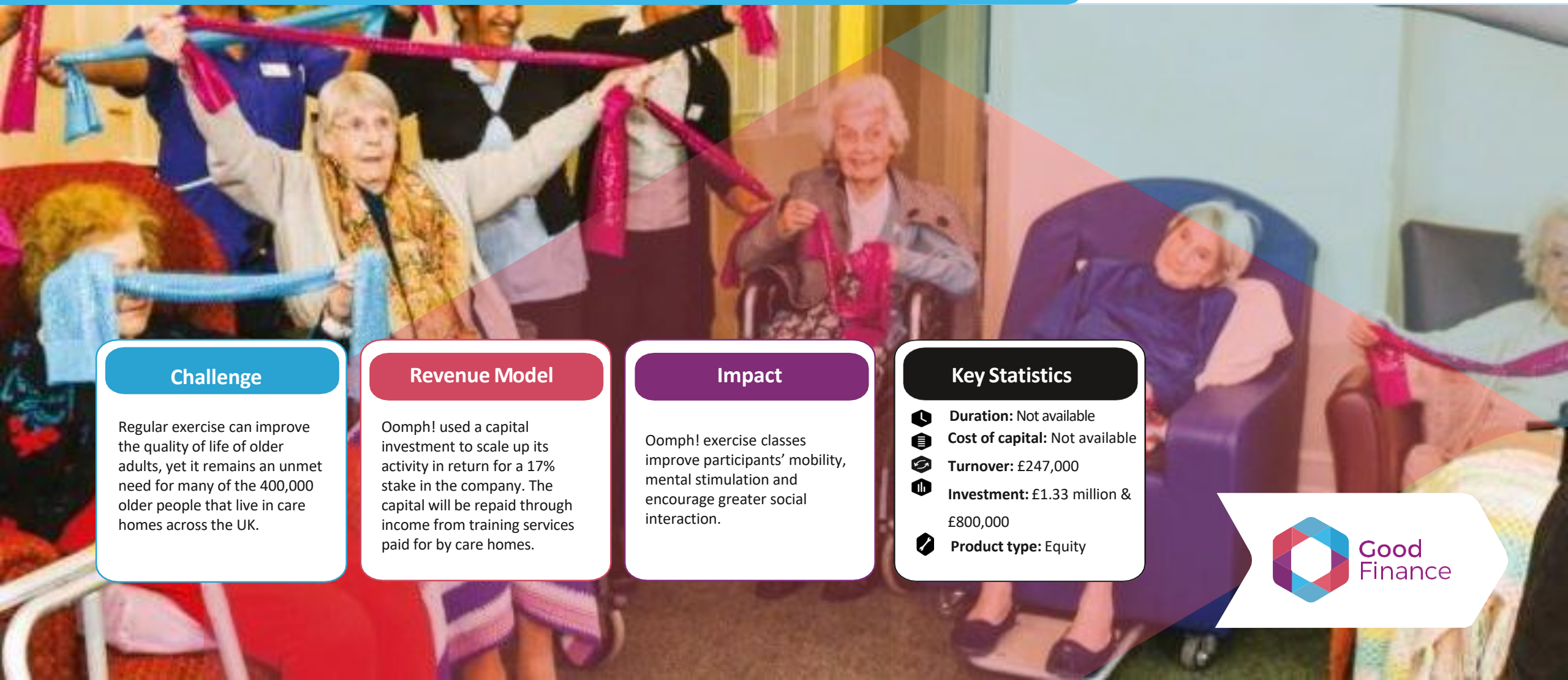




# Oomph!

<https://oomph-wellness.org/>



## Challenge

Regular exercise can improve the quality of life of older adults, yet it remains an unmet need for many of the 400,000 older people that live in care homes across the UK.

## Revenue Model

Oomph! used a capital investment to scale up its activity in return for a 17% stake in the company. The capital will be repaid through income from training services paid for by care homes.

## Impact

Oomph! exercise classes improve participants' mobility, mental stimulation and encourage greater social interaction.

## Key Statistics

- Duration:** Not available
- Cost of capital:** Not available
- Turnover:** £247,000
- Investment:** £1.33 million & £800,000
- Product type:** Equity

