

ClimbOn

revolutionizing outdoor climbing

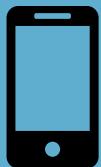
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OVERVIEW



The rock climbing community is growing at a steady rate of 10% annually. With the rise of climbers has come the problem of crowds, not only in gym facilities but at outdoor areas. This has led to climbers seeking out new and unpopular spots to climb in order to avoid the masses.



Guidebooks are available, but they are bulky and expensive with vague descriptions of locations. Last year 80% of people in the 18-44 age group had their smartphone within reach for at least 22 hours of the day. The number of smartphone users in the U.S. has risen from 62.6 to 163.9 million from 2010 to 2014 with a projected 220 million users in 2018. This is how climbers access their data, and the ClimbOn app will streamline this.



The ClimbOn mobile application will solve this problem by directing climbers to their desired location with a readout of the exact distance remaining. It will also incorporate a list of locations so users can seek out new places to climb. Additional features will include the ability to add new areas to the app along with pictures and locationsto open up even more areas to climb. These features would effectively eliminate the need for guidebooks and the problem of being lost in the woods.

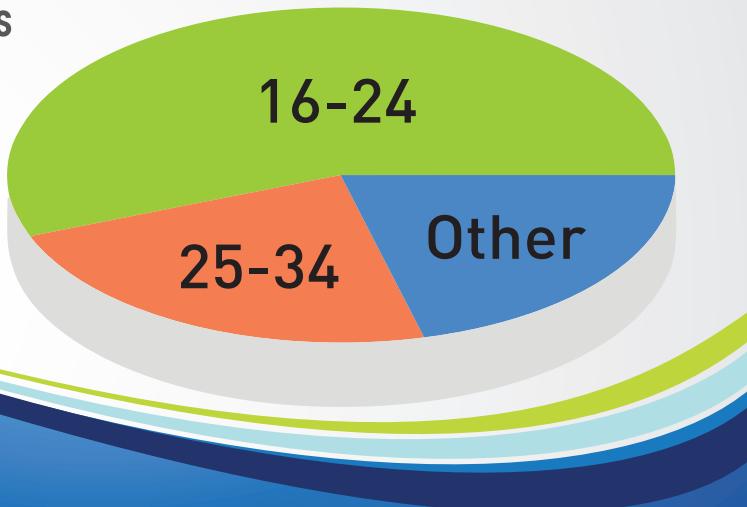
TARGET AUDIENCE: DEMOGRAPHIC PROFILE



The demographics of rock climbers has had significant changes over the years. It went from a male dominated sport to being split nearly equally. The most recent demographic survey was done in 2005, so figures need to be extrapolated using data of recent sales trends. For example, in 2011 Eastern Mountain Sports reported a 70% increase in the sales of climbing shoes. In the study published in 2006 by the Outdoor Foundation on all climbing for 2005 they concluded 9.2 million climbers went on 51 million outings. It states the the 2005 climber was primarily male with a mean age of 27. Location demographics put these climbers mainly in the Western regions of the U.S.

However, these figures are different nearly ten years after the survey was conducted. Indoor gym owners report that women made up at least 40% of their members last year. Rock climbing also attracted the fifth highest number of new participants in a 2009 study and is now on the short list of sports being considered for the 2020 Olympic Games. This demonstrates the rise in popularity of the sport, as 28 new indoor facilities opened across the U.S. alone which was a 10% increase from 2012.

Climber Ages



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TARGET AUDIENCE: AUDIENCE PROFILE



SASHA . AGE 18

Sasha is an 18 year old student living in Moab, UT. She lives with her parents and owns a car. She uses an Android phone daily for communicating with friends and social media apps. She owns a book for a small area of the climbing around her house but is unfamiliar with many of the locations that Moab is known for. She goes camping with her friends and enjoys outdoor climbing an average of once a week.

The target audience for the ClimbOn application will be rock climbers age 16-34. They are employed and smartphone owners with their own form of transportation. No emphasis will be put on gender or average income as these figures do not seem to have bearing on the demographic profile. They are not new to the sport and own their own climbing gear, including a rope. These users also rely on their smartphones for the majority of their daily information.



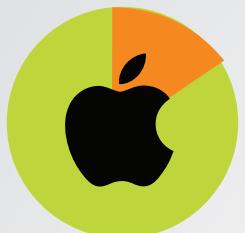
CLIFF . AGE 30

Cliff works for the parks dept. in Boulder, CO. He uses his iPhone daily. On his lunch break he browses social media for pictures of rock climbing his friends or professionals posted. On his days off & free time he drives three times a week to climbing locations. In the winter months he ice climbs and visits the local indoor gym an average of four times a week. He does not want to spend money on guide books and will often check websites for data about climb locations.

