



Idan Sports Innovation Day
Sport and Technology

**GAME Streetmekka,
Copenhagen**
October 9, 2017

Christian Birk

- M.Sc. in Engineering from DTU
- Previous management consultant, McKinsey & Company
- Previous co-founder and CEO, Endomondo
- **Entrepreneur-In-Residence, NGP Ventures**
- **Founder and CEO, Roster Athletics**
- *Experience from arranging large road running races*
- *Impassioned runner and former elite athlete*

- Endomondo: Key learnings
 - *Find your niche*
 - *Know your customer*
 - *Talent is everything*
 - *Focus and prioritization*
- Sport & Technology: Areas of opportunity

Founded in 2007 by **Mette Lykke, Jakob Jønck** and **Christian Birk**



Endomondo's mission is to **motivate people to become and stay active** by making it more **engaging**, more **social** and more **fun** to exercise!

Product mock-up, November 2007

7 days after inception of company



Name: Ole Olsen
Hometown: Århus
Current position: Madrid
Network
 Running
 University of Copenhagen
 Aalborg Sportshøjskole
 Tennis
 Running trip: *Søerne in Copenhagen*
Contact information
 xxxxx@xxx.xxx

Updates since last log-in

-  Moved to # 3,346 on *Søerne in Copenhagen* ranking
-  Moved to # 37,559 on *Tennis* ranking
-  Your friend Martin Olsen joined network *Aalborg Sportshøjskole*
-  Your friend Peter Petersen has created a squash tournament
-  Your friend Peter Petersen uploaded a movie clip

Personal calendar

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Week 1	1	2	3	4	5	6	7
Week 2	8	9	10	11	12	13	14
Week 3	15	16	17	18	19	20	21
Week 4	22	23	24	25	26	27	28
Week 5	29	30	31	1	2	3	4

Messages



Hey,
 Going for a game of squash tomorrow morning?
 I had a good one at the golf course today...
 Cheers

