

## **Jur Vellema, Co-Founder & Chief Medical Officer, Alphabeats**

Jur Vellema is the Co-founder, board member, and Chief Medical Officer of Alphabeats. Alphabeats is a Digital mental wellbeing platform that offers a new routine for mental wellness and excellence powered by your favorite music.

Jur is also a medical specialist who specialises in arthroscopic surgery with a special focus on the shoulder and hip. He works as an Orthopaedic Surgeon at Kliniek ViaSana. Being a medical expert, Jur understands the importance of self-care and how to lead a healthy life. With his commitment towards his profession and a desire to help his patients, family, friends, and everyone around him to tackle stress for a healthy life, he explored his interest in the human mind and came up with the concept of Alphabeats.

Jur Vellema holds a Masters degree in Business Administration, Digitalisation in Health. Prior to working at Alphabeats, he was a core team member of Gezond is beter BV, a start-up for developing digital guidance methodology for employees using digital conversation technology and biofeedback. Currently at Alphabeats Jur is responsible for medical validation, research, and investor relations, and is accountable for software development, patent applications, and subsidies.