

THE WHY:

Why move more in the workday?

Learning new movements for your body increases cognitive flexibility in your brain. This impacts our ability to produce **a steady flow of creative thoughts.**

Your body and your brain have plasticity built into them by design, **they can change for the better each moment.**

Moving stimulates nerve cell growth in the hippocampus, the center of learning and memory.

Short breaks stimulate **curiosity, boost motivation and improve mood.**

It burns cognitive energy to sit still; **movement creates energy.**

A movement practice throughout a lifetime is **good for your memory.**

The science on which Breakthru rests falls into six major categories. It is sourced both from years of direct user interviews (Painter has conducted over 1,200 interviews on this topic with individuals ranging in age from 7-84, and from Olympic athletes and dancers, to highly sedentary people), and from over 400 studies conducted by medical and academic research institutes all over the world. The categories are:

The role of microbreaks in sustaining attention and focus

Hard health costs of sedentary behavior: The effectiveness of movement based microbreaks to counter the physical health impacts of sedentary behavior (from desk based injuries to chronic health conditions)

Healthy breaktaking: movement solutions effective and accessible The role of interstitial movement throughout the day on mood, and emotional wellbeing

The wellbeing impacts of nature exposure, even when delivered via media

Wellbeing happens together, Movement create connection: agile ways of working. Synchronistic movement in groups contributing to trust and interconnectedness

The development of interoception and proprioception, and body based intelligence to improve cognitive function

Key facts that prove the most impactful when speaking to Breakthru users:

Sedentary behavior kills (for women ups chance of an early death by 37% for men by 18%); and is linked to close to every know chronic condition⁴

Your metabolism turns down by 90% after 30 mins of sitting; 2 minutes in motion and breathing resets the body

More movement improves cognitive focus and function

Moving together with others deepens trust

Our proprietary research has focused on how to drive retention in relation to movement based systems; the future of movement and sport, (conducted in collaboration with Nike and lululemon); gestural vocabularies and spatial computing; immersive design and interactivity to motivate movement; mirror neurons + motion capture as teaching systems; and designing incentives for movement for movers that are highly sedentary and do not see fitness tools as “for them.”

**BREAKTHRU COMBINES
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THE ROLE OF MICROBREAKS IN SUSTAINING ATTENTION AND FOCUS

Over 80% of office workers suffer from continuous partial attention = email apnea (NIH researching b/c leads to: hypertension, neurological disorders, autoimmune diseases, and mental wellbeing).¹

Most workers working longer hours, taking more meetings, and are more sedentary as they transition to remote and hybrid work²

Microbreaks lead to productivity³

HARD HEALTH COSTS OF SEDENTARY BEHAVIOR

Well established connection between chronic conditions (obesity, diabetes, hypertension and even cancer) and sedentary behavior. (see source) One hour of exercise a day does not offset, nor do standing desks: our bodies are built to be perpetual motion machines.⁴

Most WFH employees report being more sedentary than at the office²

HEALTHY BREAKTAKING: MOVEMENT SOLUTIONS EFFECTIVE AND ACCESSIBLE

Breaktaking is personal preference, but movement solutions have been proven to have universal appeal⁵

Movement is effective in resetting mind and body^{6,7}

THE WELLBEING IMPACTS OF NATURE EXPOSURE

Nature exposure, through sound and imagery, has measurable wellbeing impact, even when simulated^{8,9}

Immersive soft fascination and awe as delivered by nature prompts creativity and collaboration^{9,10}

WELLBEING HAPPENS TOGETHER, MOVEMENT CREATE CONNECTION: AGILE WAYS OF WORKING

People are missing fun with colleagues, and non structured context shifting time at the workplace¹¹

Moving together builds synergy and trust^{12,13,14}

Groups mirror healthy behavior, women resist wellbeing tools and new habit adoption if it is perceived by them to be "only for them", the good of the group and purpose is motivation^{15,16}

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