

Strava Growth Model

The Social Network for Athletes

Daniel Pace, Enric Cortes, Alex Lange



Table of Contents

- 1. Introduction**
- 2. Growth Model & Network Effects**
- 3. Proposals**

Welcome

Strava's mission is to help athletes stay connected, stay motivated, and push their boundaries through advanced tracking and a supportive community. This presentation will cover the following:

Current Eco-System

An overview of Strava's main players—users, developers, and advertisers—and the governance framework that supports its network.

Network & Data Effects

A look at Strava's network and data effects, examining how interactions and data sharing create value, while privacy regulations maintain user trust.

Growth Solutions & Proposals

Strategic proposals for enhancing user experience, broadening adoption, and ensuring sustainable growth through effective governance.





Eco-System: Current Overview

Strava's ecosystem harnesses network effects and data to drive growth. With over 100 million users, the platform's data supports urban infrastructure through Strava Metro and fuels revenue via subscriptions and advertising, showcasing its powerful use of user engagement.

Users

- Strava's core users are athletes who log their activities, track progress, and interact with others through social features
- **Strava has over 100 million users worldwide, growing at approximately 15% per year**

Subscription Model

- Strava operates a freemium model. Users can access basic tracking for free, while premium users unlock advanced analytics and features
- **40% of Strava's revenue is generated through subscriptions**

Data Insights

- Strava Metro partners with city planners, providing anonymized movement data to improve infrastructure
- **Strava Metro's city partnerships are a growing revenue source in cities focusing on eco-friendly transportation**

Advertising Model

- Brands targeting athletes partner with Strava for high-engagement advertising opportunities
- **~20 million users are actively targetable, offering advertisers access to a dedicated athletic community**



Eco-System: Actors & Performance Dynamics

Strava's ecosystem consists of interconnected actors including users, developers, advertisers, and third parties, each playing a role in a multi-sided platform. With limits such as API restrictions and aggregated data access, these interactions facilitate data-driven insights, targeted advertising, and integration capabilities, allowing for more user growth and engagement.

Ecosystem Actors & Governance

- Users: Primarily athletes, segmented by activity (70% cardio-focused; 30% cyclists).
- Developers: Access Strava's API, supporting over 20,000 integrations (e.g., fitness devices, urban planning).
- Advertisers: Target high-income demographics, reaching ~20 million users based on activity patterns.
- Third Parties: Health and fitness apps limited to anonymized data access.

Platform Dynamics: Multi-Sided Interactions

- Platform Structure: Strava connects users, developers, and advertisers in a multi-sided ecosystem.
- User Activity Potential: Active user base uploads ~1 billion activities annually.
- Interaction Flow: User activity data fuels API calls and supports targeted advertising.

Actor	Characterisation	Limits on Interaction	Side	Potential	Key Interactions
Users	Fitness Enthusiasts	Limited to in-app Social Interaction	Users	Growing uploads (1 billion/yr)	Shares data with third parties, enables ads
Developers	API Integrations	API Rate Limits, Data Access Restrictions	Developers	Over 20,000 API apps	Integrates for user insights
Advertisers	High-Income Demographics	Non-personalised advertising only	Advertisers	High engagement, targeted reach	Relies on user engagement /activity patterns
Third Parties	Health and Fitness apps	Limited to Aggregated Data			

