How do we get our kids outside again? Could a new toy be part of the solution? The first idea of a toy, now called Banjy, was to make a crossover product between a bike and an elliptical fitness trainer. This resulted in a “Leonardo da Vinci” prototype in 2004: functional but impossible to produce or to evaluate its potential use. Early 2009 market opportunities increased, this partly due to the continuous worldwide growth in the amount of children that have obesity. When Creazi changed the concept focus to that group of kids, innovation support from InnoSportNL came available. The main ambition of the project was than defined as: create an effective and attractive product for improvement of the physical condition. The three main project stages:

1: Proof of the concept by various research activities 
2: Development of the actual product. 
3 Sales of IP license deals to international distributors.

Keywords: kids; fitness; play; outside; bicycle; physical condition