

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.

ACTIVITIES







Connect GPS & biometric data to allow synced performance tracking

DEVICES







HEART **POWER** METER MONITOR

ROUTE DATA

- GPS-recorded activities create routes discoverable by other athletes
- Route data sold to departments of transportation for urban planning initiatives

COMMUNITY EXPANDED 2017



CAMARADERIE

- Friends give kudos & comment on activities
- Athletes find & attend meetups sponsored by brands

COMPETITION

- · Leaderboards [King/Queen of the Mountain] rank athletes' segment completion by times
- "Suffer scores" qualify athlete's activity by average heart rate

PREMIUM PRODUCT

 Powerful benchmarking & performance analysis

• "Beacon": Loved ones monitor athlete's journey and keep them safe