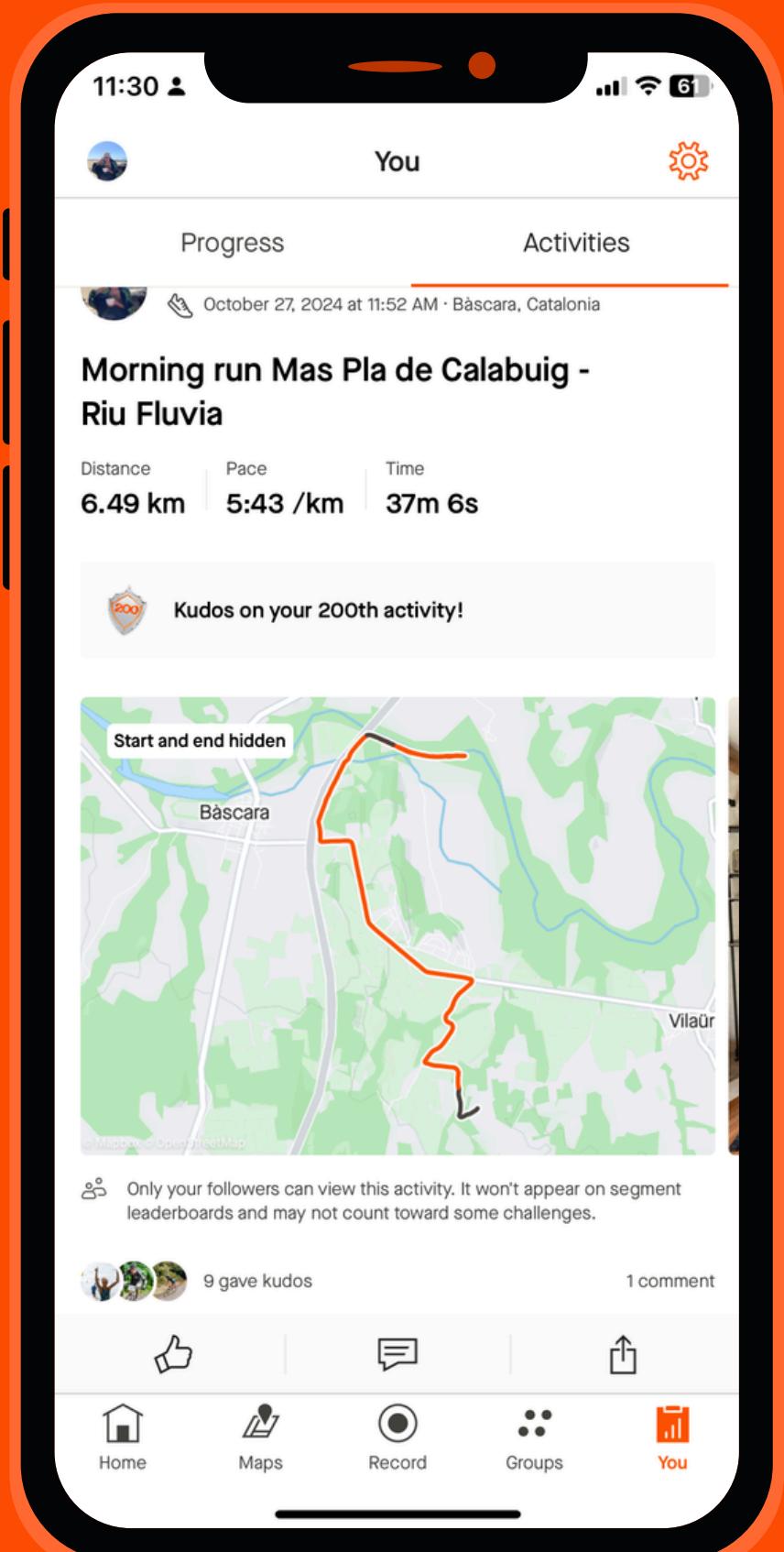
Table of Contents

1. Introduction

2. Growth Model & Network Effects

3. Proposals

FITNESS ACTIVITY AND DATA



User shares fitness activity

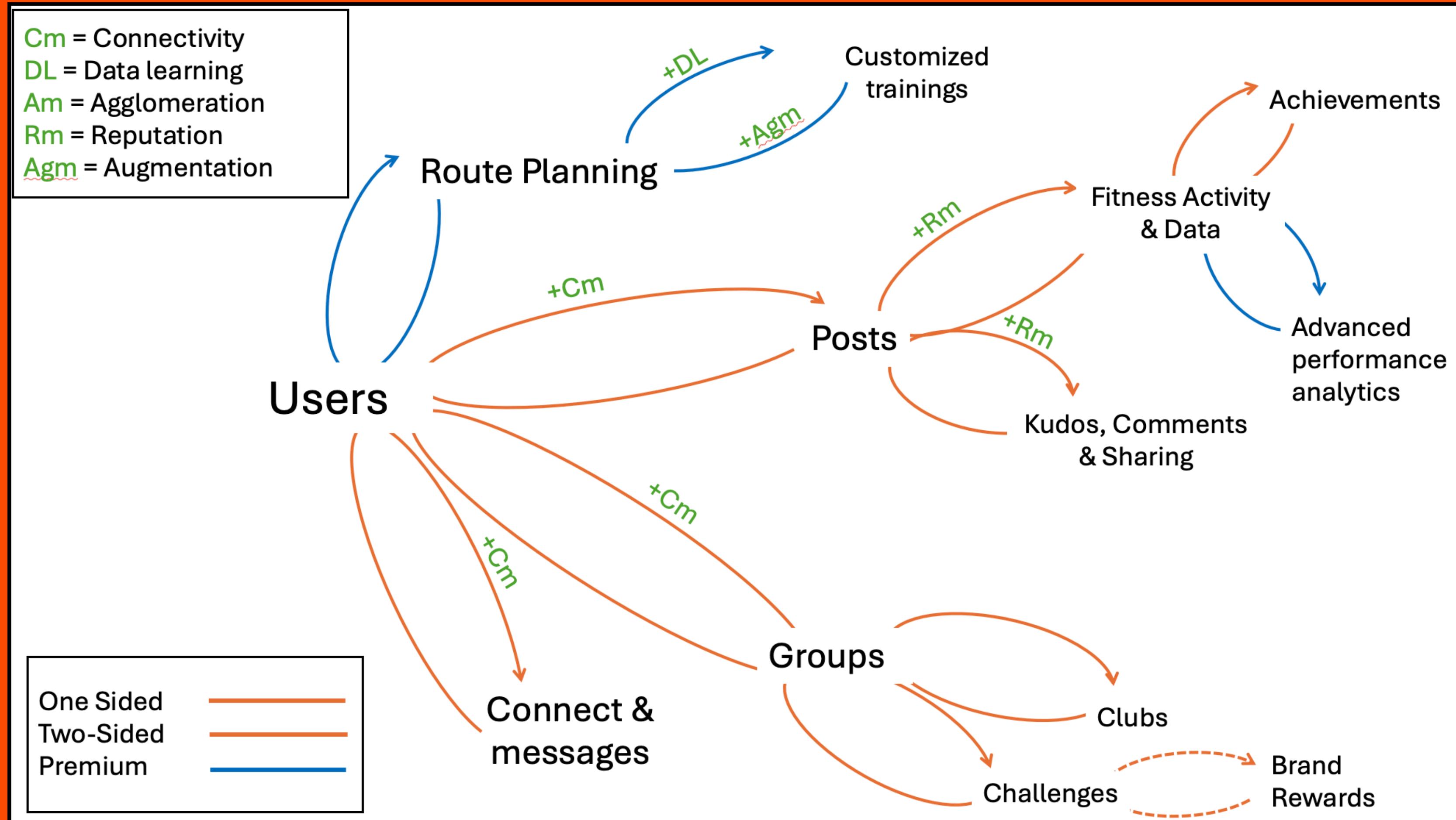


Creates a record of Achievements and progress



Data visualization enhances the user to track future exercises

O1: NETWORK EFFECTS DIAGRAM





The Dominant Network Effects: Overview

To analyze Strava's platform dynamics by evaluating the most influential network effects, identifying misalignments, and assessing any compound effects that may exist.

