

Case 6: Mira Rehab Best Social Enterprise



Who? Mira Rehab, a Cluj-Napoca-based software company that has revolutionized the medical world with an application that supervises the recovery of people with physical disabilities, won the **Best Social Enterprise** award in the **Grand Finale of the Global Startup Awards in Kuala Lumpur in 2016**. Mira is a software platform designed to make physiotherapy fun and convenient for patients recovering from surgery or injury, transforming existing physical therapy exercises into video games. The startup was founded in 2011 by four Romanian students: Cosmin Mihaiu, Andrei Dascalu, Andrei Cantea, and Alina Calin.

What? MIRA helps patients perform the right exercises, gives them incentives to progress, and tracks not only when they have done their exercises but how effectively they are doing them. The result is faster recovery times for patients. For physiotherapists, MIRA offers a patient management dashboard through which new exercises can be defined, customized or even prescribed, while progress can be tracked in real time. In order to engage the patient into the recovery process, MIRA uses clinically built videogames coupled with Microsoft Kinect, a low-cost motion-capture camera allowing tracking of the patient's body

Why? The system system transforms existing physical therapy exercises into video-games, and uses an external sensor to track and assess patient compliance.

How? Mira is a software platform designed to make physiotherapy fun and

convenient for patients recovering from surgery or injury.

“The created product solves a current problem, having a positive influence on those in distress. It reaches people in an unconventional way, therefore it has the potential to reach a large audience, and already has international exposure,” said Mjöll Waldorff, project manager Innovation Center Iceland and jury member.

Launched in 2012, **the Global Startup Awards** annually selects and awards those within their respective regional tech/web industries that have shown outstanding achievements in business and service to the community. Local competitions took place in 25 countries in 2016, and will reach 45 countries in 2017, according to information posted on the event's website.

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<https://youtu.be/8KXm2DL1-90>

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