

FREE YOUR ENDORPHINS

 ndomondo

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**We will make your  
sports experience  
more fun!**



- 
- A group of runners participating in a marathon on a tree-lined street. The runners are wearing various athletic gear, including t-shirts and shorts. Some runners have bib numbers visible, such as 5134, 5139, and 4364. The background shows lush green trees and a clear sky.
- Flexibility is an important factor
  - Use of technology
  - Trend towards spending more time within communities

A group of runners participating in a marathon on a tree-lined street. The runners are wearing various athletic gear, including t-shirts, shorts, and running bibs. The background shows lush green trees and a clear sky. The text is overlaid on the image.

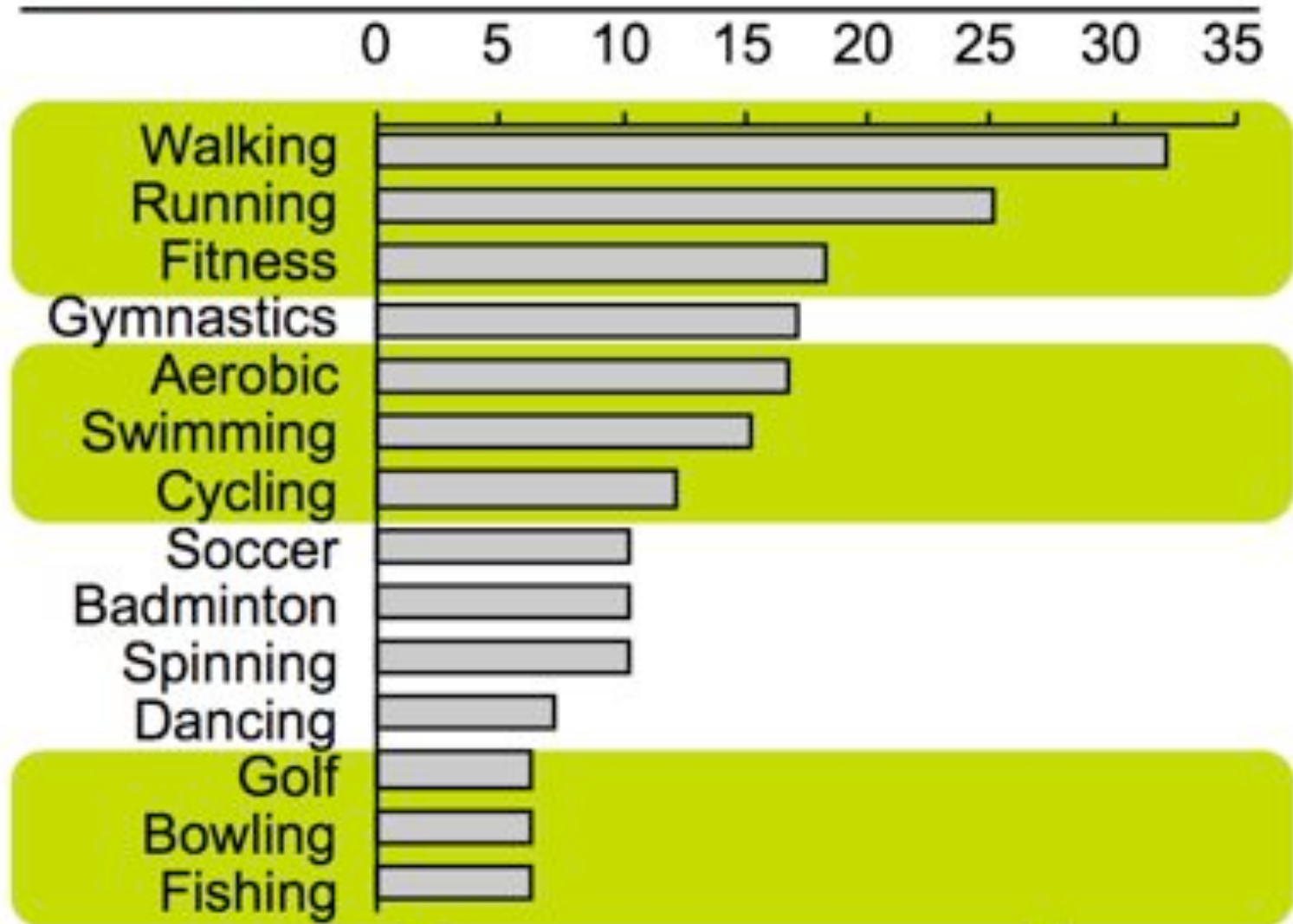
- **Flexibility is an important factor**