Key Focus:

- Ranking Network Effects: Identify and rank the impact of one-sided (e.g., user-to-user interactions) and two-sided (e.g., user-to-club interactions) network effects.
- Measuring Impact: Understand how these effects contribute to Strava's growth, retention, and user engagement.
- Dominant Effects: Pinpoint the network effects that sustain platform momentum, such as user-driven content and community challenges.

Details:

- Platform Interactions: Strava's user base grows through peer influence, as users join to share activities and earn social recognition. Clubs foster deeper connections and collective challenges, strengthening the network.
- User Engagement Loops: Activities like kudos and comments create engagement loops that reinforce continued use.



The Dominant Network Effects: Ranking and Measuring Network Effects

One Sided Network Effects

User-to-User Interaction

- Users sharing activities increase social engagement through comments, kudos, and participation in challenges.
- High-volume interactions drive content generation and motivate further participation.

Two Sided Network Effects

Club Engagement

- Clubs promote specific types of activities, such as cycling or running, fostering group-based interaction.
- Members joining clubs receive targeted challenges and updates, boosting their platform commitment.

Content Visibility

- Posts highlighting personal achievements and milestone completions encourage others to engage, follow, and replicate activities.

Event and Partner Collaborations

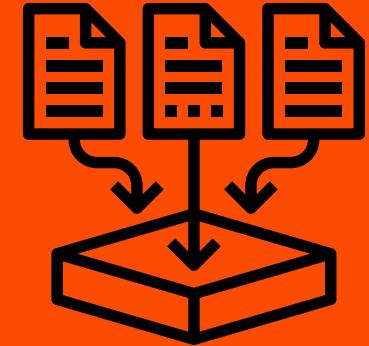
- Collaborations with races or fitness brands create sponsored challenges and event-specific activities, enhancing visibility and engagement.

Insights:

- One-sided effects dominate with user-driven activities creating a consistent flow of content.
- Two-sided effects ensure long-term retention by adding layers of interaction through clubs and partnerships.



The Dominant Network Effects: Platform Characteristics and Misalignments



Dominant Effects

- Community Engagement:
 - Social features, such as leaderboards and shared achievements, drive ongoing user interest and competitive participation.
- Data Products:
 - Insights like monthly progress charts, personalized segment suggestions, and training data analysis keep users motivated and invested.



Potential Misalignments

- Content Overload:
 - An overabundance of shared activities can cause user fatigue, diminishing the perceived value of interactions.
- Premium Features:
 - The reliance on paywalls for advanced insights may alienate non-premium users, creating a divide between user tiers and impacting overall satisfaction.



Compound Effects

- Growth Feedback Loop:
 - New users joining and sharing activities drive their peers to join, multiplying the user base. This effect can lead to overwhelming content unless properly curated.
- Engagement Quality:
 - Excessive notifications and activity feeds can reduce user interactions' quality, limiting meaningful participation.

