

Iniciativa na podporu rozvoje činnosti mladých inovátorů a startup firem a komercializace výzkumu a vývoje.  
Initiative aimed at support for innovative entrepreneurs, start-up companies and commercialization of research and development.

# Spoteee



# adVENTURE



**AmCham**   
American Chamber of Commerce  
in the Czech Republic



## Spoteee

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### Why not have a morning run in Paris while you're in the Czech Republic?

We are a young team of five enthusiasts who use advanced technology to shoot realistic videos, which we then display to runners on a wide-screen television placed in front of a treadmill. Users thus lose the impression of being in a confined space and imagine that they have been transported to a nicer location of their own choosing. They can choose between the countryside and cities, both Czech and foreign. We provide gyms with a comprehensive solution together with hardware and software that we developed ourselves.

People go to fitness centres every day, but they do not have anything there that they would look forward to. Working out is painful, motivation to exercise is lacking and there is nothing attractive about running on a treadmill – staring at a blank wall, looking around the gym or, in a better case, watching TV shows.

However, we believe that running on a treadmill can be fun. Why look at a wall when a runner has the possibility to feel that he or she is running in the countryside? We offer a solution for runners that has competition comprising only three companies in the eastern United States.

During development, we conducted testing with more than 100 people. More than 90% of users were seriously enthusiastic. In their words, we make their time on the treadmill more pleasurable; they feel better when running and many forget that they are even running at all.

We are no longer only in the testing phase, as we are currently operating in the three biggest fitness centres in Brno and we are registering our first paying customers.

The Spoteee team is building on experience gained in many various fields and interests and, together with crea-

tive thinking, our service has an unending supply of new ideas. We are now testing incorporation of foreign-language training, use in relaxation practice and other fields.

Here we have only described Spoteee and what it does, but the best thing that we can offer you is a view of what we do. Please have a look at our promo video:

[www.youtube.com/  
/watch?v=dj64TVd3pkY](http://www.youtube.com/watch?v=dj64TVd3pkY)