Friends





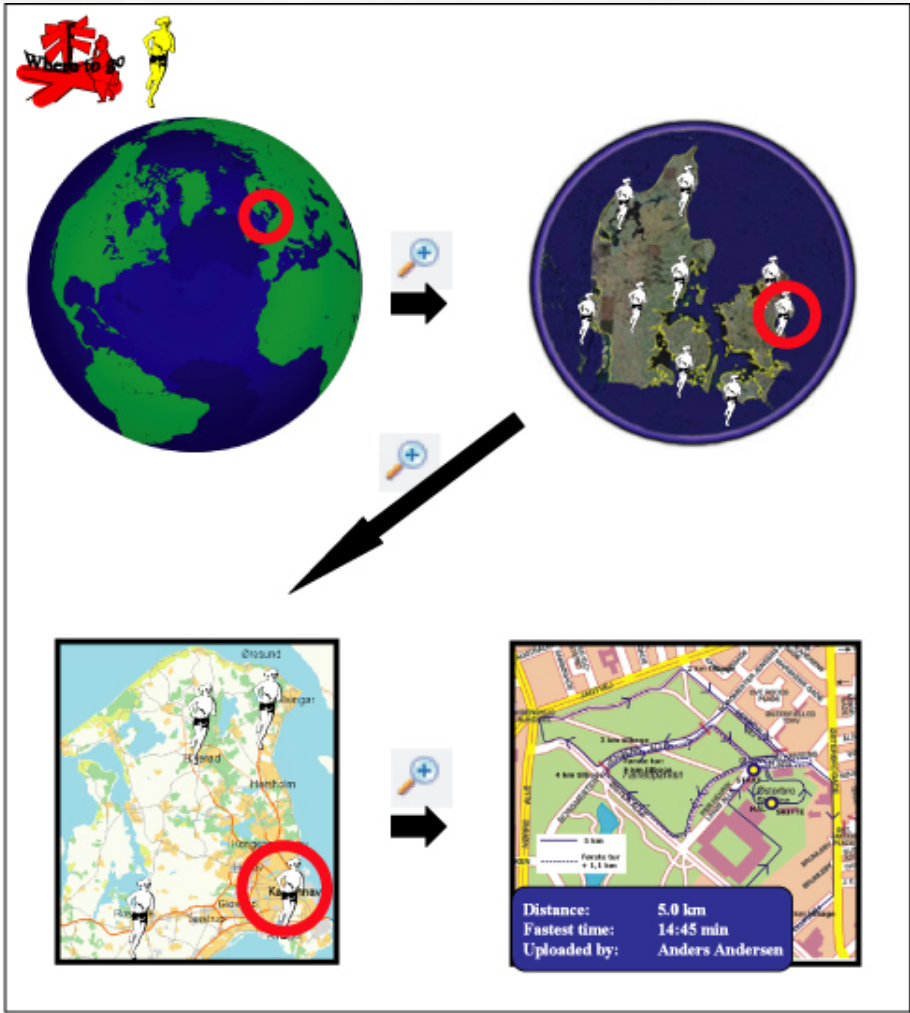






Product mock-up, November 2007

7 days after inception of company



7 years later...

WELCOME TO THE WORLD'S LARGEST DIGITAL HEALTH AND FITNESS COMMUNITY.

FROM THE BRAND THAT CHANGED THE WAY ATHLETES DRESS COMES THE LARGEST CONNECTED FITNESS PLATFORM IN THE WORLD.



MapMyFitness



Endomondo



MyFitnessPal

POWERED BY
UNDER ARMOUR
CONNECTED FITNESS.



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UA RECORD

WELCOME TO UA RECORD™



Numbers from
summer 2014

Endomondo is a global social fitness network with a highly engaged user base



26MM downloads



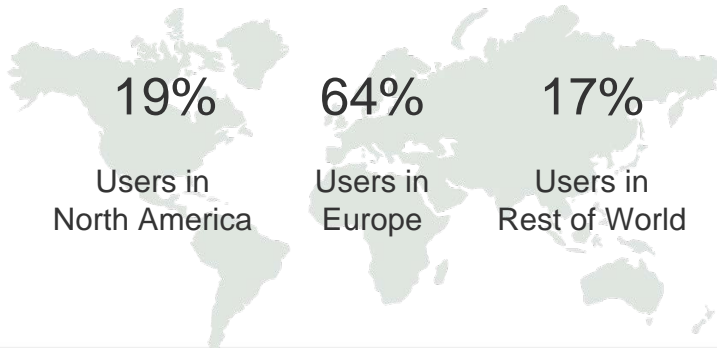
Most popular sports are running, cycling and walking