- Use of technology

- Trend towards spending more time within communities

## Top 15 sport activities among adults

Per cent



A group of runners participating in a marathon on a city street. The runners are wearing various athletic gear, including t-shirts, shorts, and running bibs. The background shows trees and a clear sky. The text is overlaid on the image.

- Flexibility is an important factor

- **Use of technology**

- Trend towards spending more time within communities

# Historically, technology within the sports industry is somewhat absent

1970's

## Major changes in general technology



2010



## Minor changes in sports



## SPORT

Gearing up for gold | Technological innovations at the Winter Games



#### Edge too far

Any Williams of Great Britain won a gold medal as women's skeleton wearing a controversial helmet with ridges across the back.

#### Conehead attack

Elizabeth Denklinger of West Germany wore a new streamlined crash helmet in the 1976 luge competition.



#### Skating on Eggshells

Jung Su Lee of South Korea, shown here competing in the women's 1,000-meter mass start race in Vancouver, wears a new speed skating suit with ultra-sleek eggshell textured fabric.

Left: Photo by the European PhotoPress Agency; (Bottom) Reuters; (Second) Associated Press; (2)



#### A Porsche on skis

Helen Uppert of Canada's women's bobsled team won a silver medal in a new high-tech \$200,000 sled.



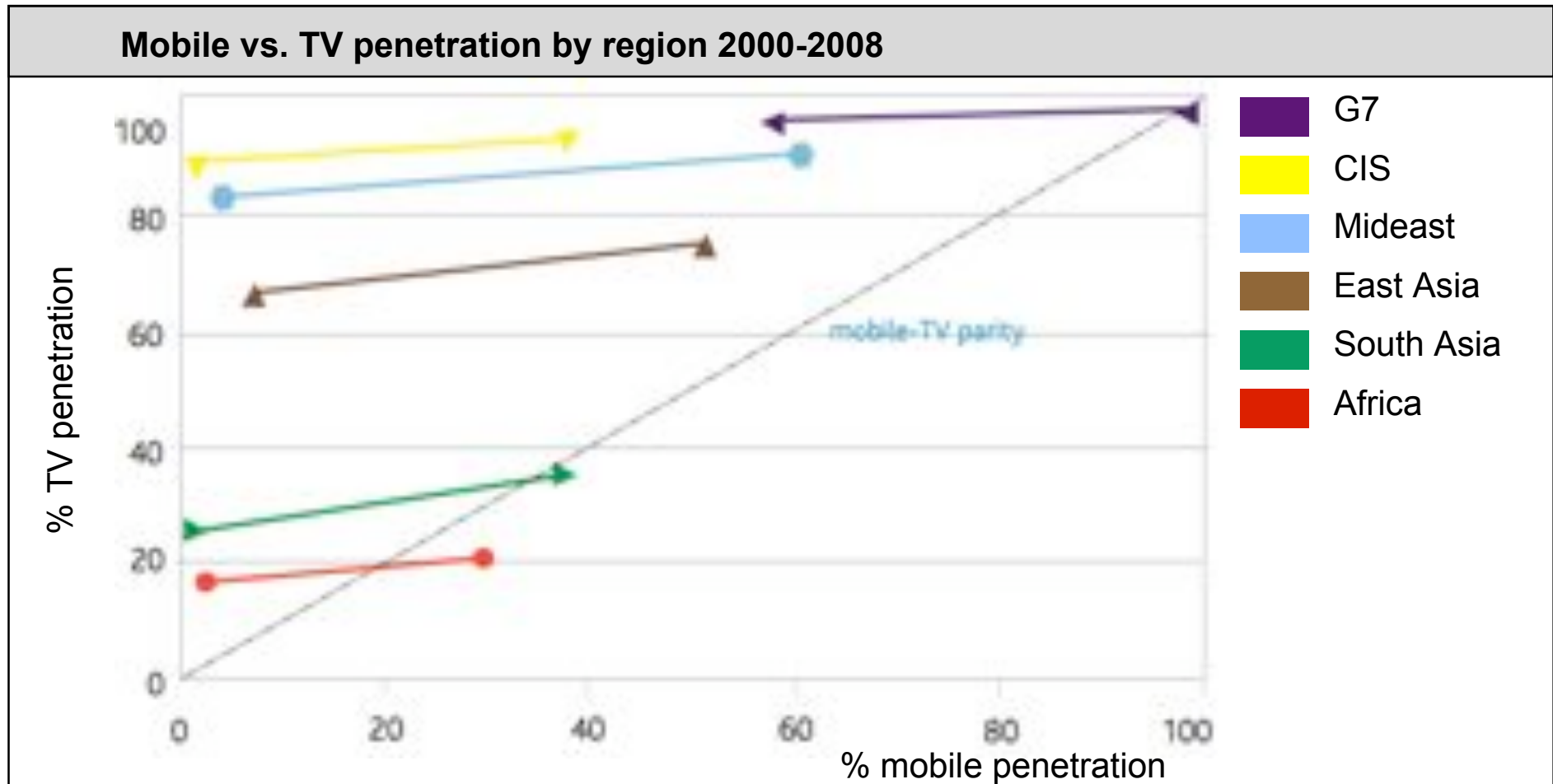
#### Stiff upper lips


Lindsey Vonn of the U.S. has a computer chip in her skin that works with piezoelectric fibers to stiffen them in turns—improving overall speed.

## The Olympics of engineering

From heart monitors to translucent suits, Winter Games come down to who has better gear

# Mobile phones will be the most important media platform of our time



A group of runners participating in a marathon on a tree-lined street. The runners are wearing various athletic gear, including t-shirts and shorts. Some have race bibs visible. The background shows lush green trees and a clear sky. The overall scene is bright and active.

