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Kock,Yoshua Y.G.

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To: bob@monk.nl

Fri 10/11/2024 5:21 AM

Hello Bob,

I am a student from Fontys, one of the semester 2 students who is going to work with Monkshop for this media campaign. I am sending this e-mail for questions my group and I had to get things clear. Here are the questions:

What do you need for outdoor climbing?
 What do you watch out for when outdoor climbing?
 Is there a map or guidebook outdoor climbers are able to get access to? If so, where do climbers get these maps?
 What are issues climbers encounter with outdoor climbing?
 What are the most common hotspots in Eindhoven for outdoor climbing?
 Are there any kind of coaching or training that takes place before going outdoor climbing?

We will most likely be coming by Monday to see things in person. Is there anything we would need to pay for if we want to come inside?

Best regards,
 Yoshua

B

Bob van de Ven <bob@monk.nl>

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To: ☺ Kock,Yoshua Y.G.

Fri 10/11/2024 9:50 AM

Hi Yoshua,

I'll answer them for you. You can come by Monday, you don't need to pay. How big is the group you're coming with?

What do you need for outdoor climbing?
 First of all, you need your usual climbing essentials like climbing shoes, chalk and a brush. You also need a crash pad to jump or fall on, which you don't need in an indoor gym because there's already a big mat underneath the walls.

What do you watch out for when outdoor climbing?
 -Landing when falling or jumping, landings are almost never flat
 -Rock that breaks from applied pressure, or that falls from above
 -Skin injuries. You're not climbing on soft plastic when outside, rock can tear you up
 -The usual stuff when in nature. Overwhelming weather and other naturally occurring events like lightning, heavy rain and flooding, avalanches, etc.

Is there a map or guidebook outdoor climbers are able to get access to? If so, where do climbers get these maps?
 Yes, they are normally books called topo's. People buy those books before going on a climbing trip, also at our shop. Most bought examples are: 5+6 Topo's from Bart van Raaij, and the Jingo Wobbly Font Bloc series.

What are issues climbers encounter with outdoor climbing?
 I've never gone outdoor climbing myself, so there might be issues I'm not aware of besides the things I wrote for the second question. Maybe you should research this a bit on reddit for example, or ask Guido.

What are the most common hotspots in Eindhoven for outdoor climbing?
 There are no outdoor climbing area's in the Netherlands, maybe some buildings or rocks that people use, but no actual area's. Climbers usually go to Belgium, France, Germany, England or Scandinavia. Fontainebleau in France is the most popular area.

Are there any kind of coaching or training that takes place before going outdoor climbing?
 Not really. There are probably people that offer coaching services, but I personally never heard of someone using this.

Hope this helps!
 Best,
 Bob van de Ven
 Manager Monkshop
 t +316 24512513

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KY

KockYoshua Y.G.

To: Bob van de Ven <bob@monk.nl>

Mon 10/14/2024 6:54 AM

Hello Bob,

Can we have a pdf of Monk's brandguide? It is for the purpose of our ideas fitting with Monk's brand identity.

Best regards,
Yoshua

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B

Bob van de Ven<bob@monk.nl>

To: @ KockYoshua Y.G.

Tue 10/15/2024 6:56 AM

Hi Yoshua,

I asked around for you, but unfortunately we don't really have a documented brandguide. There is a strong identity and brand idea, just not on paper. I asked Ella (Head of Marcom) to make a draft of it. She'll do so this week.

Best,
Bob van de Ven
Manager Monkshop
t +316 24512513

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KY

KockYoshua Y.G.

To: Bob van de Ven <bob@monk.nl>

Tue 11/19/2024 6:35 AM

Hello Bob,

I am one of the students at Fontys tasked with the media campaign and development project for Monkshop. To get started on the development part, I wanted to ask about what are really the essential parts of a climbing shoe that should be looked at before purchase. I don't know how the process goes with buying climbing shoes but I feel like it's more than just the size and price. I wanted to know, from customer purchasing experience, what are the details a customer should look at. Perhaps the material of the soles or what level the shoes are for (so for beginner and/or advanced climbers), more of these kind of specifics I would like to know of to really get more insight on what I can show and tell on our development work for the climbing shoes.

I am eager for your response,

Yoshua

B

Bob van de Ven<bob@monk.nl>

To: @ KockYoshua Y.G.

Mon 12/2/2024 7:56 AM

Hi Yoshua,

I've been away on holiday, hence my late response. I'll try and help you, hope it's still useful.

You normally buy climbing shoes based on your climbing level. The anatomy of a climbing shoe is quite complex. There are many factors that determine the purpose of the shoe. Beginners will have other needs than experienced climbers. I'll list the most important aspects besides price, and how they translate to climbing level.

- **Fit.** They are shoes with a narrow fit or wide fit. Depending on the shape of your feet, this is something to take into account when making a choice.
- **Rubber.** There are degrees of flexibility of the rubber. Flexible rubber gives you more grip on flat surfaces, where stiff rubber gives you more support on small holds because the shoe doesn't bend as much. This isn't really linked to climbing level, but more to preference and/or intended use.
- **Aggressiveness.** An 'aggressive' shoe is a shoe that has a "downturned" shape, so a curved sole. Shoes with a highly downturned shape are built with a focus on performance, usually superseding comfort. These shoes are therefore used by experienced climbers. The downturned profile (arches your foot into a 'hooked' shape, forcing your toes into a curled position. Putting your feet in this position offers climbers two main benefits: They are excellent for overhung walls and roof climbs with small edges and pockets as the curved shape of the shoe allows you to hook and claw at these features much more easily than if your feet were in a neutral position. The other big advantage of these shoes, with their asymmetric shape, is that they allow for maximum power transfer to your toes. The Unparallel TN Pro is a good example of an aggressive shoe. Beginning climbers are still figuring out how much they like the sport, and are less willing to sacrifice comfort. They will most likely shoe with a flatter shape that somewhat feel like normal shoes. These shoes are also a lot cheaper.
- **Vegan.** Many climbers care a lot about nature and sustainability, and therefore choose "vegan shoes", which are shoes that don't use any animal-derived materials like leather.
- **Laces or velcro.** Just preference I guess. Most people choose velcro so there's no laces hanging about.
- **Size.** Not an aspect about a shoe for a customer to make a choice on, but for you guys it's good to know that for some shoes it's advised to downsize 1 or 2 sizes, and for some shoes it's advised to keep your normal size. You can find this information per model on our website.

Hope this helps, let me know if you have further questions.

Best,
Bob van de Ven
Manager Monkshop
t +316 24512513

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