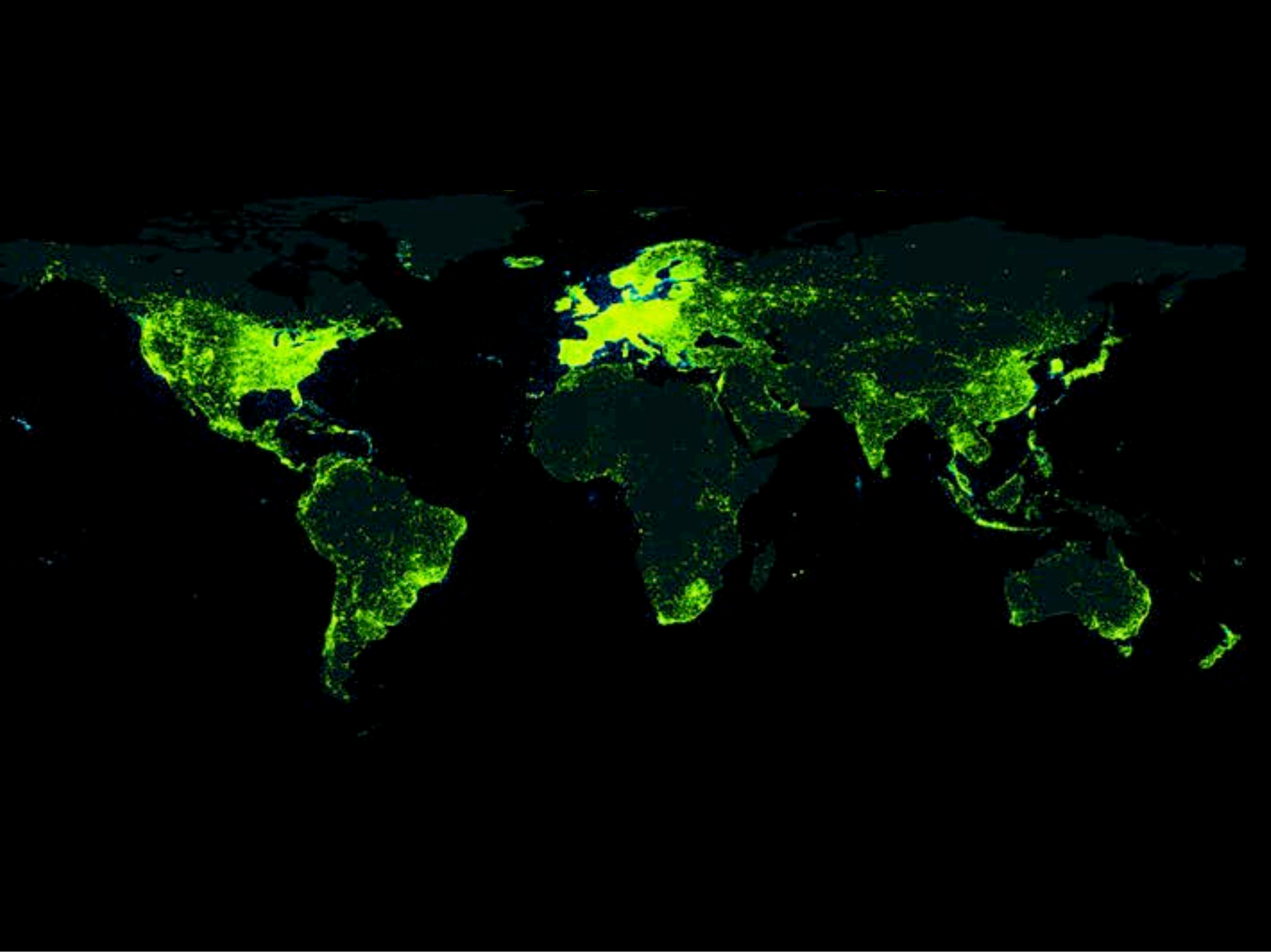
18.5MM registered users



37% are women; 63% are men



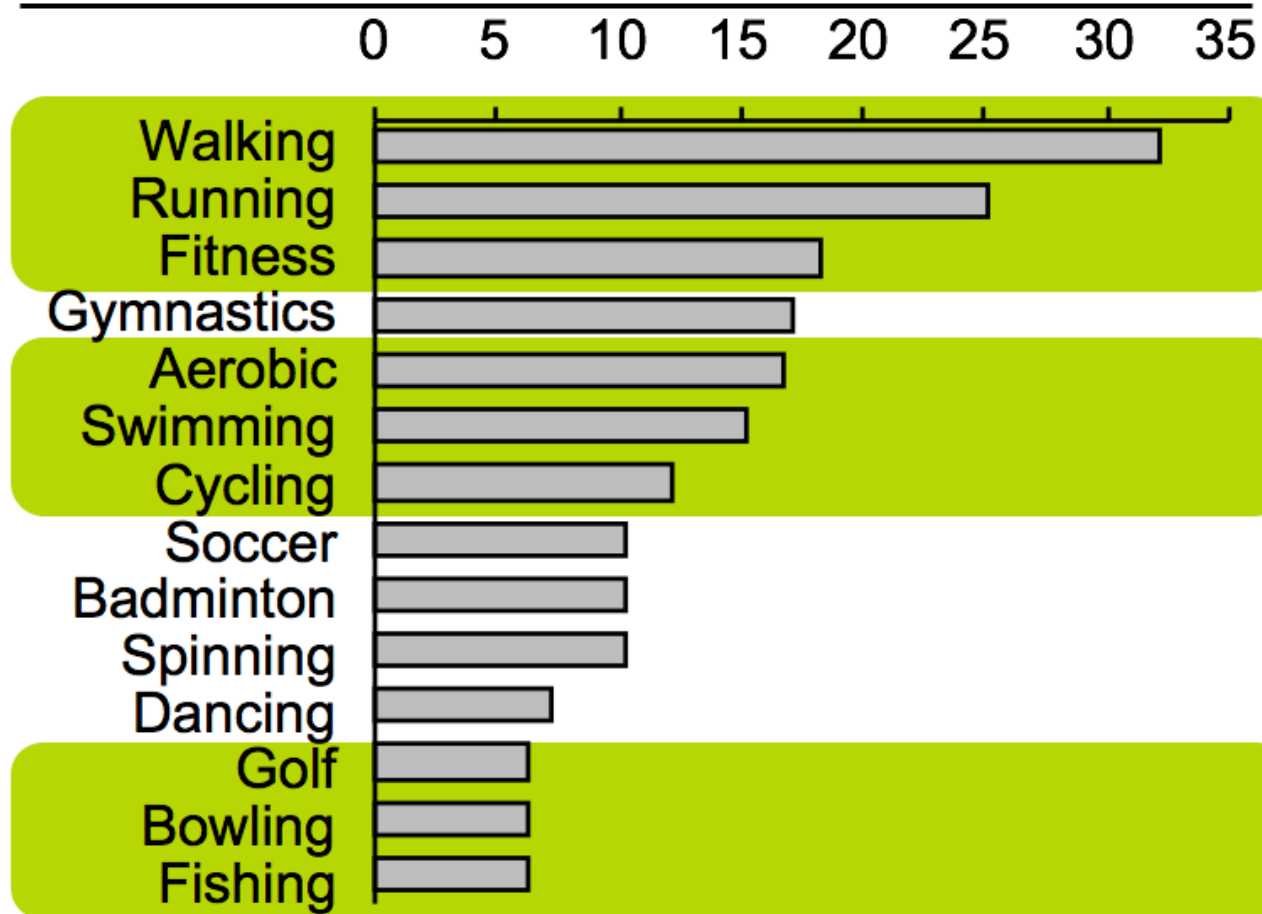