- Flexibility is an important factor

- Use of technology

- **Trend towards spending more time within communities**

# Clear Internet trend towards spending more time on communities and within communities, on more specialized sites

## Pageviews in US\*

Billions, percent

## Examples

100% =

~95

~140

~150

Content

28

23

19



The New York Times

Commerce

28

27

25



amazon.com

Communications

23

19

19



msn Hotmail

Search

12

11

10

YAHOO! SEARCH



Community

9

20

27



2005

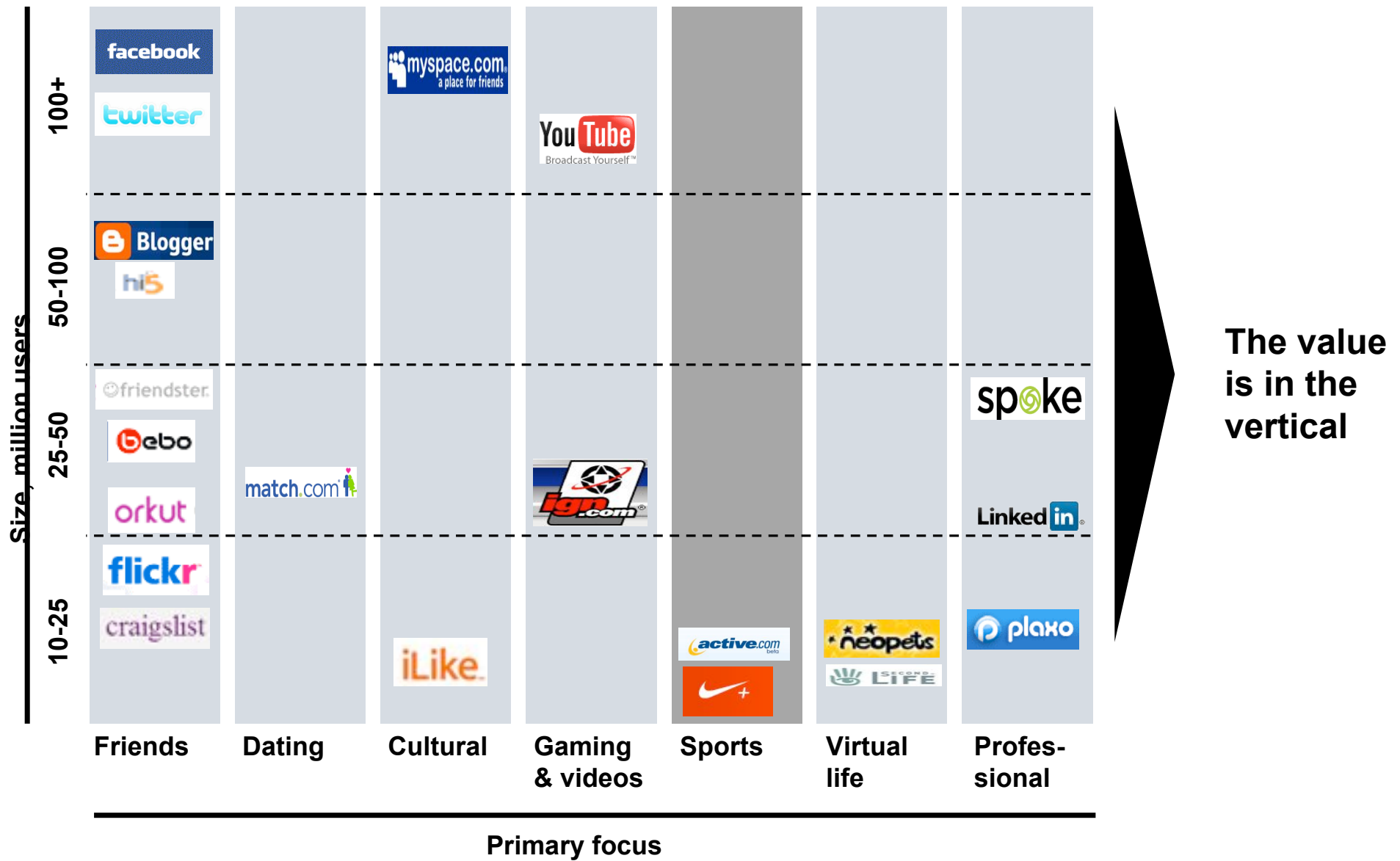
2006

2007

\* Amongst top 100 websites in the US

# Virtual communities are all over the place....

## Community landscape



..and they offer real value to their users

