

## Can we quantify the effect competing events are having in our top markets? Top competitors:

To quantify the effect of these competing events on our top markets, it is important to understand the cause and objective of these markets.

Competing Event	Objective	Market
Best Buddies	IDD- Mental Disabilities	MA, FL, CA
Peddle the Cause	The cause of this Bike event is to support Cancer patients.	City Level, St. Louis, St. Diego
Pelatonia	The objective is to fund Life-saving Cancer Research.	OH
PanMass Challenge	The objective of PanMass challenge raise funds for public health care and for cancer research.	Boston, City Level
ADA – Tour de Cure	The objective of tour de cure is raise the funds for supporting American Diabetes Association.	Offered in 30 Markets
St. Jude Children’s Research Hospital	fundraising for pediatric cancer. They have only walk/run <b>events but no Bike Events.</b>	20 Markets
JDRF Ride to Cure Diabetes	The objective is to cure diabetes by bike event	6 Markets
Cycle for Life - Cystic Fibrosis Foundation	The objective is to spread the awareness of genetic disease, fibrosis foundation	Most of the top markets
Ride to Recovery	The objective is to help veterans and first responders who are struggling mentally or physically after serving our country	Most of the top markets
Virtual Cycling Athletic Club	<b>Indoor cycling training</b>	
Stationary Cycling Relays	Group Cycling events for fitness	
American Cancer Society	Objective is to help fight cancer. They do have Cycling race and Marathons	
Leukemia and Lymphoma Society – Team in Training	Objective is to cure blood cancer through Events such as Biking, Hiking, Running etc.	Offered in most of states

Most of these competing events offer bike events in our Top markets. Bike MS Top Markets are as follows:

These Bike Events have been prioritized based on the total number of active registrations. To analyze the effect of competing events on our top markets we must consider “Active Registrations” and “Total Funds” raised from 2013-2017. If we look closely at “Active Registrations” and “Total Funds”, very few markets show a slight decline such as **TX, OH, CA, NJ.** While **MO** has had a serious decline since 2014. Most of the top markets have maintained their trend since 2013. As the cause for each competing market is different even though they share same path (Bike Events), we cannot quantify their effects on our top markets. If the declines are at higher rate, we might hypothetically conclude their effect on our top markets.