>50MM workouts shared on Facebook



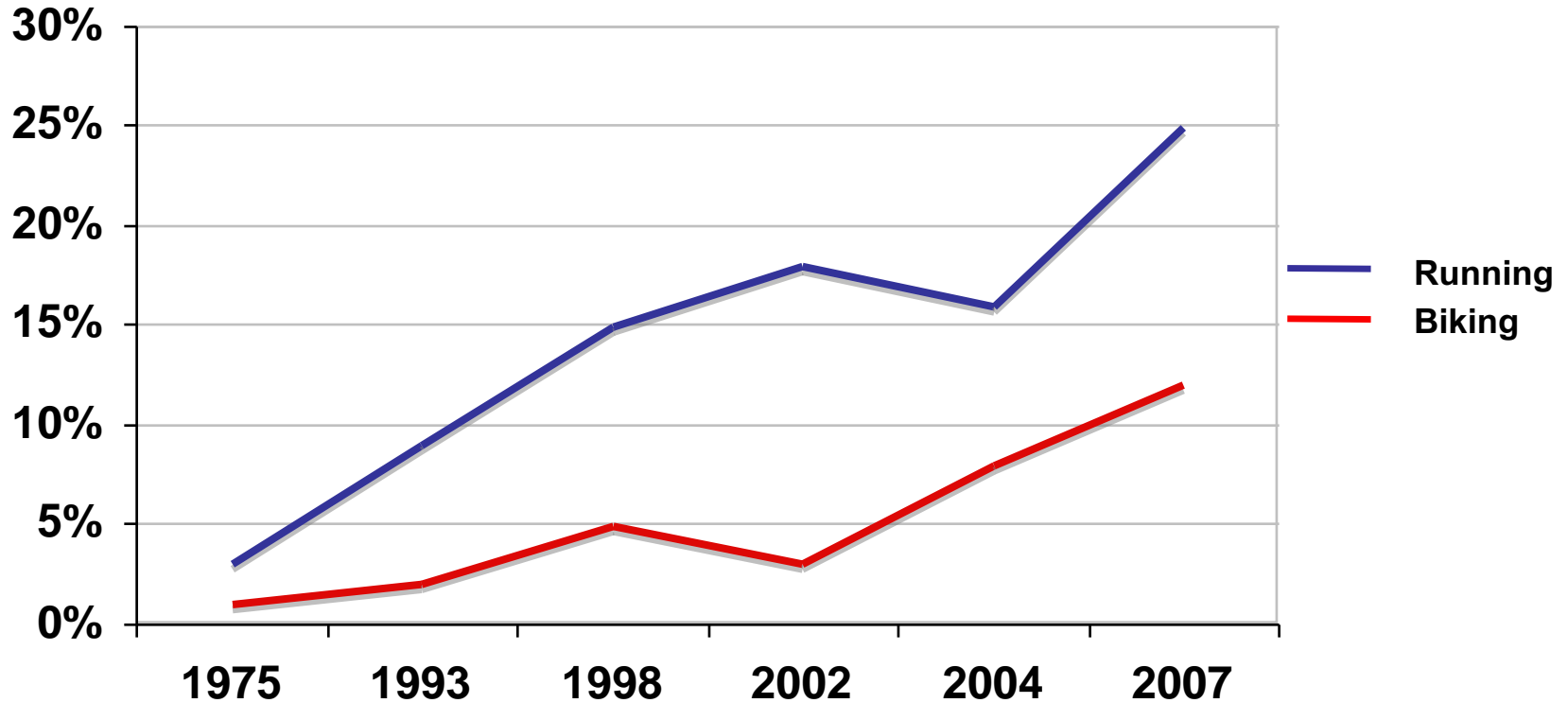
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Top 15 sport activities among adults