### Consumer value add



Facebook

- Makes it easy to stay in touch and keep yourself updated on especially your casual contacts



Flickr

- Makes it easy to share photos/experiences with the world



YouTube

- Makes it easy to video broadcast your life and share it with the world



Twitter

- Makes it easy to follow people's status updates

**Common denominator**  
Fundamentally, they provide a services that get better the more people that use them

## The Endomondo user wants...

- to be more active
- flexibility
- social interaction
- to be identified as being active

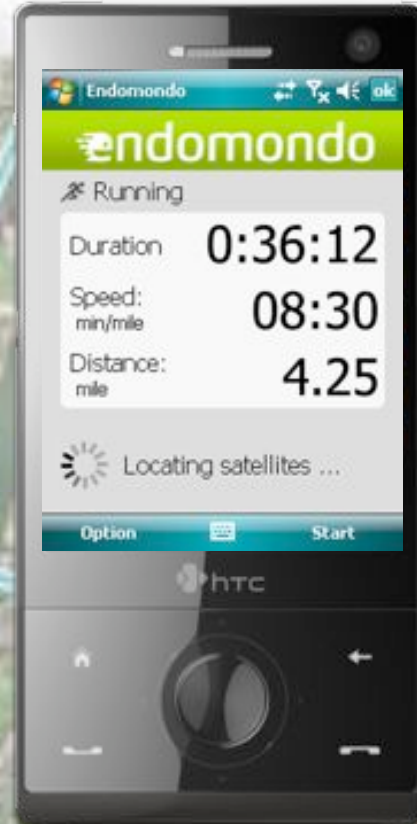
## Endomondo makes the individual more...

