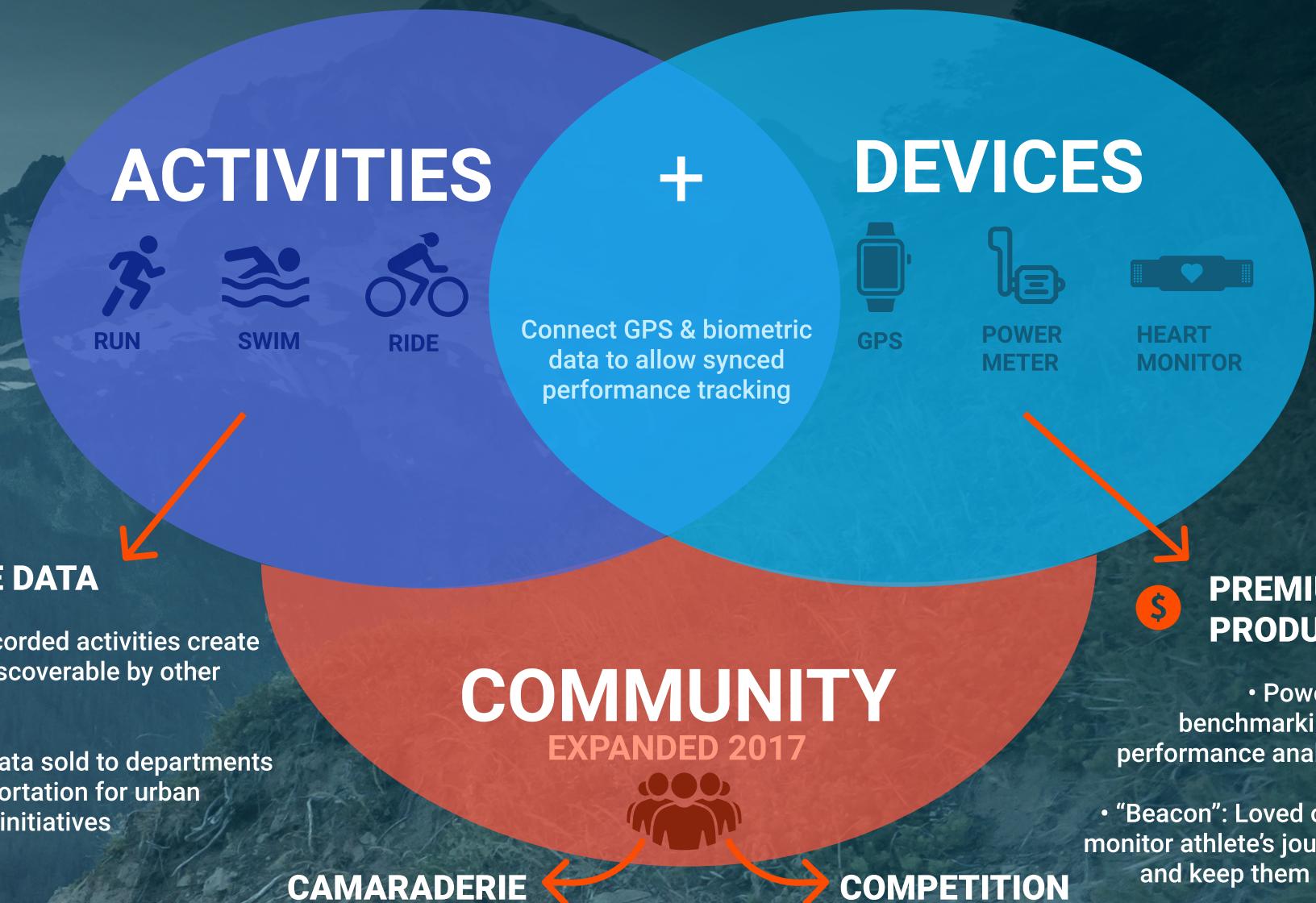




STRAVA™

In 2009, college athletes and co-founders Mark Gainey and Michael Horvath harnessed the new accessibility of GPS devices and the power of social media to create a unique platform for athletes.

With Strava, athletes can analyze data across their activities synced from multiple training devices and receive recognition from their community.



- CAMARADERIE** ← → **COMPETITION**
- Friends give kudos & comment on activities
 - Athletes find & attend meetups sponsored by brands
 - Leaderboards [King/Queen of the Mountain] rank athletes’ segment completion by times
 - “Suffer scores” qualify athlete’s activity by average heart rate