Per cent



Share of adult population who are frequently running or biking





RUNNING MOTIVATORS

RUNNERS ARE **MOTIVATED** BY EXERCISE, STAYING IN SHAPE, BEING HEALTHY, RELIEVING STRESS, AND FUN.

PRIMARY REASON TO **START** RUNNING

[22.1%] FOR EXERCISE
[17.3%] WEIGHT CONCERNS
[8.2%] FAMILY/FRIEND ENCOURAGEMENT

- [7.5%] Because I enjoy it
- [7.0%] Competed in school and never stopped
- [6.5%] Needed a new challenge
- [6.2%] To enter a race
- [6.1%] Health concerns besides weight
- [5.7%] To relieve stress
- [3.9%] To get in shape for another sport
- [2.6%] To prepare for a charity fundraising event
- [6.9%] Other

MOTIVATION TO **CONTINUE** TO RUN

[75.8%] STAYING IN SHAPE
[75.8%] STAYING HEALTHY
[63.9%] RELIEVING STRESS
[63.3%] HAVING FUN

- [60.2%] Meeting a personal challenge
- [58.6%] Achieving a goal
- [58.0%] Controlling my weight
- [57.1%] Improving my state of mind
- [52.4%] Improving speed or endurance
- [45.7%] Appreciating nature, scenery
- [45.7%] Being by myself for awhile
- [37.5%] Socializing with friends/family/other participants
- [29.9%] Getting into the natural environment
- [24.2%] Competing against others
- [3.0%] Other

WHAT MAKES NON-RUNNERS **MORE LIKELY** TO RUN

[45.1%] BECOMING FIT ENOUGH SO IT DOESN'T SEEM HARD
[41.2%] INTERESTING PLACES TO RUN
[37.7%] SOMEONE TO RUN WITH

- [34.6%] Overcoming physical limitations/injury or health problems
- [31.4%] More free time
- [28.1%] Performance goal like a race
- [26.8%] Safe places to run
- [22.9%] Having a goal that benefits a cause
- [20.9%] Removing self-consciousness about appearance
- [15.7%] A supportive coach for appropriate level
- [13.1%] Nothing -- will never run
- [1.3%] Psychotherapy -- had bad run experience as a child
- [8.5%] Other

FREE YOUR ENDORPHINS

MOBILE WORLD CONGRESS
15-18 February 2010

Aisle C

ON THE GO

ON THE WEB

- People you hire should be very smart...
- ... be able to get things done...
- ... love to do sports...
- ... and they should socially fit into your team



