



Fit Für Immer GmbH
Benjamin Walter Naurath
Augsburgerstraße 159
93080 Pentling

Tel.: +49 176 4736 4519

b.naurath@fitfuerimmer.eu
fitfuerimmer.eu

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Business Strategies:

Fit Für Immer, based in Pentling (Germany), is a spin-off of the University of Regensburg in the field of digital care applications for the elderly. With innovative, varied and health-promoting video programmes, the young start-up offers a senior-friendly care service that can be used flexibly and independently of any device at any time. Thanks to digital tools, Fit Für Immer makes the work of caregivers much easier.

Core Technologies and Services:

Fit Für Immer video programmes include instructed movement exercises, singing of popular songs with musical accompaniment, relaxation stories, dream journeys and virtual walks. In addition to the basic programme, other add-ons are offered, with appropriate materials and seasonal specials. An in-house video production team regularly provides varied video content. A specially developed streaming platform and an app for the Amazon Fire TV Stick provide flexible access to the care programme at any time. To enable Fit Für Immer to provide modern care for the elderly, the start-up also supports digitisation projects in care facilities and provides the necessary technical equipment itself or with the help of suitable cooperation partners.