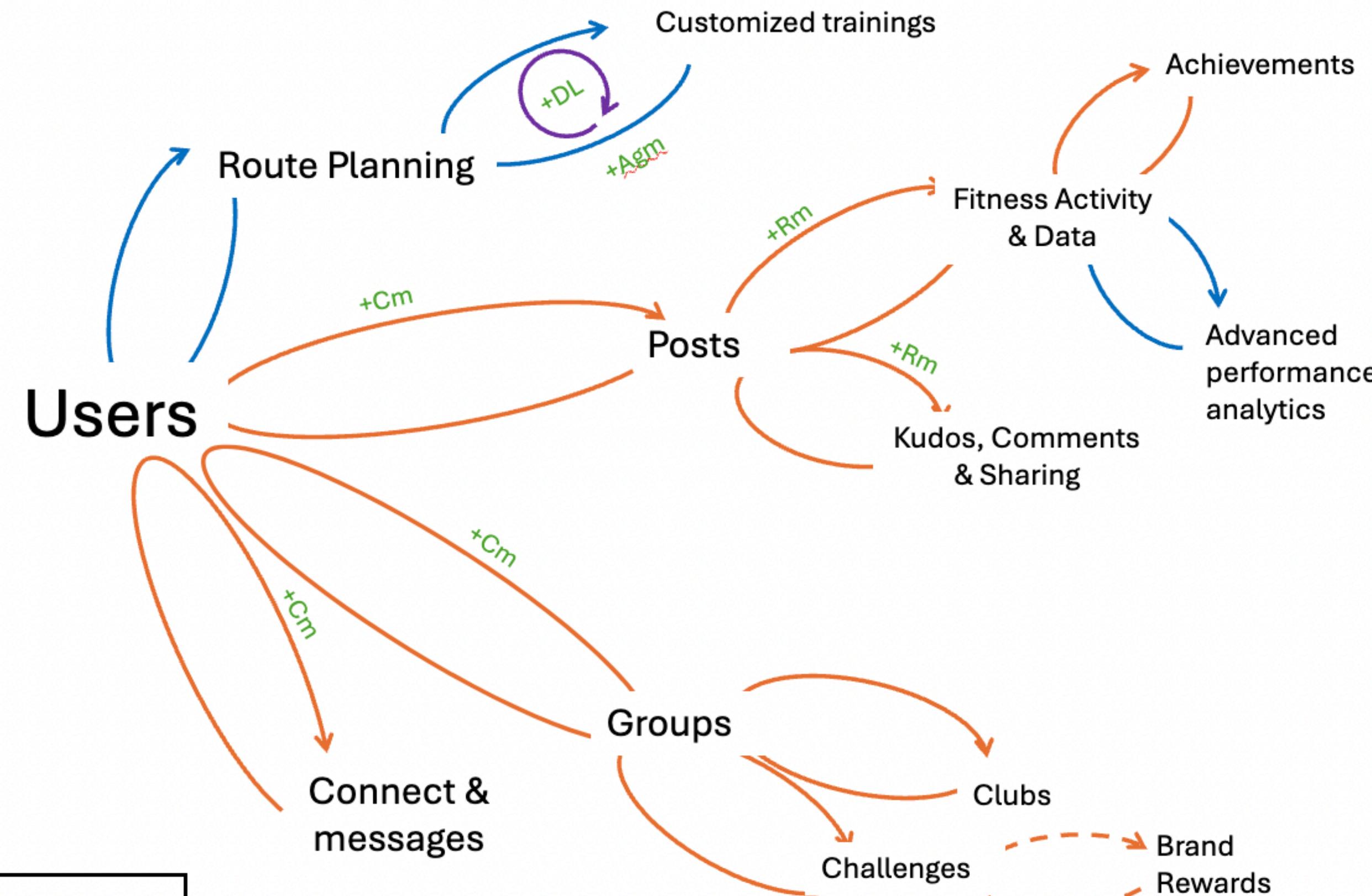
Table of Contents

1. Introduction
2. Growth Model & Network Effects
3. Proposals

Proposal 1: Personalized AI Coach

- Strava could enhance its platform by introducing an AI-powered personal coaching assistant, offering **tailored workout recommendations and custom training schedules based on individual fitness data, goals, and preferences.** This feature would allow Strava to tap into the rapidly growing global fitness app market, which reached around \$15 billion in 2024 and is expected to grow at a compound annual growth rate (CAGR) of 22.6%, potentially reaching \$36 billion by 2028
- With an AI assistant, Strava could transform from a social networking platform into a more comprehensive fitness solution that not only tracks but actively supports users' fitness journeys. Currently, Strava's offerings are limited to features like suggested running routes. A personalized AI coach, however, could go further by analyzing user data to recommend specific workouts, optimize rest days, and suggest complementary activities such as strength training, flexibility exercises, and recovery routines.
- This innovation would help Strava expand its network by attracting users who are looking for structured guidance and motivation without needing a personal trainer. By integrating personalization, wearables, and a holistic wellness approach, Strava could deepen its engagement with current users while increasing its user base. The growing network effects from both user-generated content and AI-driven coaching would create a cycle of sustained growth and long-term engagement in the increasingly competitive fitness app market.