**motivated to be active,...**

... through **user-generated competitions...**

...and ability to **broadcast his or her performance**

MAP



### Endomondo works on following devices:

- Phones running on Symbian (e.g., Nokia)
- Phones running on Windows (e.g., HTC)
- Phones running on Android (e.g., HTC)
- iPhone
- Sony Ericsson phones (Symbian & Java app.)
- Nokia S40 phones (Java)
- GARMIN watches



App Store





## DOWNLOAD MOBILE APPLICATION

Type in your phone number including country code, examples:

UK: +447709654321, US: +19641541234, DK: +4512345678, ES: +34611234567

Send download link to this phone:



Nokia E71

Choose brand:



5800 XPress Music



6110 Navigator



6210 Navigator



6220 Classic



6710 Navigator



6720 Classic



6730 Classic



ES2



E66



E71



E75



E90

MAP

enter place to find

Map

Satellite

Hybrid



## SUMMARY

All sports 

You have tracked: 3346.83 km

Your average speed is: 13.8 km/h

You have 683 workouts.

## CHALLENGES

You are currently competing in 9 ongoing challenges. The ones closest to end date are:

First to 3000 Km all sports with  
Avg speed more than 80km /h  
End date: unlimited

Most km (Cycling, sport)  
End date: unlimited

Most km (Running)  
End date: unlimited

Fastest 5 km (Running)  
End date: unlimited

First to reach 100.0 km (Running)  
End date: unlimited

Endomondo - All time fastest 500  
End date: unlimited

First to reach 250 km (Walking)  
Open for all

## NEWS



New

Brian Kunding is out running. You can see the workout here.

[Peptalk](#) [Comment](#)



About an hour ago

Esmenoull Psaradakis was out cycling. He tracked 2.98 km in 15m:27s. You can see the workout here.

[Comment](#)



About an hour ago

Jesper Majland was out running. He tracked 7.03 km in 31m:55s. You can see the workout here.

[Comment](#)



2 hours ago

Esmenoull Psaradakis was out cycling. He tracked 8.69 km in 22m:23s. You can see the workout here.

[Comment](#)



2 hours ago

Thomas Stilling Ambus was out running. He tracked 5.00 km in 21m:25s. You can see the workout here.

[Comment](#)



2 hours ago

susanne nielsen was out running. She tracked 33.42 km in 57m:50s. You can see the workout here.

[Comment](#)



2 hours ago

Esmenoull Psaradakis was out running. He tracked 1.00 km in 5m:47s. You

## INVITES



Mette Lykke  
Denmark

Mette Lykke has added you as a friend. Do you want to accept?

[Confirm](#)

[Ignore](#)

[+ Show all](#)

## SHORT CUTS

- + Download mobile application
- + Enter workout by hand
- + Import from Garmin or file

