GRIP
UP

CLIMB TOGETHER
IS BETTER

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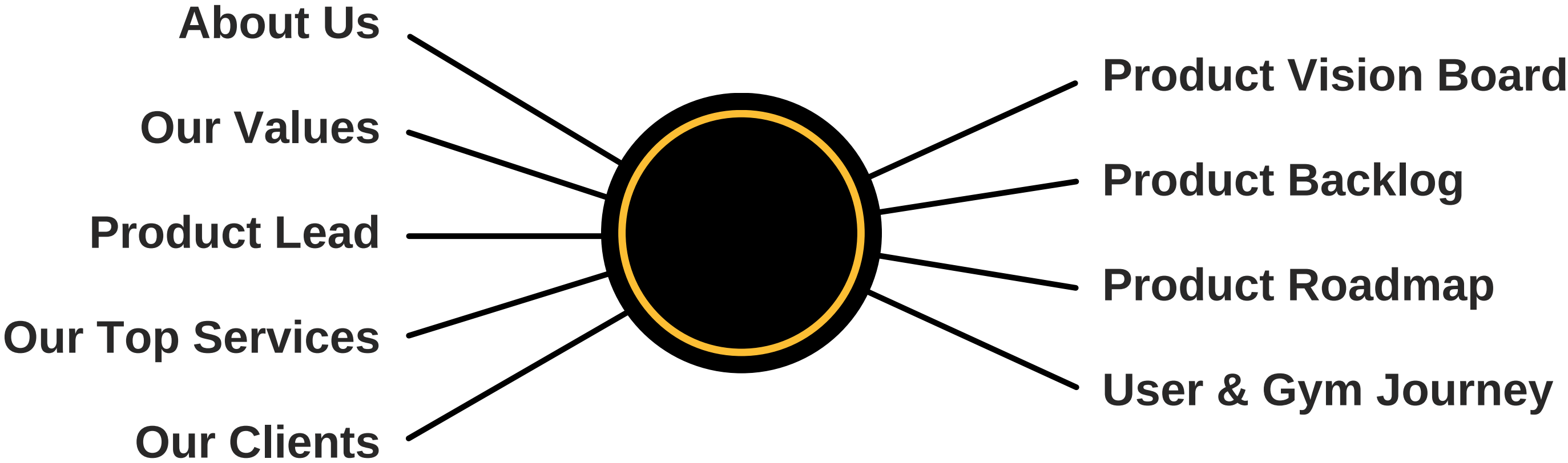
ABOUT US

GripUp is a smart platform built to connect climbers, routesetters, and gyms in one seamless digital experience in México.
We simplify route management, progress tracking, and gym operations. Making indoor climbing more modern, organized, and engaging for everyone.


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In Mexico, we identified approximately 74 indoor climbing gyms across major cities, offering a mix of bouldering, top-rope, and lead climbing walls. Most gyms provide monthly memberships, single-visit passes, and classes, and are increasingly maintaining a digital presence through websites, apps, or social media. This study provides a high-level overview of the indoor climbing landscape, highlighting opportunities for market insights, partnerships, and product development.

