

The image features a dark blue-grey background with several geometric shapes. In the top-left corner, there is a large orange parallelogram and a light green parallelogram, both tilted at an angle. Below these, there are several lighter blue-grey parallelograms of varying sizes and orientations, creating a layered, abstract effect.

Perfect Run

Problem: Finding the Perfect Running Route

Exact Running Distance

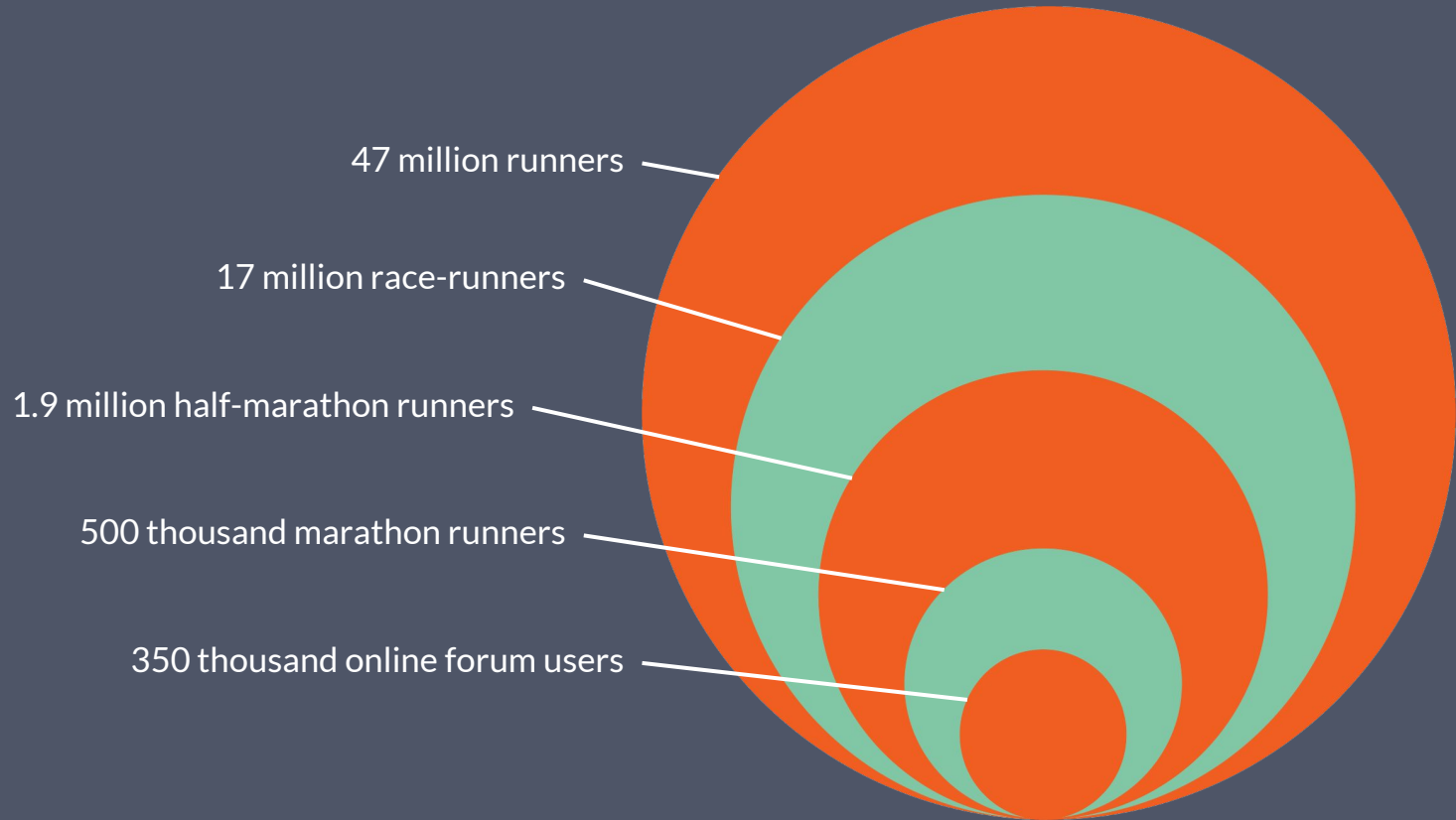
New Routes

Safety



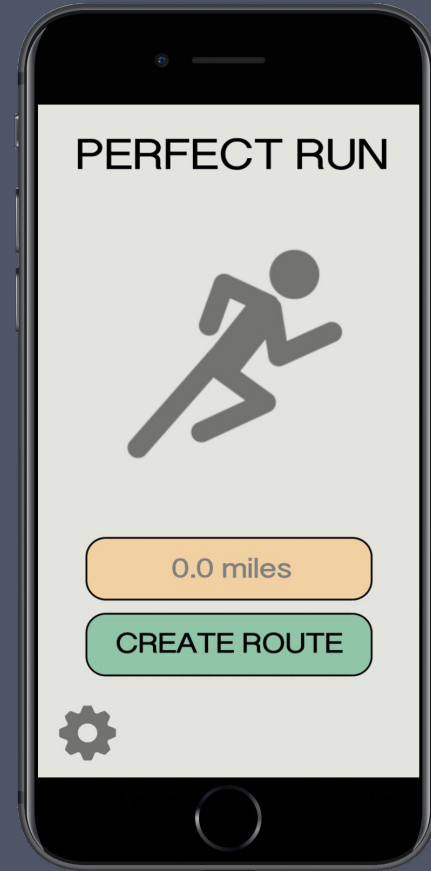


US Market Size



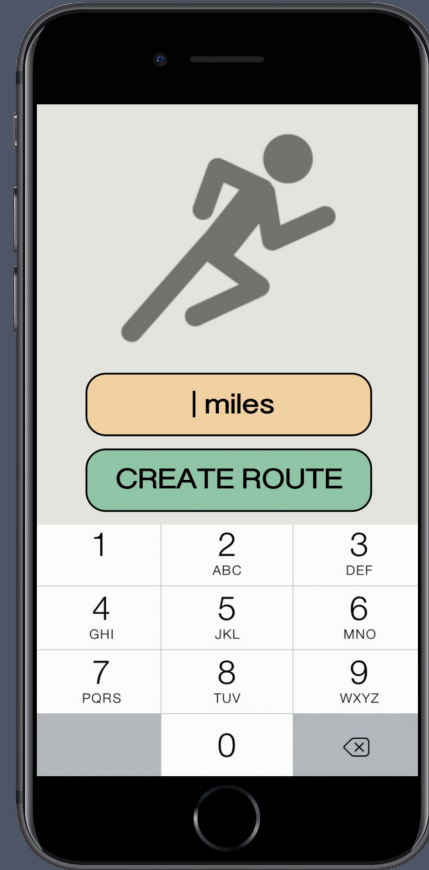
Solution - MVP

- Exact Distance
- Personalized
- Difficulty Rating
- Safe Runs



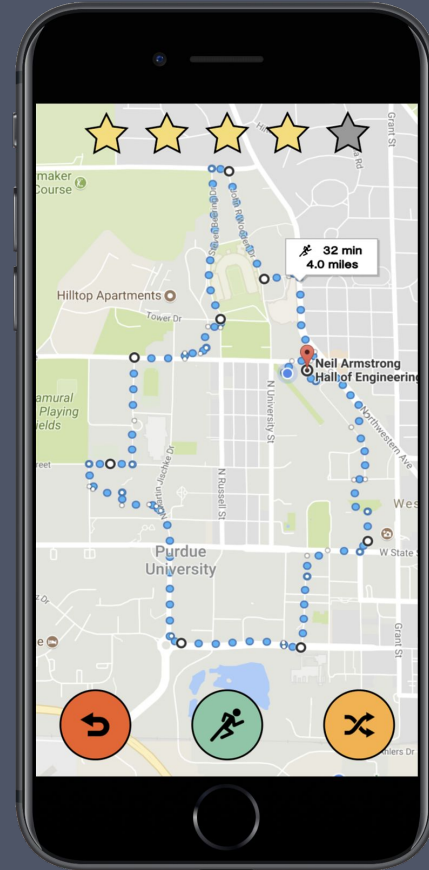
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Revenue Model



Competitive Landscape

MapMyRun

- Freemium model
- Poor route generator



Garmin Watches

- High end (\$400-500)
- No route generator



Go-to-Market Strategy

- Raceday booths
 - Over 1,100 marathons
 - Over 2,300 half-marathons
 - Over 17,000 5Ks
- Word-of-Mouth
 - Local Running Clubs
 - Online Running Forums
 - Social Media



Go-to-Market Strategy: 2018





Reis Lehman

Marathoner
Visual Design Engineering
Economics



Alexa Belegrin

Diversity & Inclusion
App Developer



Sam Bartek

Marathoner
Computer Engineering
Living Algorithm



Erik Appel

Entrepreneurial Studies
Industrial Engineer



Michael Toner

Computer Engineering
App Developer



Additional Features

- Training regimen
- Direct route sharing
- Route PRs
- Local Business Integration
- In-ear turn by turn path guidance