

## CREATING A HEALTH & FIT TECH KNOWLEDGE ECOSYSTEM

# INDUSTRY

# TALKS

## VOLUME 1

Getting to know health and fitness tech solution features requires the understanding of the new and upcoming solutions in all industries, as well as the emerging user expectations for becoming a fitter individual.

DISCOVER THE LATEST SOLUTIONS IN THE FITNESS, HEALTH & TECH SPACE WITH WEFITTER

# THE NETWORKING SPACE FOR HEALTH, FITNESS & TECH

By Alexandra Codreanu & Zino Doornbos

**fit  
tech**  
COMPANY

**Fitness, reloaded**

"We bring together corporates, startups and investors from wellbeing, health and fitness sectors to help them move forward, get inspired and build long-lasting relationships."

A few weeks back, we announced our membership with the FitTech Club, an innovative initiative to bring together health, fitness and tech enterprises to meet, network and learn about the future of the industry.

Fast forward to a few weeks back, we approached **Natalia Karbasova** (founder of FitTech Company), with a short interview to learn more about the company, the partners and the future!

**So, Natalia, we know your company, but I am sure our readers would like to hear more from you. Can you tell us more about your product and company?**

*Natalia: FitTech Company is the networking & knowledge platform for international founders & executives shaping the future of fitness, health, and wellbeing - with focus on technology.*

**And, what industry would you say you are working in?**

*We have actually created the FitTech Industry from scratch, in a way!*

**Do you have a company goal?**

*Our goal is to connect founders & execs in the area of fitness, health & wellbeing + tech so that they can grow their businesses faster and respectively make humankind healthier.*

**How does the FitTech connect its partners with each other?**

*We do this through dedicated offline & online events, member directory, direct intros & market insights, the exact scope depends on the membership tier.*

**What does the future look like for you?**

*Onboard 1000 members in the next 2 years!*

**We met at the FIBO, which was a great start! How do you see the FitTechClub and WeFitter partnership?**

*We want to help WeFitter plug into the fittech ecosystem and become part of the most forward-thinking community, faster!*



**Natalia Karbasova**  
FitTech Founder