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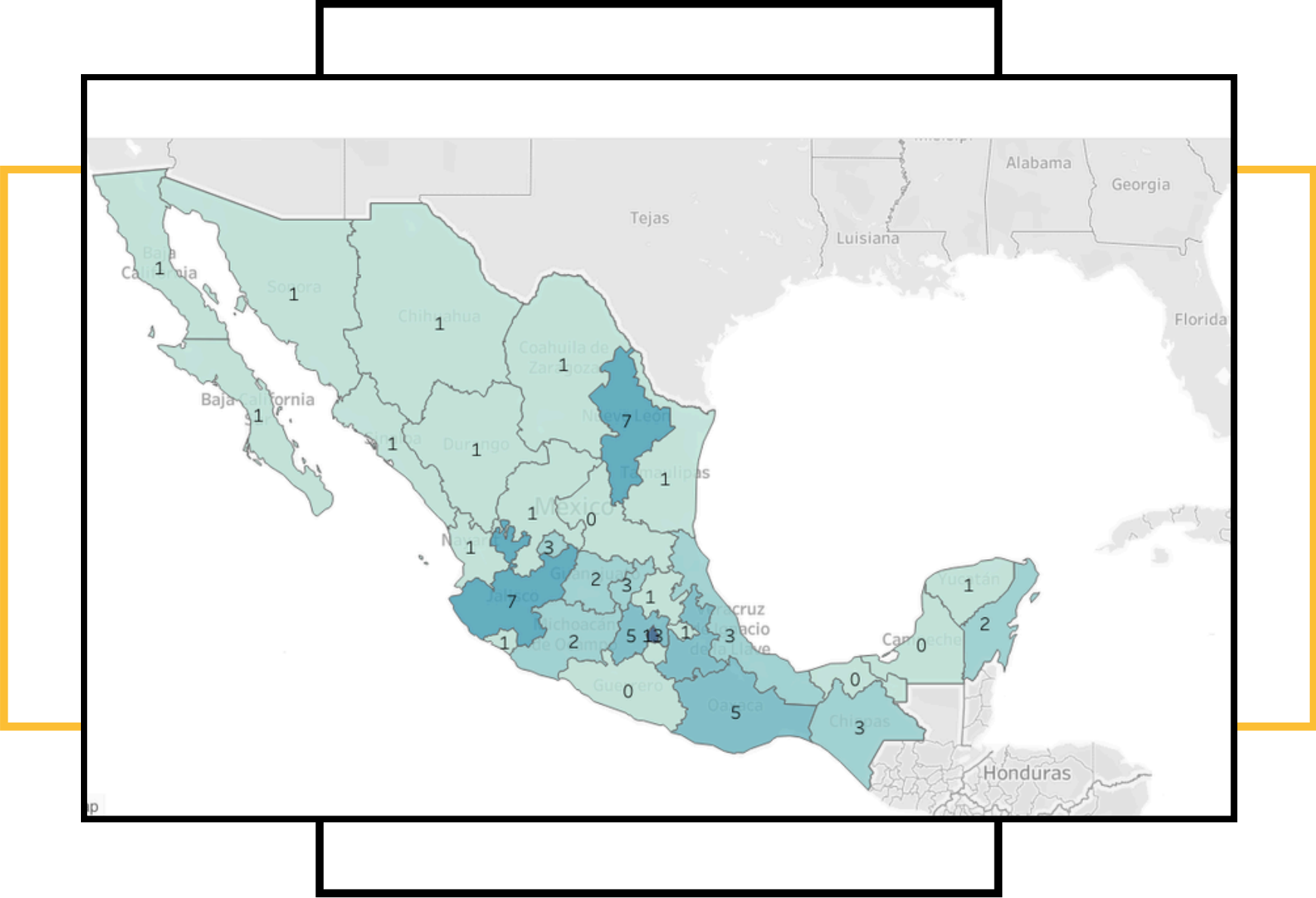
OUR VALUES

VISION
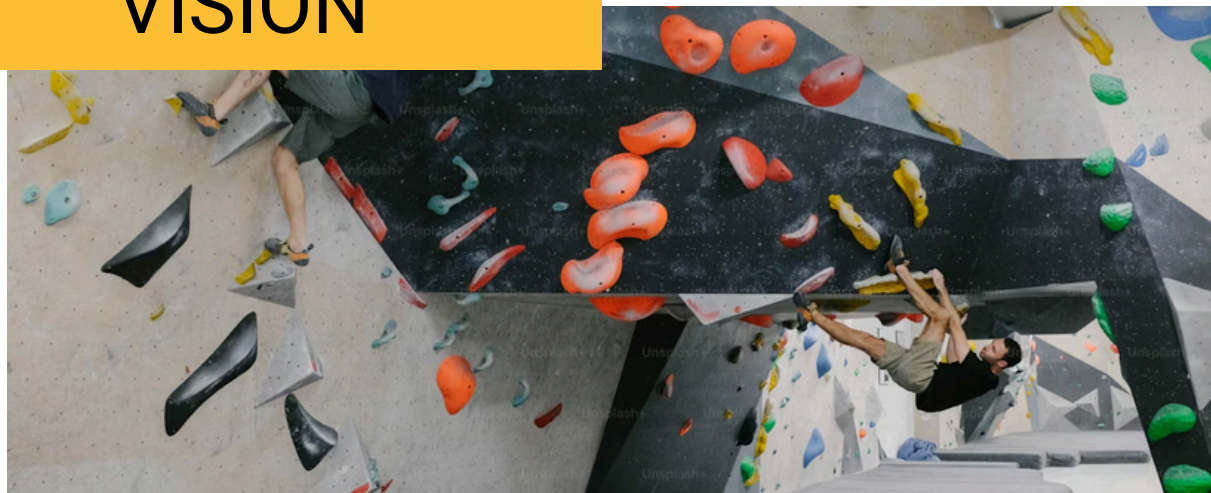
Modernize indoor climbing gyms by providing a simple, digital platform that connects climbers, routesetters, and gym administrators for a more efficient and engaging experience.

