



Outcome

Partnership

Together IRT Group and mPhyt pilot a digital wellbeing platform to aged care residents.

IRT Group ("IRT") joined CoVentured to continue the expansion of their innovation ecosystem and mature their early stage investment capabilities. The platform enabled them to connect with a wide range of Startups.

mPhyt, a digital wellbeing platform, contacted IRT Group via CoVentured and have since come together to test the wellbeing platform with IRT Group's residents.

Dean Sacco, Group Head of Innovation said:

"CoVentured has given us a range of new ideas and opportunities to explore. Through CoVentured we have met some bright Startups like mPhyt and by combining our capabilities and skills we can design better solutions quicker".

Alejandro Moran - CoFounder of mPhyt said:

"The most valuable thing about CoVentured is its ability to introduce Startups to corporates as it's really hard to reach the right people. CoVentured helped mPhyt make that connection".



IRT Group is one of Australia's largest community based aged care providers.



mPhyt is a digital wellbeing platform that empowers seniors to keep active and healthy.

RESULT

Having been contacted by mPhyt via CoVentured, IRT and mPhyt saw an opportunity to co-design and pilot the wellbeing platform at an IRT aged care centre. This enabled IRT to offer more personalised services and for mPhyt to gain valuable customer insights. mPhyt's platform is currently in a live pilot and IRT is well positioned to invest in their next funding round.

Education

Innovation Challenge

Pitch Event

Mentor/ advisory relationship

Sponsorship

Channel

Vendor relationship

Partnership

Accelerator

Investment

Acquisition