.

The next big step came in 2020. The world of work has changed rapidly. Digitalisation and corporate health management have arrived in the majority of companies. Many companies are looking for solutions that work both in the office



and in the home office. And froach's offer has become so strong that it fits perfectly into this new working world.

As passionate entrepreneurs, Thomas, Gunnar and Till are involved in various projects and companies. The decision of the three founders: a person who is fully dedicated to froach and who is passionate about breaks should take over: So Agnieszka Sarnecka became CEO and managing director of froach in 2020. She has more than ten years of experience in the innovative IT start-up industry. She brings the necessary marketing know-how as well as a strong entrepreneurial spirit and consistently drives further development. A lot has changed since then, but the core mission has always remained the same: froach wants to make people happier and healthier.

Together, Agnieszka, Till, Gunnar and Thomas now put their focus on froach and work with concentrated expertise on its continuous development. The team as well as the corporate clients have almost doubled in 2020. froach also wants to initiate changes in society and drive forward the regenerative capacity in the work context. The froach team is working on this together with its partners. Next on the agenda is the scaling and internationalisation of froach to reach even more people worldwide. Whether at work, in the home office or on the road, everyone deserves to take a break and look after their own health. We want to support all people in doing so. A determined but healthy growth!

#### **Did you know? Important facts about the situation of employees in Germany**

- There are almost 45 million employees in Germany.
- 81 % of Germans have back pain.
- 43 % of employees in Germany would like their employer to support them in promoting their health.
- 40 % of the employees in Germany describe the overall situation in January 2021 as extremely stressful.
- 25 % of German employees work from home.



## **About froach (Boilerplate)**

The Berlin-based start-up Froach Media GmbH was founded in 2011 and employs 10 people and 5 freelancers internationally. The team pursues the mission of making people happier and healthier and thus wants to support companies and organisations. froach is a software-as-a-service company. Therefore, the application can be integrated as a low-threshold element in corporate health management.

The e-health platform froach offers short breaks for everyday work. Those short breaks are exercise packages that employees can perform directly at the workplace. A team of certified psychologists, physiotherapists, sports scientists and health managers has designed the exercises in short video sequences to meet the needs of the workplace. froach provides physical activity and relaxation in between.

froach is a B2B offer. More than 155 companies have integrated the froach short breaks into their corporate health management. Among them are well-known companies such as T-Systems, AOK and R+V BKK. The longest-time froach customer, degewo, has relied on the short breaks since the company was founded. In addition, froach has been working with a partner network consisting of health insurance companies and various health providers such as the BGF-Institut, AOK Plus and BKK VBU for years. Furthermore, froach is recognised and eligible for funding as a digital CHM prevention offer. froach has been awarded the IN FORM seal of the Federal Ministry of Health. The offer of the e-health platform is compliant with the prevention guideline.