## GLOBAL CHALLENGE





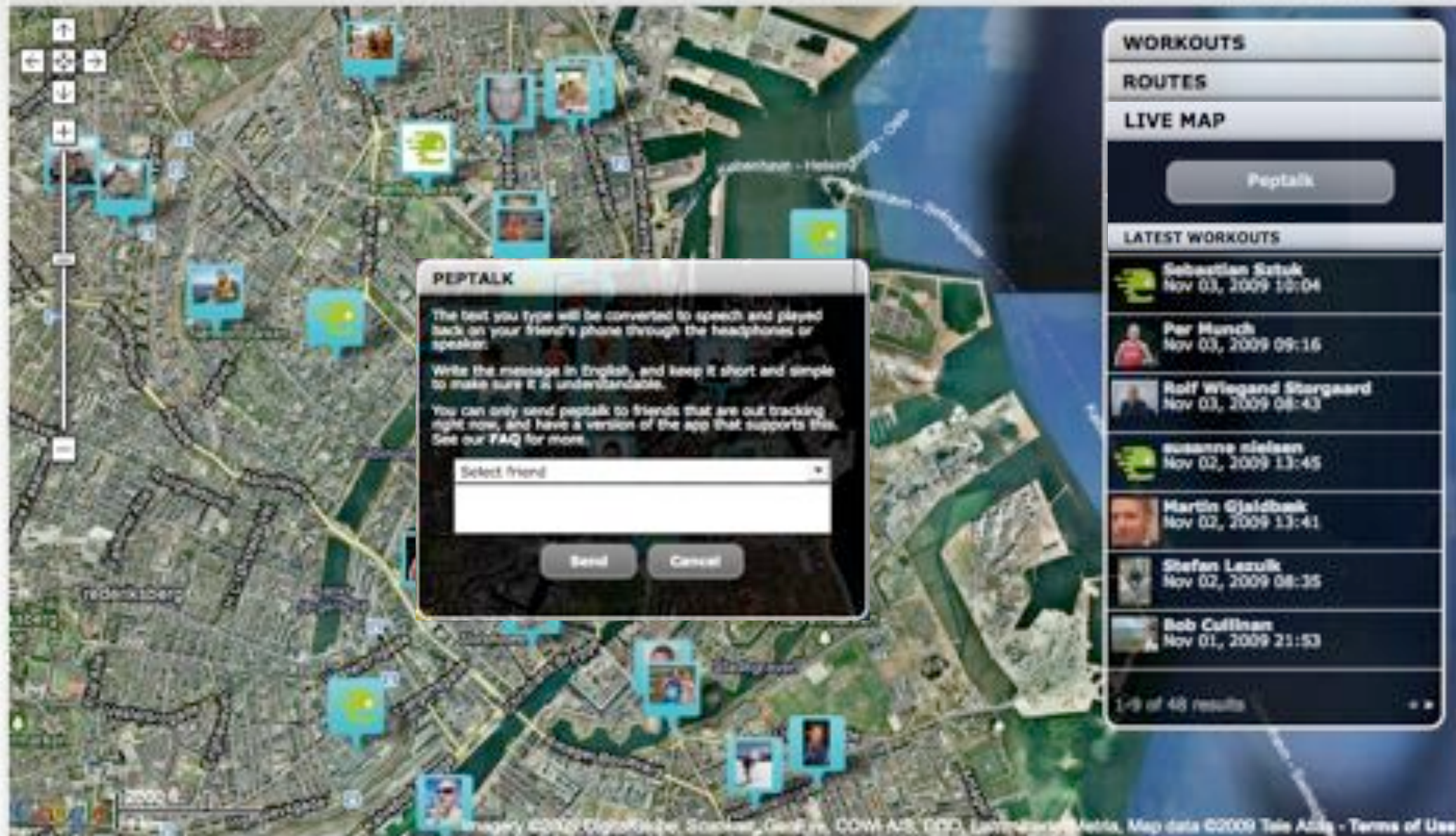
## MAP

enter place to find

Map

Satellite

Hybrid



**PEPTALK**

The text you type will be converted to speech and played back on your friend's phone through the headphones or speaker.

Write the message in English, and keep it short and simple to make sure it is understandable.

You can only send peptalk to friends that are out tracking right now, and have a version of the app that supports this. See our [FAQ](#) for more.








Select friend


**WORKOUTS**

**ROUTES**

**LIVE MAP**

**LATEST WORKOUTS**

-  **Sebastian Satsuk**  
Nov 03, 2009 10:04
-  **Per Munch**  
Nov 03, 2009 09:16
-  **Rolf Wiegand Storgaard**  
Nov 03, 2009 08:43
-  **susanne nielsen**  
Nov 02, 2009 13:45
-  **Martin Gjaldbak**  
Nov 02, 2009 13:41
-  **Stefan Lezuik**  
Nov 02, 2009 08:35
-  **Bob Cullinan**  
Nov 01, 2009 21:53

1-9 of 48 results 





Can we activate both *active* and *inactive* people by using a *mobile device*?