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TARGET PLATFORM DEVELOPED FOR ANDROID & IOS



The ClimbOn application will be developed for iOS and Android. This is due to the small niche that the app has utility, and all climbing smartphone users must have the opportunity to use it. It is now a bad business model to release to only one platform. This is in part due to the web becoming accessible to viewers on all forms of mobile devices. This has elevated the expectations of users as a result. Advantages also include a larger reach, and simpler marketing. This means there is no need to segment the software to target only one group of users.

The current global market share of Android devices is 80% and iOS only holding about 15% with all the others making up about 4%. The projected figures for 2018 show Android and iOS holding steady while Windows Phone will increase to 6.4% from its current 3.5% share. The need for a Windows Phone version can be met with a release in the next few years if the app proves to be a success.

A more recent article states that as Android reaches 85% of the market share of iOS drops to 12%, the owners of iOS devices are seven times more active on mobile apps than Android users according to net data. With more active users, it makes sense to target the iOS market just as much as Android due to more possible revenue opportunities for those using the app frequently.

“iOS users are seven times more active than Android users”

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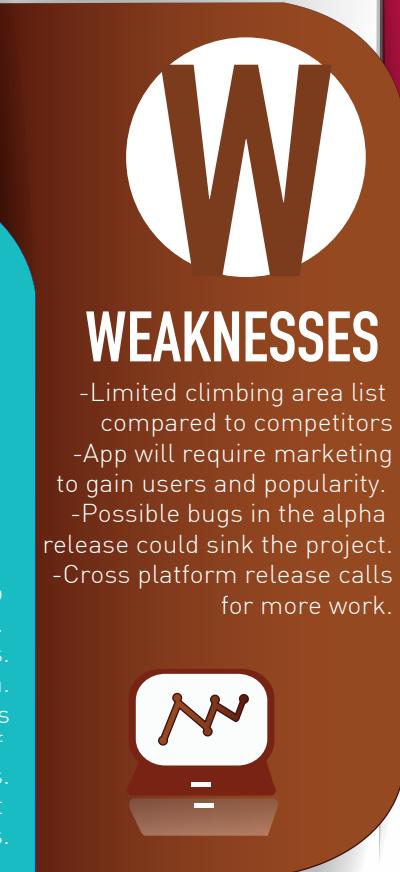
COMPETITIVE ANALYSIS

ClimbOn SWOT Analysis:



STRENGTHS

- Real time view of proximity to desired location.
- Ability to add areas and pictures.
- User incentives to upload area information and photos
- Area ratings and comments of current conditions.
- Cross-platform deployment opens up marketing channels.



WEAKNESSES

- Limited climbing area list compared to competitors
- App will require marketing to gain users and popularity.
- Possible bugs in the alpha release could sink the project.
- Cross platform release calls for more work.



- Become more familiar with needs of climbers through user feedback.
- Allow users to add to the database of climbing areas.
- Sponsorship opportunities.
- Developing the app in a town full of climbers.



THREATS

- Users not relying on comments and ratings as much as established apps.
- Other apps available with similar features available.



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COMPETITIVE ANALYSIS

Mountain Project SWOT Analysis:



STRENGTHS

- Extensive list of climbing areas.
- Has a news page.
- Offline capabilities with ability to download maps.
- User reviews and photos.



WEAKNESSES

- Need to download lots of data for each area.
- Not user friendly, pales in comparison to website.
- Offers no navigation.



OPPORTUNITIES

- Could add navigation and become a very useful app.
- User reviews and photos add more to the app as the already large user base grows.



THREATS

- Sponsored by Black Diamond which means the possibility of stronger features being added.
- Already a major resource for rock climbers.



Mountain Project is one of two major competitors. They are a free app that offers access to information on nearly every climbing area in the world. The offline maps require a lot of data storage and the UI is not easy to navigate.

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COMPETITIVE ANALYSIS

Climbing Away SWOT Analysis:



STRENGTHS

- Global list of climbing areas.
- Detailed route information.
- Nice UI that is easy to use.
- Climb grade converter.
- Offers maps to some areas.



WEAKNESSES

- French origin code creates issues with translation.
- Requires an active internet connection.
- Missing many popular areas.



OPPORTUNITIES

- Increase in users could lead to corporate sponsorship which would fix issues.
- Free app means it could attract more users than competitors.



THREATS

- Has a map with feature to give driving directions.
- If trail navigation was added it would become an even larger threat.



Climbing Away is the second competitor. It was developed in France, making for a few issues with translation. It is also a cross-platform app that is offered for free.

