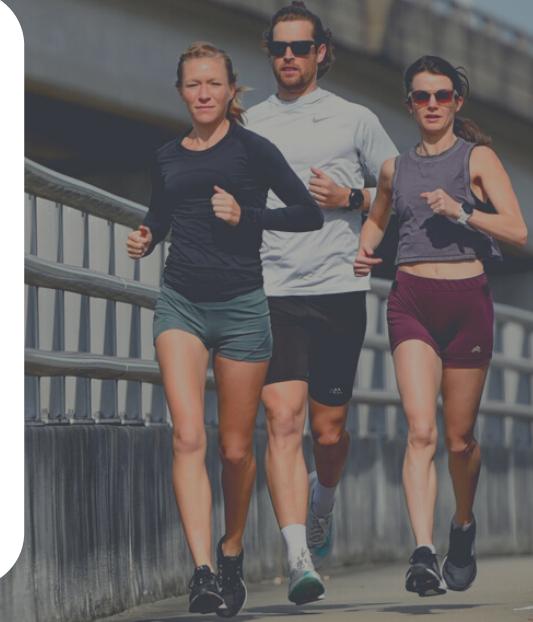




# training block

a centralized training platform for runners



# THE TEAM



## **CHELSEY PALMER**

**Vision & Strategy**

Corporate attorney, elite race team member



## **SAMMY PALMER**

**Sales & Marketing**

Nurse practitioner, D1 track athlete



## **BRANDON SCHWARTZ**

**Product Development**

Previously built successful multi-vendor marketplace with millions valuation

# MARKET



**17.6M**  
US Road Racers  
in 2019<sup>1</sup>

**\$33B**  
Global Running  
Industry<sup>2</sup>

**\$200**  
Monthly  
Products/Services<sup>3</sup>  
by word of mouth

1. <https://www.runningusa.org/RUSA/News/2020/-Running-USA-Releases-Latest-U.S.-Running-Trends-Report.aspx>

2. <https://footwearnews.com/2019/business/retail/global-sports-market-2019-statistics-1202804732/>