MISSION

To transform indoor climbing by providing simple, smart tools that help climbers, routesetters, and gyms grow together.

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PROJECT LEAD

HUGO QUEZADA

Project Manager

Product Manager & Business Analyst with 3+ years of experience leading technical projects, cost analysis, and risk management. Responsible for **conceptualizing, planning, and designing Grip Up**, including market research, backlog creation, roadmap design, and user journey modeling.

Certified **Professional Scrum Master I (PSM I)**, focused on agile methodologies to optimize processes and teams. Passionate about sports tech **innovation, user-centered design, and data-driven decision making.**

Key Skills: Product Strategy | Agile & Scrum | Roadmap & Backlog | Market Research | Data-Driven Decisions | Team Leadership

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OUR TOP SERVICES

1

Route Management & Climber Progress

Track climbs, leave reviews, score difficulty, and rise in rankings, giving climbers and routesetters real insights into every route.

2

Gym Operations & Membership Tools

Handle memberships, visit passes, pricing, and promotions with a clean, unified system built for everyday gym needs.

3

Climber Engagement & Support

Keep climbers coming back with a seamless experience. Easy reservations, timely updates, and tools that boost satisfaction and loyalty.

OUR CLIENTS

We partner with indoor climbing gyms and setting teams that want smarter tools, smoother operations, and a better experience for their climbers.

◆ Climbing Gyms

◆ Routesetters

◆ Climbers

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PRODUCT VISION BOARD

Target Group

- **Indoor Climbers:** Track progress, follow new routes, and access gym information.
- **Routesetters:** Publish routes, view performance metrics, and manage setting cycles.
- **Gym Administrators:** Manage pricing, memberships, promotions, and reservations.
- **Pilot Gyms:** Digitalize operations and enhance the customer experience.

User Needs

- Log attempts, projects, and tops.
- Discover new routes and wall updates.
- Check pricing, promotions, schedules, and membership status.
- Book classes and sessions.
- Publish routes with performance data.
- Manage visits, memberships, pricing, and reservations.

Product Offering

- **Climbing Module:** Route publishing, climb logging, social interaction, and performance metrics.
- **Gym Management:** Gym profile, pricing, promotions, memberships, visit passes, and reservations.
- **Notifications:** New routes, route removals, expirations, promotions, and booking confirmations.

Value Proposition

- **Climbers:** Clear progress tracking, updated routes, and all gym information in one place.
- **Routesetters:** Real performance insights and an organized system for publishing routes.
- **Gyms:** Centralized operations, direct communication, and a modern experience for their community.

Business Goals

- Launch the MVP in 6 months.
- Onboard 3 pilot gyms.
- Reach 200 active climbers within 3 months.
- Improve routesetting standards in Mexico.
- Build a scalable, long-term platform.
- Increase retention in partner gyms.
- Become the leading indoor climbing app in Mexico.

PRODUCT BACKLOG

High-level overview of the Grip Up product backlog, organized by Epics to show key modules and roadmap focus.

- EPIC 1 — Climbing Routes & Progress Tracking
- EPIC 2 — Route Publishing & Routesetter Tools
- EPIC 3 — Gym Profile & Public Information
- EPIC 4 — Memberships & Visit Passes
- EPIC 5 — Reservations & Class Scheduling
- EPIC 6 — Notifications & Communication
- EPIC 7 — Gym Administration Panel
- EPIC 8 — User Accounts & Profiles

Grip Up backlog overview is publicly available on GitHub. This summary highlights the main Epics and roadmap.

