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Stryd Hits Kickstarter With First Wearable To Measure Running Power, Surpasses Fundraising Goal in Under Four Hours

Boulder, Colorado, March 4, 2015 – Less than four hours after launching its Kickstarter campaign for the world's first running power meter, Stryd, a Boulder, Colorado-based wearable technology company, raced past its fundraising goal, more than doubling the target by the end of the day with over \$100,000 pouring in from backers.

The device, also called Stryd, uses patent-pending sensing technology to give runners a way to accurately gauge run intensity, measured in watts, across varied terrain. Stryd also provides related metrics to help improve run efficiency. Long the standard for cycling training, power has been a sought-after run metric for years, but measuring it hasn't been possible until now.

"Running is the most popular sport in the world, but the data runners use in training hasn't changed much in 30 years. There has never been an accurate or easy way to show training intensity and efficiency, and athletes and coaches have repeatedly told us that holds them back," said Robert Dick, Ph.D. and CEO of Stryd. "Our goal was to provide one number that can consistently help anyone run better, and today Stryd does exactly that."

To use Stryd, runners simply clip the small device on to back of their shorts and start the run. Stryd automatically links with watches and mobile devices through Bluetooth LE and ANT+ channels, and its battery lasts longer than a year, some thing founders say puts them in a unique place to work within the existing ecosystem of fitness devices, rather than fighting against it.



"Stryd answers run-by-run, day-by-day questions that runners care about without interfering with anything they do today," says co-founder and coach Gus Pernetz. "Did I pace myself right? Am I overtraining? How is my

running form? Stryd answers those questions right on your watch or on your mobile phone.”

Stryd has been used by dozens of athletes and coaches in an extensive beta, but co-founder Eric Olson says the company chose to use Kickstarter as a way to “Get more people involved and gather more data on power-based run training.”

“The running community has really embraced Stryd from the start, and we’ve been pretty surprised by variety of ways coaches and athletes are using the device,” Olson said. “Now, we want to learn even faster. Kickstarter gives us a great tool to fund the first round of production and quickly expand our reach to athletes and coaches who can champion power-based run training.”

Stryd was created, after more than three years of research and development, by some of the world’s top embedded systems engineers at the company. The company’s advisers include five-time world champion triathlete Craig Alexander, Olympic coach Bobby McGee, and cycling power meter pioneer Allen Lim.

“Stryd quite simply will change running forever – for the better,” said Danny Abshire, author of Natural Running and co-founder of Newton Running. “Running power is a simple metric for all kinds of runners to understand every key aspect of running – performance, running form, and efficiency. Stryd has the potential to become the most indispensable running accessory to come along in decades, and can help millions of runners improve performance and meet personal goals.”

Stryd plans to sell up to 1,000 devices through Kickstarter; the crowdfunding campaign runs through April 4th on stryd.com/kickstarter.

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