UNIQUE RUNNING EXPERIENCES

http://runnin.city
There are 400 million runners world-wide. If it were a country, it would be the 3rd largest country in the world. It would be bigger than the US and France combined.

And the great opportunity is that the Chinese and Indians are only just picking up running.

So we are talking about a huge, global and affluent market.
The vast majority of those 400 million runners are casual runners.

They find it difficult to motivate themselves in their own city as running is in competition with family time, work & other hobbies.

And when runners are travelling, they never know where to go, which discourages many of them.

So it is difficult to stay motivated both at home and away.

“Runnin’City is one of the 20 essential apps for 2020” - Maddyness
80% of runners live and work in cities.

Runners represent such a large proportion of residents and visitors that cities and their eco-system (hotels, airlines, transport companies, insurance companies, etc.) have to offer them engaging running solutions.

Cities fight against each other in a fierce national and international competition for being the most engaging and nicest city to visit, live and work in.

“We bridge the gap between runners and the city’s eco-system”
“Our mission is to give our users a reason to run”.

We give our users a reason to run through several methods:

1. We **entertain them** thanks to curated touristic tours, fun facts and the description of points of interest along the way.

2. We **challenge** them with distances they are not used to running or steep hills for example.

3. We propose optional **feel good actions** such as picking up some litter on the way.

4. We **reward** them for their efforts. With Runnin’City, they earn points based on their activities. They can then exchange them against goodies, product discounts, free hotel nights, etc.
Runnin’City (http://runnin.city) is a smartphone app with which runners (and walkers) can discover over 200 cities around the world.

Runnin’City guides the user through the city and comments on the points of interest as they run past them.

Runnin’City is a combination of an audio GPS and a digital tourist guide available in 5 languages.

It also now integrates “big data” to improve the customer experience with regard to health and well-being. The most impressive feature being the integration of street-by-street, real-time air quality and allergies data to help users avoid the most polluted and uncomfortable areas.
Runnin’City is a running app that is complementary to other running apps such as ASICS Runkeeper, Nike Run Club or Strava: it focuses on the users’ experience rather than their performance, as we believe that demand for experience is far bigger than the one for performance.

“What you are doing is very smart” - Emilio Risques, director of Innovation EMEA, ASICS (Runkeeper).
Main functionalities

• Tours are free for users.
• Dynamic, vocal guidance as well as guidance on the smartphone’s screen.
• Directions & touristic information available in English, French, Spanish, German, Italian and Dutch* (*for cities in Belgium and the Netherlands only).
• Pedestrian guidance from the user’s location to the nearest point on the tour.
• App available off line (after the map has been downloaded).
• Possibility to simultaneously listen to music (Spotify, Apple Music, Deezer, etc.).
• Possibility to simultaneously use performance running apps (ASICS Runkeeper, Strava, Runtastic, Nike+, etc.).
• Possibility to turn off audio comments.
• Display of metrics such as calories burnt, speed, average speed, ascent.
• Gain of points that can be exchanged against goodies, product discounts.
• Display of 2 sponsors per tour.
• Tours available downtown, in the countryside, forests, mountains, etc.

Options depending upon location

• Display in real time and per tour of pollution and allergies levels and of the weather.
• Integration of the urban Open Data (road works, park openings, water points, street workout stations, etc.).
• Integration of video assisted fitness trails.
Some of our clients

“One of the 20 most disruptive startups in the world that are transforming the way people travel and experience tourism.”
- World Tourism Organisation, (United Nations)
Head Office:
Olivier Lebleu
olivier@runnincity.com
+ 33 6 87 83 69 22
Christophe Minodier
christophe@runnincity.com
+ 33 6 70 00 67 03
Eloise Viricel
eloise@runnincity.com
+ 33 6 72 17 33 19

United Kingdom:
Stéphanie Dawson
uk@runnincity.com
+ 44 7957 362 085

Italy:
Carlotta Giancane
italia@runnincity.com
+ 39 327 676 46 99

Belgium & Luxembourg:
Philippe Pleckspan
belgium@runnincity.com
+ 32 495 50 68 99

The Netherlands:
Sport eXperience
netherlands@runnincity.com

Asia:
Asia SportsTech
asia@runnincity.com

Israel:
Marathons Israel
israel@runnincity.com

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