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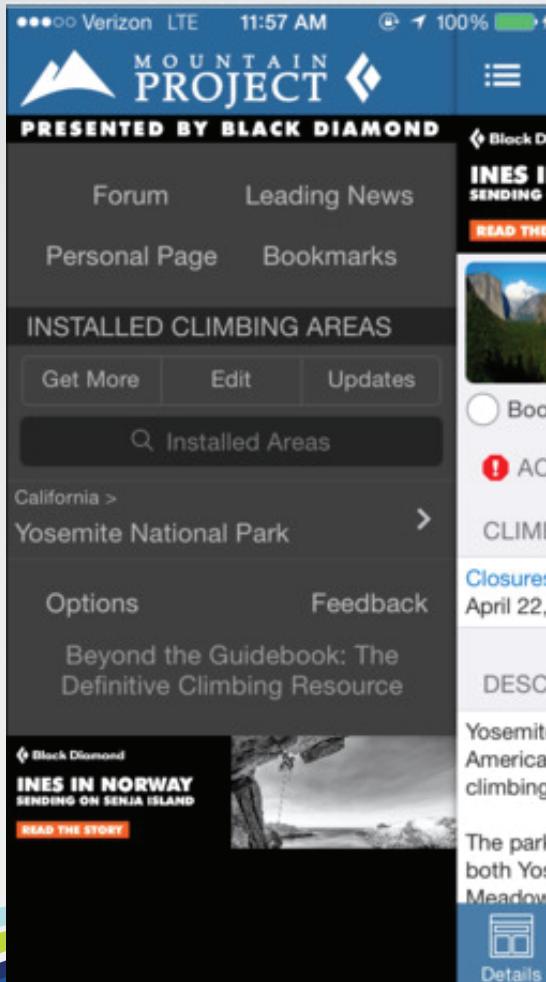
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COMPETITIVE ANALYSIS

SCREENSHOTS OF COMPETITION:



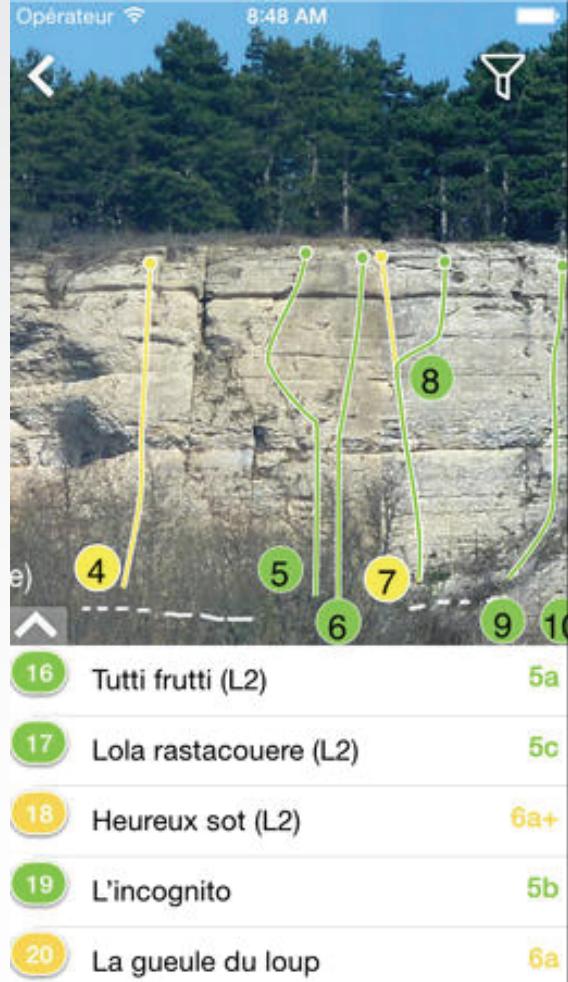
MOUNTAIN PROJECT



A screenshot of the Mountain Project mobile application. The top bar shows signal strength, Verizon LTE, time (11:57 AM), battery level (100%), and a navigation icon. The main header features the Mountain Project logo and "PRESENTED BY BLACK DIAMOND". Below the header are two tabs: "Forum" and "Leading News". Underneath are "Personal Page" and "Bookmarks". A section titled "INSTALLED CLIMBING AREAS" includes "Get More", "Edit", and "Updates" buttons, followed by a search bar with "Installed Areas". The main content area shows "California > Yosemite National Park". At the bottom, there's a "Options" button, a "Feedback" button, and a banner for "INES IN NORWAY SENDING ON SENJA ISLAND" with a "READ THE STORY" button.



CLIMBING AWAY



A screenshot of the Climbing Away mobile application. The top bar shows "Opérateur" and time (8:48 AM). The main view shows a photograph of a rock face with several climbing routes outlined in green and yellow. Numbered circles (4, 5, 6, 7, 8, 9, 10) mark specific climbing problems. Below the photo is a list of climbs with ratings:

16	Tutti frutti (L2)	5a
17	Lola rastacouere (L2)	5c
18	Heureux sot (L2)	6a+
19	L'incognito	5b
20	La gueule du loup	6a

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