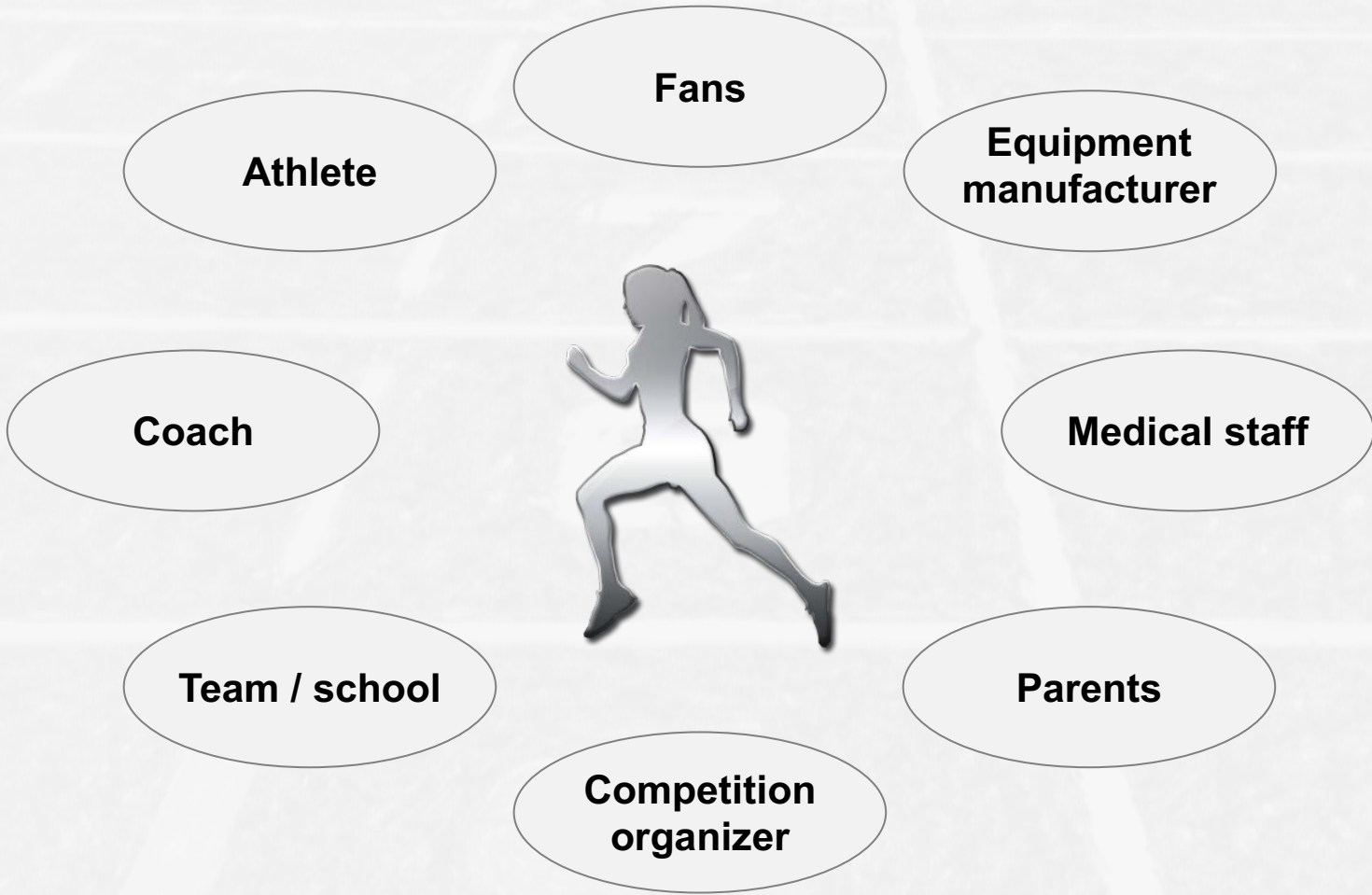


ANDROID



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Sport & Technology: Areas of opportunity



Select technology trends relevant for sports

Location and sensor



Augmented & Virtual Reality



Big Data



Voice Control



Artificial Intelligence



Sport & Technology: Areas of opportunity

fancam

Lifesum



FLOSPORTS



RunRepeat



Athlete

Fans

Equipment manufacturer

LUMO

- Location
- Augmented Reality
- Big Data
- Voice Control
- Artificial Intelligence

hudl

Coach



Medical staff



KITMAN LABS

TRACKWIRED

Team / school

omegawave

Parents

Athlitt

Competition organizer

teamsNAP

ATLETO
#SPORTTOGETHER

ROSTER ATHLETICS




Flash Results, Inc.
each millisecond counts



Thank you!

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 @endobirk

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