Market and software brief

The people who run companies run out of energy. PPW is built around that.

THE PROBLEM, IN SOURCED NUMBERS

In Germany, bone, joint and muscle problems cost EUR 17.2 billion in lost production in one year.

Source: EU-OSHA, 2019 (data 2016). https://osha.europa.eu/sites/default/files/Work-related_MSDs_prevalence_costs_and_demographics_in_the_EU_report.pdf

1.71 billion people live with a bone, joint or muscle condition.

Source: World Health Organization, 14 July 2022. https://www.who.int/news-room/fact-sheets/detail/musculoskeletal-conditions

Globally, an estimated 12 billion working days are lost every year to depression and anxiety, at a cost of US$ 1 trillion per year in lost productivity.

Source: World Health Organization, 15 September 2026. https://www.who.int/news-room/fact-sheets/detail/mental-health-at-work

Across 31 studies, companies saved $1.38 for every $1 spent on workplace wellness programmes. The review warns that better-run studies show lower returns.

Source: Unsal and others, Public Health Reports, 2021. https://pmc.ncbi.nlm.nih.gov/articles/PMC8579389/

A 2026 review of 112 studies found 89% reported positive cost-benefit ratios. The median ROI was 1:3.1. For ergonomic interventions the median was 5.2:1. The authors ask readers to interpret the results with caution.

Source: Llamas and Martín Estévez, BMC Public Health, 4 August 2026. https://link.springer.com/article/10.1186/s12889-026-28454-2

WHAT PPW DOES

Victor teaches workplaces on site, in ninety minutes. Hotel spas and clinics train their own therapists to his standard. Then software keeps the routine going.

PPW Lifestyle App

A timed list for the day, on the phone you already carry. Routines go out as a link.

LIVE TODAY

- The day as one timed list. The top card is what comes next: play it, tick it off, or snooze it.
- Routines go out as a link. The person who opens it sees the steps and can save the routine or add it all to today.
- The person's own AI can organise their day: the app lists every change in plain words, and nothing happens until they tap.

PLANNED

- Your organisation's name and colours on the app.
- Your own protocols, set up with you.
- Which Library shelves your people see.
- Sign-in, and where data is kept, agreed to your rules.

Atlas Bod ADD-ON FOR CLINICS

An interactive body figure on your own website. Your exercise clips sit behind each area.

LIVE TODAY

- A visitor taps or draws the areas they want to work on, and picks how much work each one gets.
- The clips the practice attached to each area play in order, with the practice's cue under each clip.
- The visitor takes the routine home by link or QR code. No account, no app.

PLANNED

- A booking-page button.
- Anonymous usage counts.
- Connections to practice systems.

Research figures are from the sources named. They are not PPW results. This brief carries no prices, revenue or forecasts.

Talk it through: **book a one-hour online meeting**
Talk to Victor: **ppwellness.co/contact** · **victor@ppwellness.co**

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