Proposal 1: Personalized AI Coach



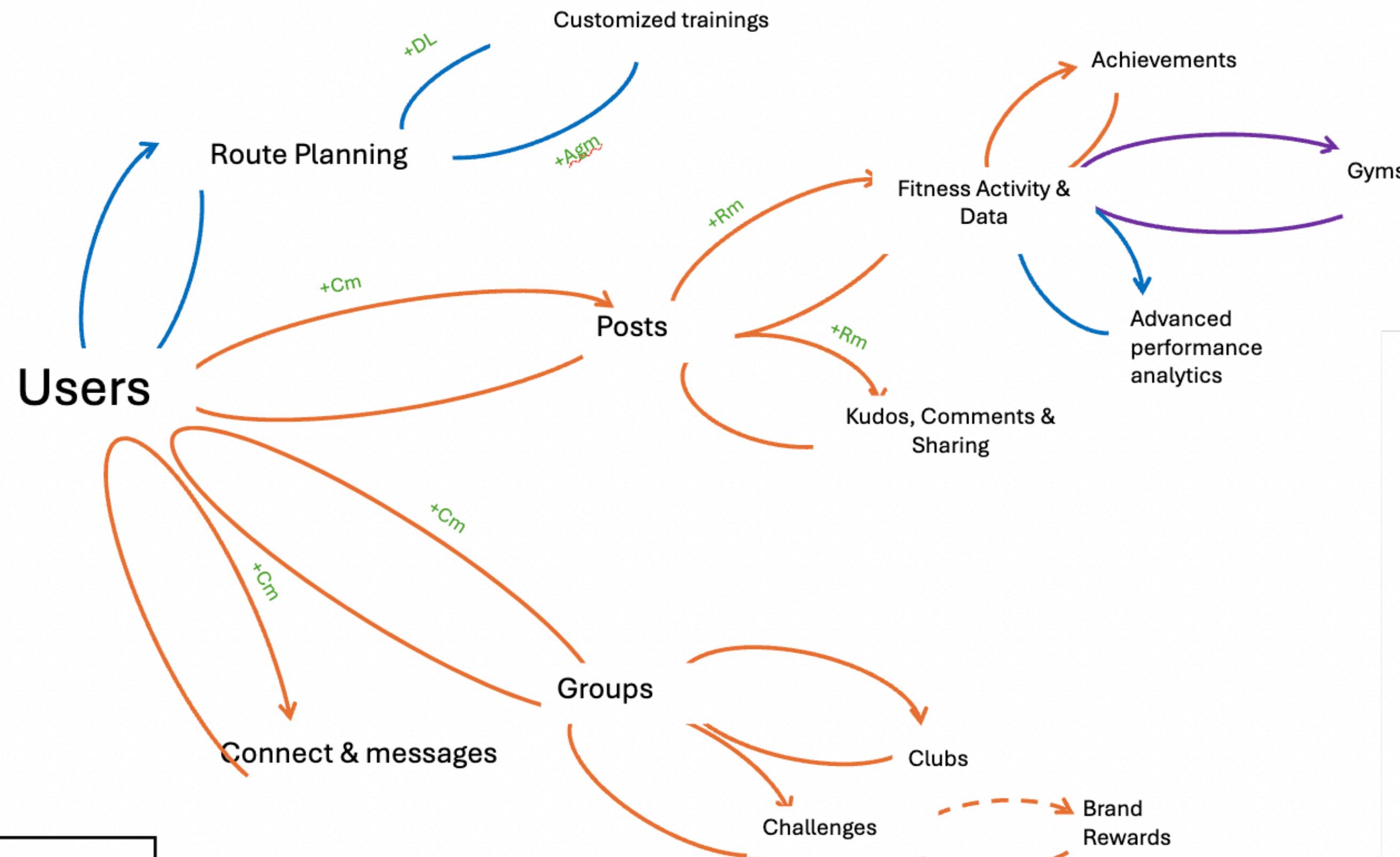
Proposal _____

Proposal 2: Partnership with Gyms

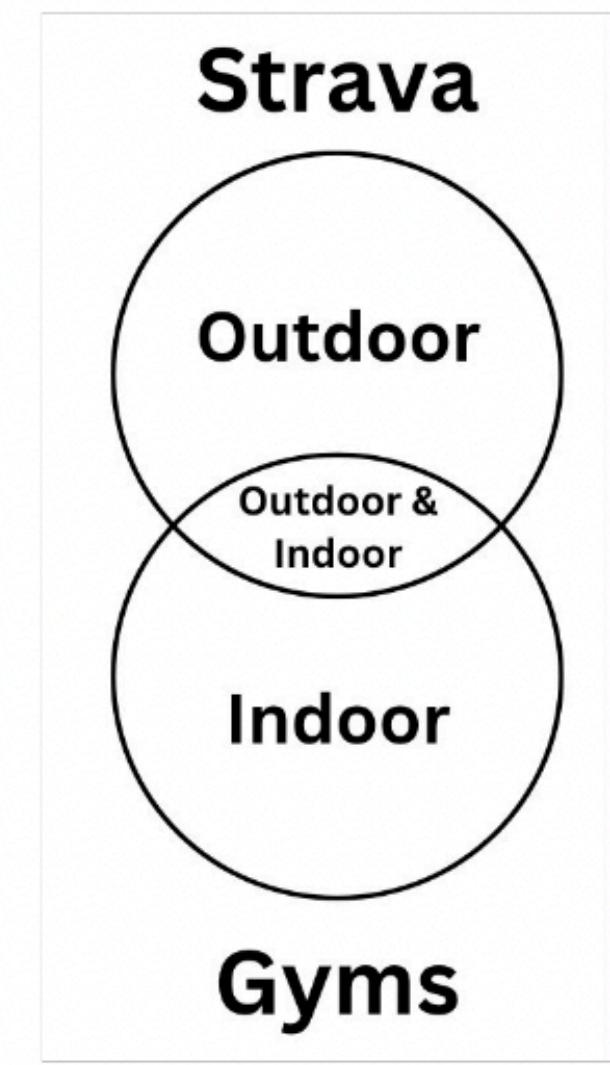
- Strava is highly effective in capturing data from outdoor sports activities but **lacks integration with data collected from gym workouts**. This gap creates a pain point for users who cannot accurately track and share their comprehensive fitness progress on the Strava platform. With an estimated 185 million people holding gym memberships—a figure projected to grow at a 7% compound annual growth rate (CAGR) due to increasing global health awareness—there is a substantial opportunity for Strava to expand its reach.
- Most modern gym machines nowadays gather detailed performance data, yet Strava has not established partnerships to incorporate this data into its ecosystem. By collaborating with leading fitness equipment manufacturers, such as Technogym, Strava could engage a large new user segment focused on gym-based activities like weightlifting and strength training.
- Such a partnership presents a win-win scenario: users gain the ability to share their performance metrics on the world's largest social media platform for fitness, enhancing their workout experience and motivation, while Strava benefits from an expanded user base and strengthened network effects.