3. Average from 2019 poll results of 123 runners active in local running communities

# PROBLEM

## Running Club



## Strength/ Conditioning



## Nutritionist



## Coach

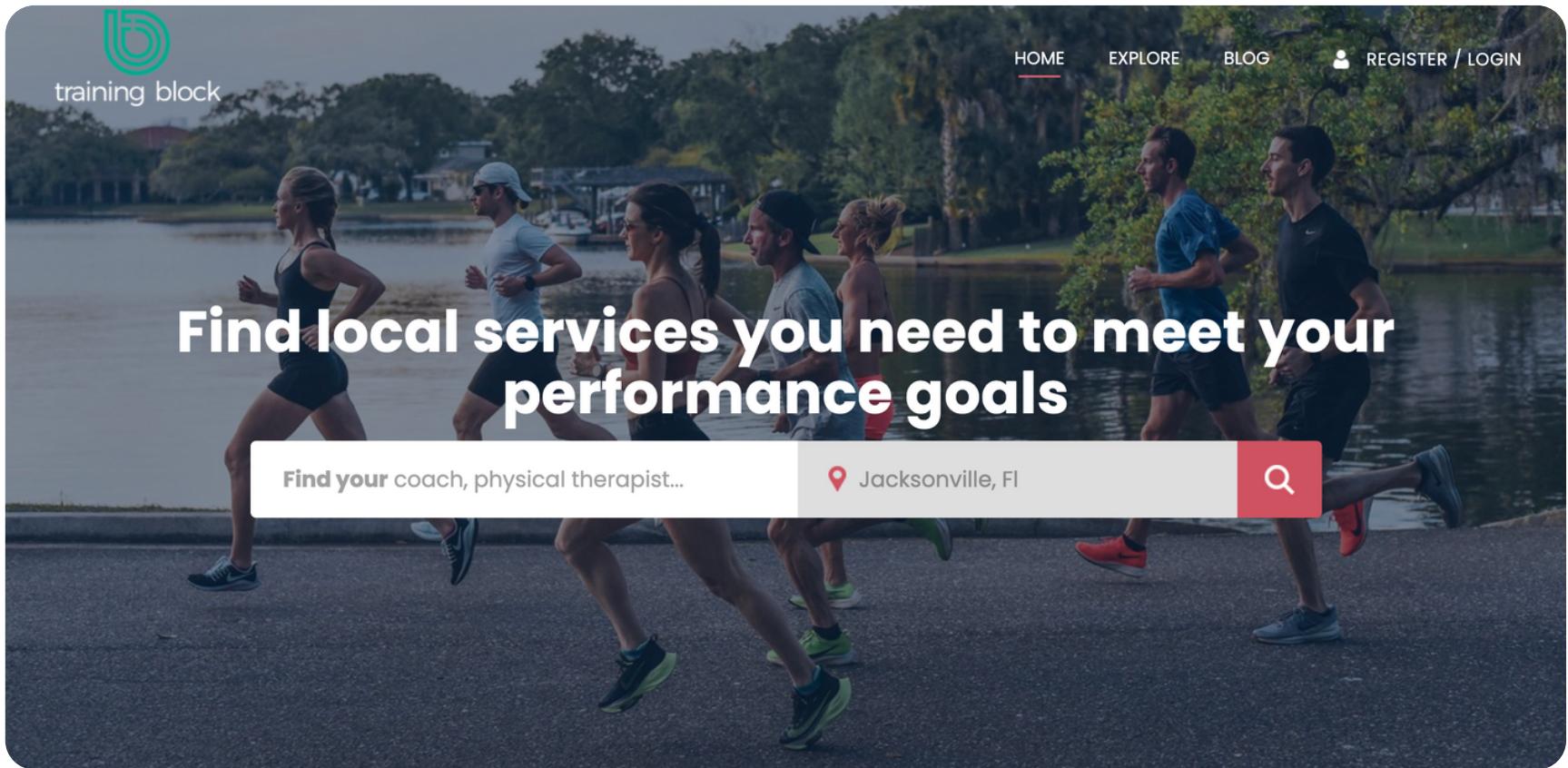


## PT/Chiro



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# SOLUTION



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# GROWTH

Provider



Small  
Businesses

Athlete

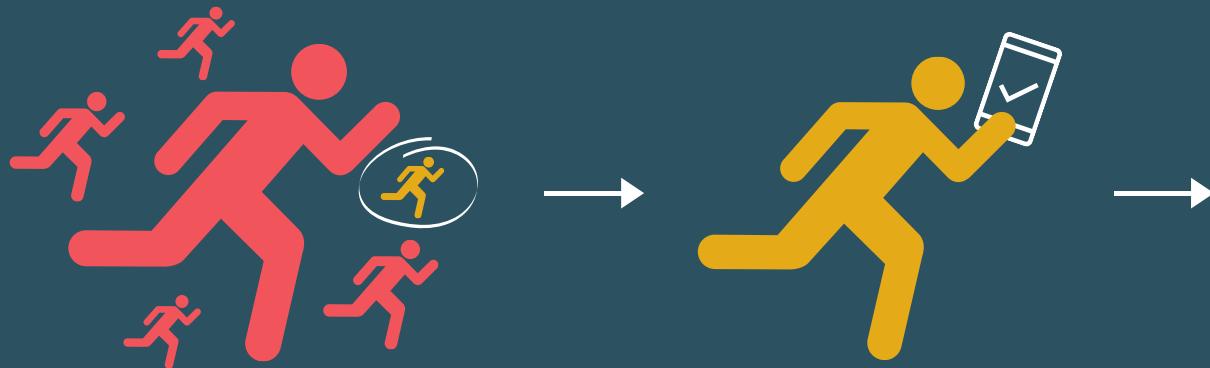


Local Elites



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# BUSINESS MODEL



