

19 more business pivots

COVID-19 is forcing companies to adapt quickly to change and redesign their products or services or even create new ones to respond to the demands of millions of people self-isolating around the world. Maddyness has selected more examples of these pivots from the UK and beyond.

Companies have no choice but to adapt during the Coronavirus pandemic. While some businesses have shut down or suspended their activities, others are aiming to benefit from the outbreak through change and innovation...

Reset LDN provides corporate fitness classes at the workplace and normally operates from their WeWork, but in light of recent events, they have switched their proposition online to suit all employees who are now working from home.

With the cancellation or postponement of all major sporting events, BMW has switched up their marketing spend and are backing esports as the sports of the future. Read more on Forbes.

Flatiron Coding School is now offering its students the opportunity to complete their courses online remotely. There is also an offer for a free 75-hour coding taster session.

Spanish startup Jeanologia, who usually provide eco-friendly textile cleaning have repurposed their offer to sanitise and disinfect 15,000 face masks a

day.

iLoF, an Oxford-based startup dedicated to finding drugs to treat Alzheimer's have developed a low-cost stratification tool that can test to see if people are asymptomatic to COVID-19.

For Rosie On Fire, an established e-commerce fashion brand, business came to a stop last month. As a result, they have pivoted to offer both a new "SuperCleen" brand supplying companies with protective gear and "Lockdown related packages" full of games, pampering goods and Netflix and chill props.

In America, EVO Entertainment has converted its carpark into a movie theatre with other Drive-in movie theatres popping up around the country.

As the future of the W-Series remains uncertain, the female-drivers have procured the necessary equipment to run the competent virtually from their homes. Read more on The Telegraph.

The Mayor of London is offering a new innovative initiative to help businesses weather the storm and secure their trade for the future with Pay it Forward. More info here.

The upmarket Canlis restaurant in Seattle has completely redesigned its business model with pop-up concepts, helping customers and employees during the Coronavirus pandemic with food boxes and family meals delivered to your doorstep.

Rotaro, a disruptive fashion rental platform has dropped the clothes to focus on food delivery, delivering fresh food and vegetables to your door within 48 hours.

Created as a low-cost computer board for teaching coding, Raspberry Pi is now being used in Colombia to make ventilators.

SA education startup Play Sense has raised \$458K to pivot online, making its curriculum and pre-school format available online to users around the world. Read more on Disrupt Africa.

Signature Brew has launched "Pub in a Box", giving customers a selection of 8, 16 or 24 beers, along with a branded glass, beer mats, bar snacks and a music quiz with Spotify playlists. Orders in London will be delivered by

musicians who've had their gigs cancelled due to the outbreak, including The Skints frontman Josh Waters Rudge. Read more on [The Grocer](#).

Fashion brands are letting the WHO take over their Instagram accounts. Read more on [Refinery29](#).

Ford is another large company switching its production lines to make new products, they are using airbag material to make hospital gowns for COVID-19 responders.

Burning Man 2020 has cancelled its desert event this year but revealed plans to host an online alternative called Virtual Black Rock City. Read more on [Dezeen](#).

Egyptian startup Eventtus has secured an investment round to enable it to launch a digital events platform as it responds to the negative effect of the COVID-19 pandemic on the events industry. Read more on [Disrupt Africa](#).

Handoff, a chat- and voice-based mobile app that instantly recommends and delivers beer, wine, and spirits, saw the closure breweries across the state to all but carry-out and foresaw the ripple effect on the community. In an effort to support local breweries affected by COVID-19 restrictions they are now supporting Denver-area breweries and have launched a social media campaign to help spotlight local breweries with canned beer operations. Read more at [Conscious Company](#).

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