Proposal 2: Partnerships with Gyms



Proposal

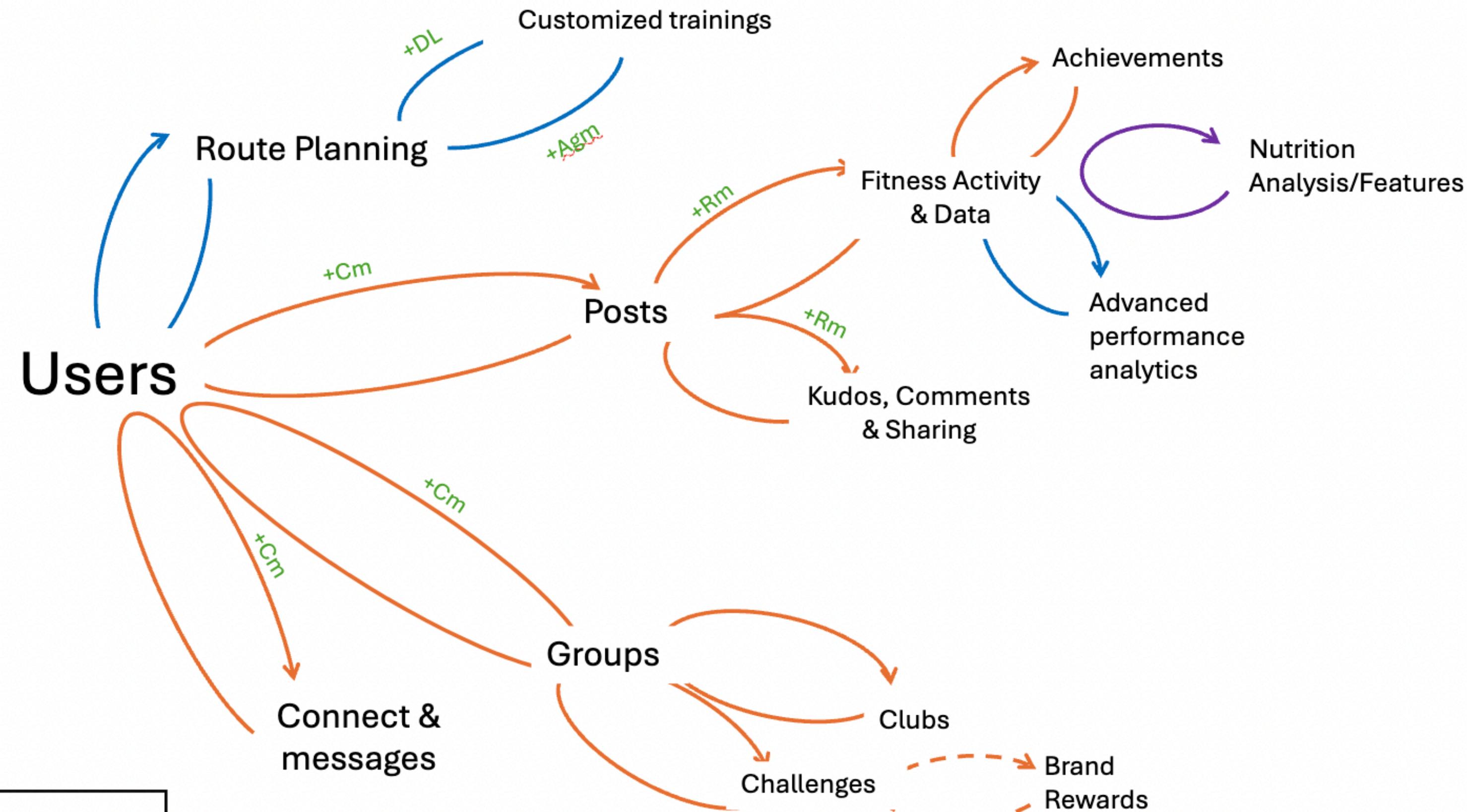


Proposal 3: Nutrition Analysis

- Strava could expand its platform beyond physical activity to capture a larger portion of the wellness market, which is seeing growth in areas like meditation, nutrition tracking, and journaling. By integrating features such as guided meditation, meal tracking, or wellness journaling, Strava could attract users interested in mental health and holistic wellness, even if they don't engage in physical activities. This would not only broaden Strava's user base but also create new opportunities for network growth by engaging a diverse audience. As the wellness market continues to grow, expanding into these areas could help Strava strengthen its position as a comprehensive health platform

Proposal 3: Fitness+ (Nutrition & wellbeing analysis)

See notes for discussion



**IF ITS NOT ON
STRAVA™
IT DIDN'T HAPPEN**