

CONNECTED:

HEALTH & FITNESS

February 18 – 20, 2026 // LA

Innovation Showcase

Info Pack

[Apply Now](#)



The Opportunity: Your Spotlight Moment

The Innovation Showcase is back for its 7th year! This is a high impact pitching opportunity for trailblazing fitness, wellness and healthcare startups.

It gives innovators the chance to:

- **Present their vision to 700 investors and industry elite.** Think executives from Google, Oura, Garmin, Tonal, Life Time, Nike, North Castle Partners, EY Venture Group, and many more.
- **Gain global exposure** in the fitness and wellness ecosystem
- **Receive mentorship and industry guidance** to accelerate growth and build strategic partnerships

Who is it for?

We're looking for start-ups in **Fitness, Wellness**, and **Health Tech**, including:


- Connected Fitness, Wellness, Health
- Apps & Platforms
- Wearables
- SaaS & Software
- Equipment & Hardware

Funding Stage: Startups do not need to be fundraising, but if they are, eligible stages are Pre-Seed to Series A.

Previous Finalists Include

 **arketa**

coach 

 **Coach Welly**

GAINFUL

 **lumin**

 **pause**

trainwell

The Journey: How does it work?

Applying is 100% free!

If you are selected as a finalist, you'll need a ticket to the event to claim your spot on stage.

Apply Now

1 | Apply

Submit your startup for consideration.
Applications close November 21, 2025



2 | Selection

Our Selection Committee of top investors and industry experts selects 5 standout finalists.
Finalists announced December 12, 2025



3 | Pitch

Finalists deliver a 5-minute pitch on the main stage to 700 executives, followed by Q&A from fitness' most active investors.

Pitch Day: February 20, 2026



4 | Win & Grow

Winner receives:

- Innovation Showcase Trophy
- 3 hours of personalized mentoring from the Selection Committee
- Featured interviews with leading industry media
- VIP access to CHFS 2027



Tips to help your application stand out

You may not be able to fit all of this into your application, but they are good points to keep in mind when filling it out.



Clarify **what differentiates you** from the competition. Do you have the latest technology?



Outline the **problem you are solving**. Why is this a priority for the industry? How are you addressing the problem?



Demonstrate **how your business is disruptive**. How is it going to revolutionize your corner of the industry?



Outline your **customer acquisition strategy**. How will you reach your customers? Strengthen your value proposition by disclosing your existing partnerships.



How big can your business be? **Do you have a purpose or mission** that will motivate and guide your team?



Present your **most impressive and key metrics**. Show what numbers are specifically impressive and how you got to them.

**“Everytime I come here I
experience a positive ROI!”**

Kathleen Ferguson, Coach360
**Innovation Showcase
Winner 2025**

**“Connected: Health &
Fitness is one of my
favourite events of the
year!”** It stands uniquely at
the intersection of fitness,
technology and health and
provides an opportunity to
connect, engage and learn
from global brands.

Owen Bowling, Coach Welly
**Innovation Showcase
Winner 2024**

Apply Now

**Don't just take
our word for it!**
What our previous
winners had to say



The Journey: How it Works



1 | Apply

Submit your startup for consideration.
Applications close November 7



2 | Selection

Our Selection Committee of top investors and industry experts selects 5 standout finalists.
Finalists announced December 5



3 | Pitch

Finalists present on the main stage to 700+ executives and investors.
Pitch Day: February 20