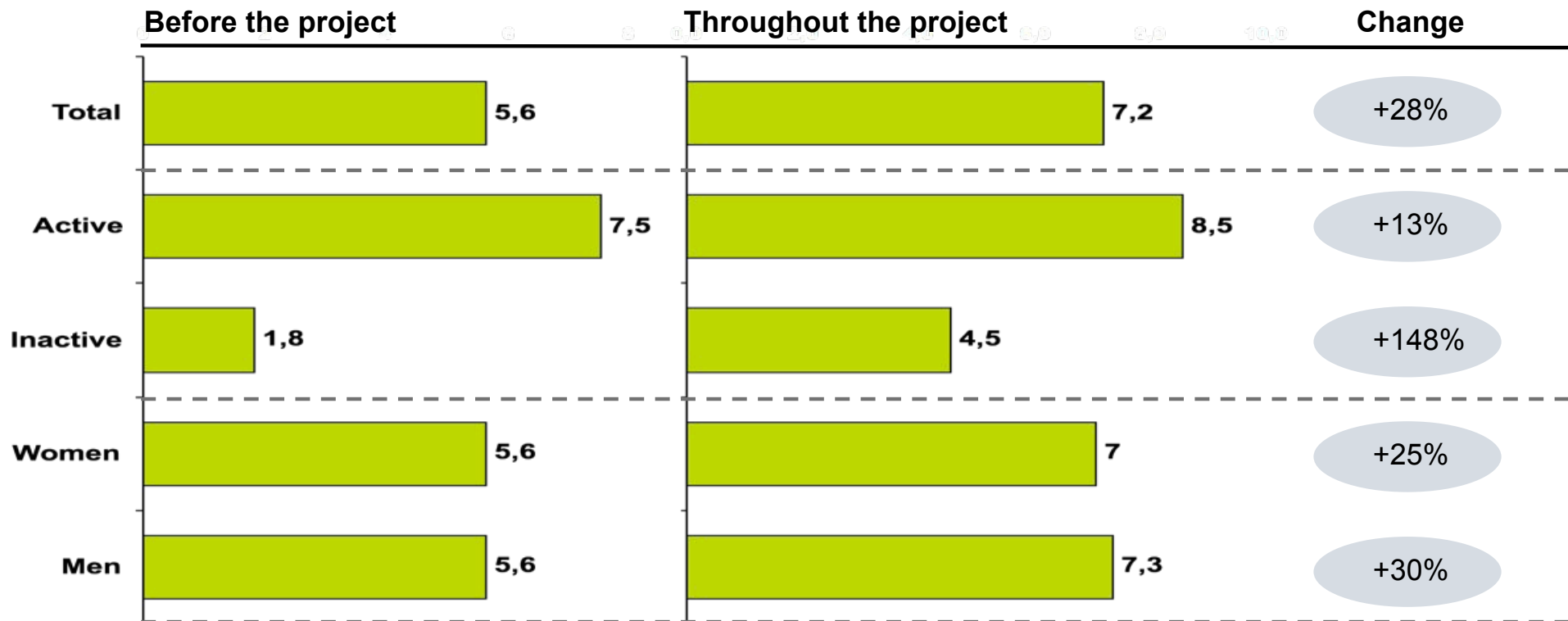
# Endomondo engages both inactive and active people, men and women

Physical activity per week, hours

RESULTS FROM PILOT

120 employees at The Copenhagen Municipality had access to Endomondo for three months

Both active and inactive participants increased physical activity level - inactive by factor 2,5



Note: Based on a project with The Copenhagen Municipality in fall, 2008.

A photograph of three skiers on a snowy slope. The skier in the foreground is wearing a dark jacket and orange pants, holding a ski pole. The skier in the middle is wearing a red jacket and yellow pants. The skier in the background is wearing a dark jacket and dark pants. The background shows a vast, snowy landscape under a clear sky.

**Welcome to sign up at  
[www.endomondo.com](http://www.endomondo.com)**

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