



BOOST YOUR WORKPLACE WELLNESS QUOTIENT

A CASE STUDY ON SHAPEUP

SHAPEUP is a Rhode Island based startup that designs and implements socially-activated workplace wellness programs. ShapeUp's platform is based on an intuitive principle - people who leverage the support and accountability of their networks are more likely to adopt healthier habits. Why? Because ideas, beliefs, and behaviors—powerful determinants of health—all spread through social networks.

Workplace wellness is at the core of ShapeUp's business model, so when it came to designing their own office the ShapeUp team wanted to be sure that they were creating a supremely active working environment. Matthew Barry, ShapeUp's Chief Technology Officer, says "we are a wellness company and wanted to 'walk the talk' when it came to our furniture. We wanted quality furniture that would survive the usage of our very active workforce."

To make this happen, ShapeUp initially purchased several community Locus Workstations so that employees could get upright intermittently throughout the day. Some employees were so enthusiastic about the Focal workstations that they adopted them as their own permanent workspace. Barry Menard, a Senior Interface Designer at ShapeUp, is one such employee; working upright gives him a much needed energy boost and reduces lower back pain.

Focal's active workstation are an integrated part of ShapeUp's culture of workplace well-being (the company also provides weekly yoga classes, offers wholesome snacks, and encourages walking meetings). Matthew Barry notes, "they have visibly raised awareness around the dangers of long-term sitting. They are also an excellent conversation piece for our clients when we bring them on a tour of our office."



SHAPEUP

LOCATION:
Providence, RI

SIZE:
115 Employees

INDUSTRY:
Health & Technology

FOCAL PRODUCTS:
Locus Bundle Pro



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