



SUCCESS STORY



Plantiga Accelerates Human Movement Innovation with SR&ED Tax Credits and Partnership with Boast

Vancouver, Canada-based human analytics company innovates faster and pushes the boundaries of the science of movement using SR&ED tax incentives.

The art of movement is well known and appreciated by dancers, athletes, and high performers. But the science behind movement is new, and technology company Plantiga® is innovating new ways of mastering it.



Movement Optimization

Movement optimization is a rapidly growing market. What used to be only available to elite athletes or the military is now a practical demand from companies with large employee groups on the go and on their feet, or from executives who want to maintain healthy motion to sustain their demanding jobs. Even everyday people who want to maintain healthy motion or recover from injury are seeking help.

Technology, Plus the Human Component

Plantiga was born in 2015 from the idea that human analytics could help people move better and be happier. Some attempts at this have taken hold in primitive form today, such as consumer apps, wearables like watches and bands, and single point hardware attached to equipment or clothes. But these fall short of the accuracy, quality, technical savvy, and solution breadth needed for workforce applications and elite personal use. What's missing is technical data combined with the human component—human coaching, a human expert interpreting the data and providing rich and additive feedback and counsel to help drive a comprehensive approach and plan.

“The goal of Plantiga’s innovations is to help people move better to improve their health and wellbeing. If you ask people why they move, they often tell you it’s a path to feeling better and being happier.”

CJ KARRER, PLANTIGA VP FINANCE AND STRATEGY

Technical data is leaping forward too. Plantiga’s algorithms interpret data from sensors to provide unique insights that, combined with machine learning and artificial intelligence, instantly score and rank motion, stages of injury, and deliver insight about the health level of muscle and skeletal systems. This unique data, combined with other scientific data, arms Plantiga coaches with actionable plans for each stage of client improvement.

“We are applying technology to a market that has not evolved quickly enough. **The goal of Plantiga’s innovations is to help people move better to improve their health and wellbeing. If you ask people why they move, they often tell you it’s a path to feeling better and being happier,**” said CJ Karrer, Plantiga VP finance and strategy.

6x

Plantiga achieves at least a 6x return on their R&D re-investments from SR&ED tax credits, made available through its partnership with Boast.

“We innovate to build the most comprehensive, intelligent system to monitor, analyze, and predict human movement for recovery, health, and fitness,” said Karrer.

Innovating Faster Using SR&ED Tax Incentives

To lead the human movement and analytics category, Plantiga must invest heavily in innovation, such as developing new hardware technology, new software, research, testing, partnerships, and customer applications. Each year, the Canadian government provides billions of dollars in tax credits to eligible companies that are investing in innovation through its popular scientific research and experimental design (SR&ED) program. “The SR&ED program helps us accelerate our innovation,” said Karrer. “When you’re an early-stage company building in a new market, speed is critical. We’re very grateful for the SR&ED program and the dedicated support and guidance from Boast.”

Boast® has been partnered with Plantiga for several years to help them maximize their tax incentives. Boast provides an innovative approach to tax credit eligibility, filing, and funding that is disrupting an industry that has not changed in several decades. Boast’s AI-powered platform makes it easy to gather data from client systems and capture eligible innovation investments that qualify for tax credits—accelerating tax incentive funding, size of credits, and ease of applications.

“Plantiga uses tax credits the right way—to accelerate their development, and to create unique products that fuel their growth and competitive advantage,” said Alex Popa, Boast CEO and co-founder. “They are changing the world in an important way by helping employees be happier on the job, and by helping everyone understand how to have better motion.”



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Plantiga Achieves a 6x Return on SR&ED Re-investments

Today Plantiga is growing fast, adding new partnerships, conducting new research, and delivering new solutions to market faster because of their focus on innovation and their use of tax incentives. They estimate at least a 6x return on their re-investment of SR&ED incentives. “We want to keep pushing the limits of innovation,” said Karrer. “This emerging category of human movement and analytics is one of the next frontiers in proactive health and wellness.”

BOAST

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