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PRODUCT ROADMAP

Phase 1 - High Priority
Core features for initial launch

EPIC 1: View new routes, Filter routes by grade, zone, color,.
EPIC 2: Create new routes.
EPIC 3: View public gym information, Edit gym profile.
EPIC 4: Purchase memberships, Purchase single-visit passes.
EPIC 5: Reserve climbing time, View class availability.
EPIC 6: Receive promotions or news.
EPIC 7: Manage users, Manage routes and setters
EPIC 8: Create and edit user profile.

MVP

Phase 2 - Medium Priority
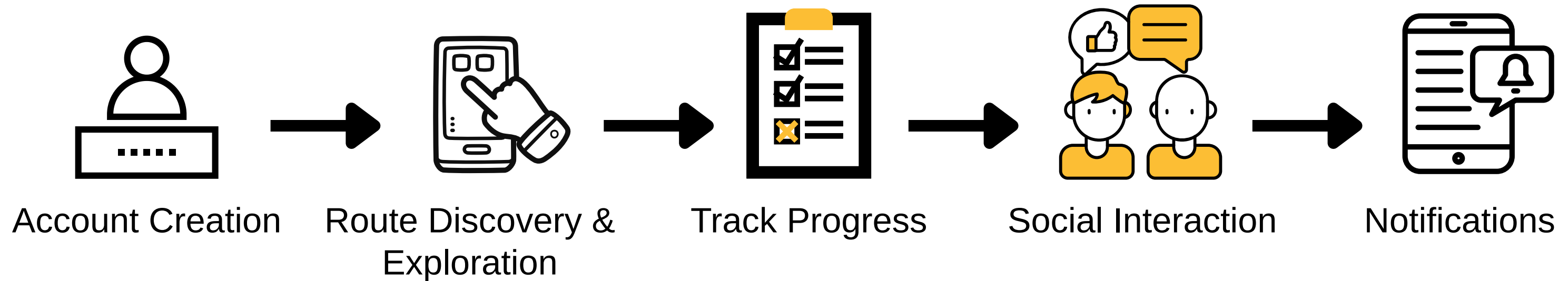Important upgrades for improved experience

EPIC 1: Mark projects, Overall climber ranking.
EPIC 2: Add notes for climbers.
EPIC 3: Show gym photos and videos.
EPIC 4: View purchase history and expirations.
EPIC 5: Register for classes, Cancel or modify reservations.
EPIC 6: Receive event notifications.
EPIC 7: View reports and statistics, Configure schedules and resources.
EPIC 8: View activity history, Manage preferences and notifications.
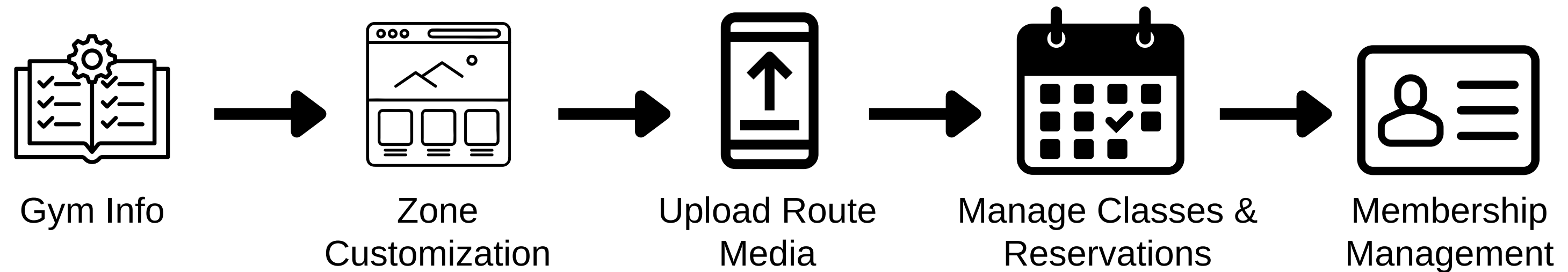
Phase 3 - Low Priority
Additional improvements

EPIC 6: Receive progress or achievement alerts, Send messages between users.

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USER JOURNEY

Account Creation → Route Discovery & Exploration → Track Progress → Social Interaction → Notifications

GYM JOURNEY

Gym Info → Zone Customization → Upload Route Media → Manage Classes & Reservations → Membership Management

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THANK YOU

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