4 | Win & Grow

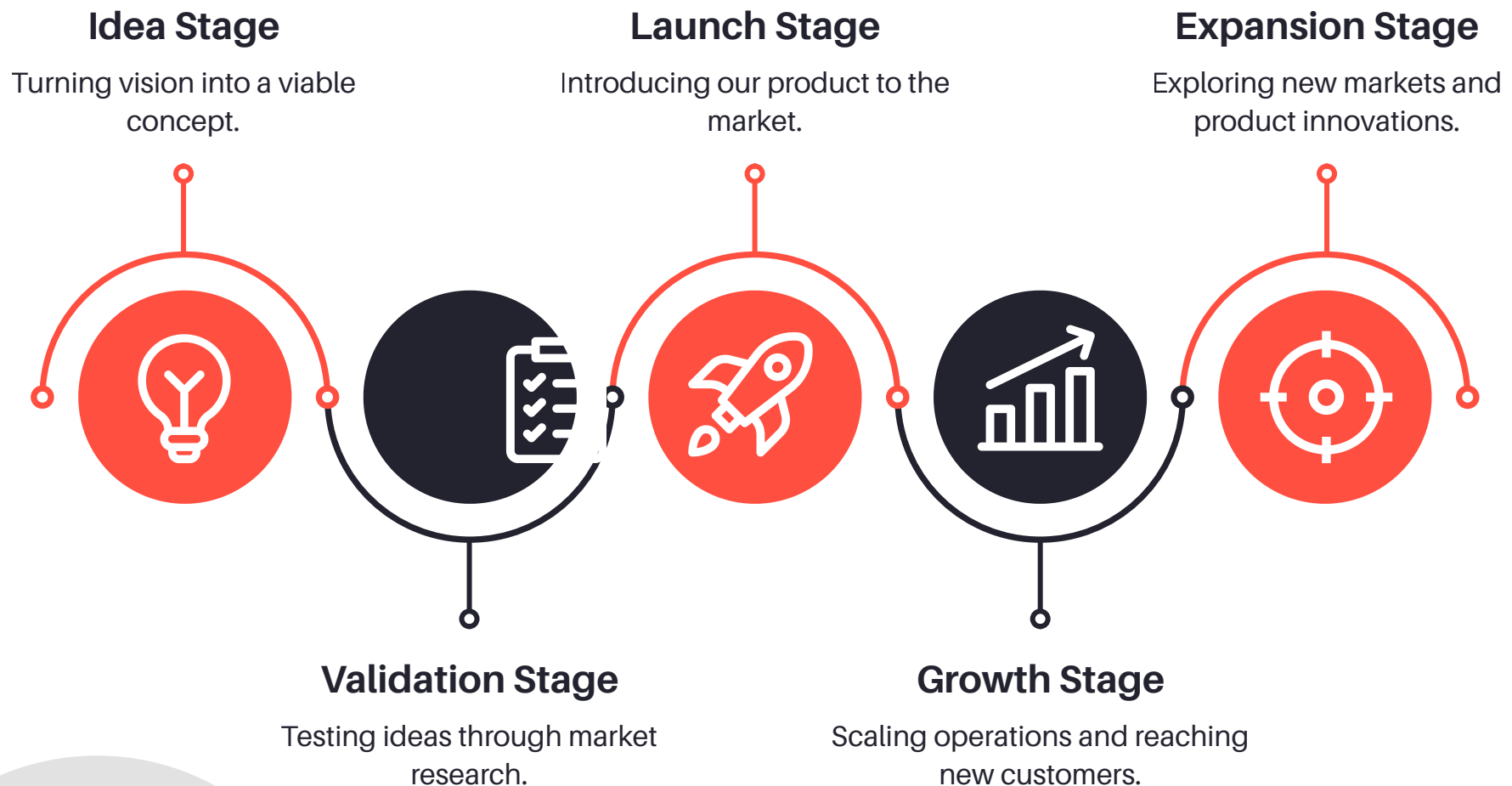
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Business Growth Journey

Our roadmap from idea to market leader



Know Yourself

Understand
your strengths
and interests.



Set Goals

Define where you
want to go.



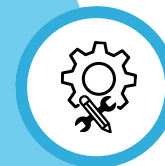
Build Skills

Learn what your
career needs.



Get Experience

Apply your skills
in real situations.

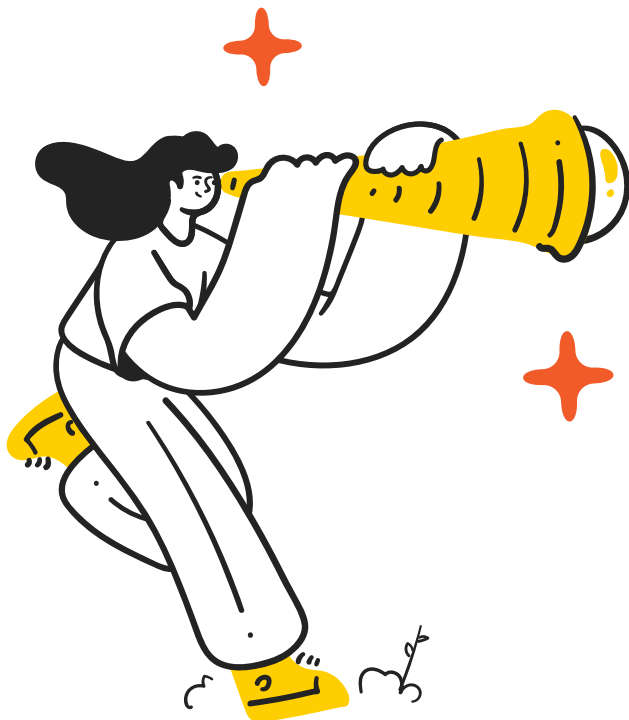


Keep Growing

Learn, adapt, and
move forward.



Project Finance Roadmap



Plan & Budget

Set goals and estimate costs



Fund & Approve

Secure funding and get approval



Execute & Track

Run project and monitor spending



Prepare for Risks

Evaluate results and share insights