1% Market Share by 2025

=

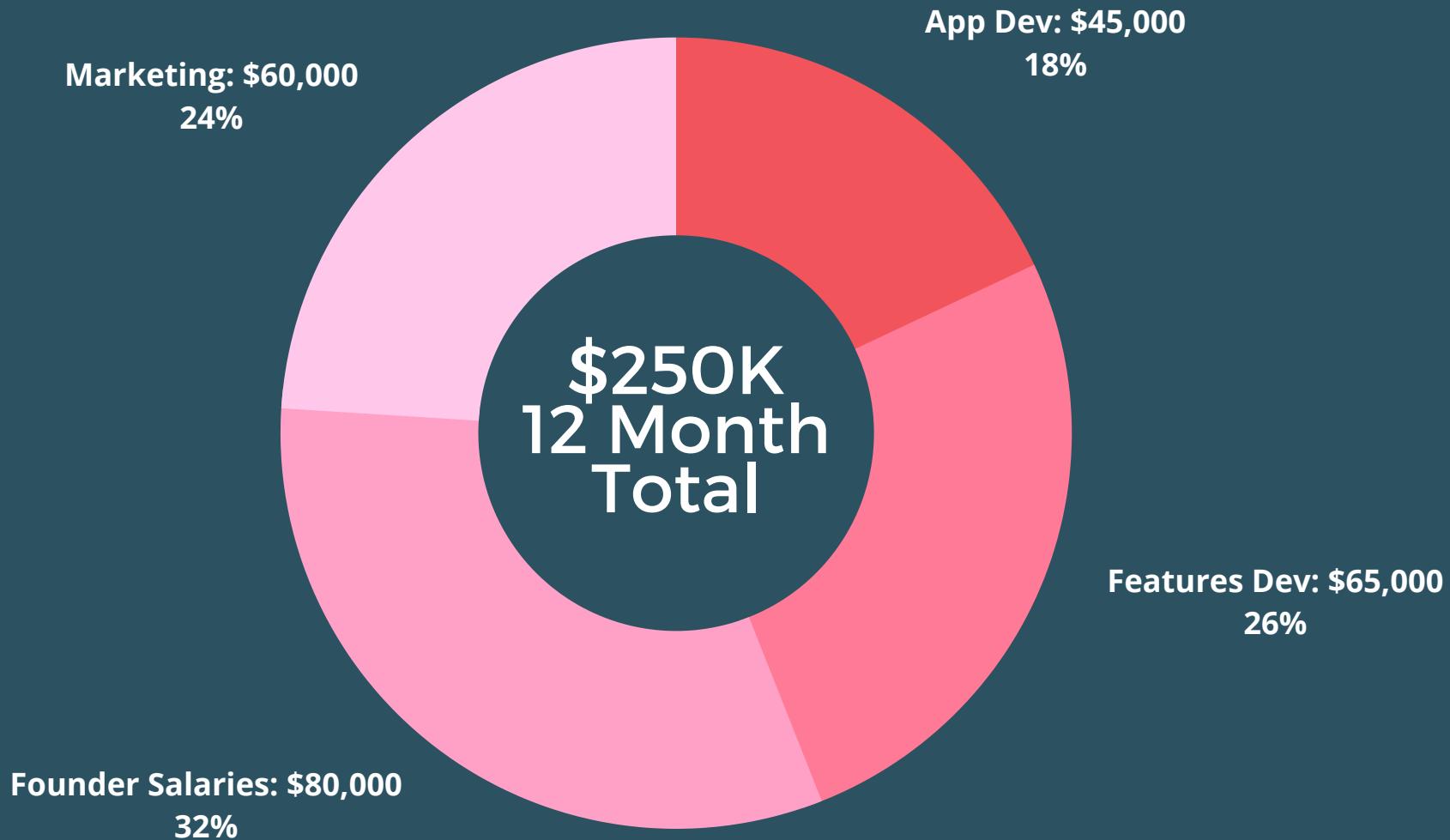
176,000 Road Racers

8 Bookings / Year  
@ \$100 / service  
w/ 15% Transaction Fee

\$21 M

2025 Revenue

# FUNDING NEEDS



# How to Reach Us

## MAILING ADDRESS

3884 Valencia Road, Jacksonville FL 32205

## EMAIL ADDRESS

[chelsey@trainingblockusa.com](mailto:chelsey@trainingblockusa.com)  
[sammy@trainingblockusa.com](mailto:sammy@trainingblockusa.com)

## PHONE NUMBER

(407) 864-2606  
(321) 263-5332