

## **Zone Fit Ltd Accepted on NESTA Starter for 6 Programme**

18.1.08

NESTA (the National Endowment for Science, Technology and the Arts) are the largest single endowment devoted exclusively to supporting talent, innovation and creativity in the UK.

Their Starter for 6 programme is a new enterprise-development project, specifically for Scottish Entrepreneurs, with the aim of providing training and support to further develop their business idea, both products and services, plus innovative ways of bringing these to market.

Beverley Gove, Director of Zone Fit Ltd, says of the programme so far:

"The Starter for 6 Programme came along at a perfect time in my business journey when I needed to remain focussed on developing the core values of our equipment, exercise programmes and associated services prior to our official launch in the UK fitness market. As a result, I have revisited both our business and marketing plans in the hope of achieving further investment to move our business to the next level. I am extremely grateful for all the help and support that the NESTA team have provided me and the other successful applicants with."