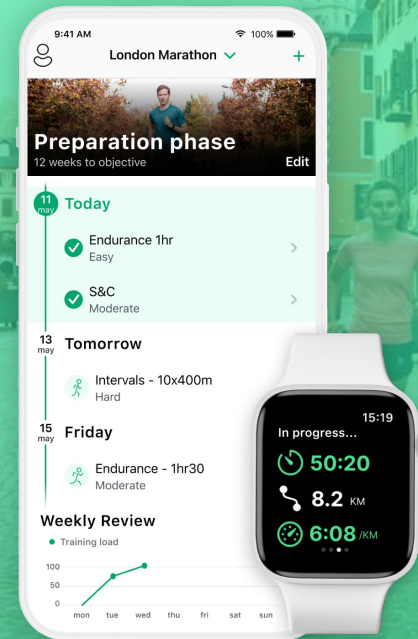


Press Kit

RunMotion Coach

The digital coach for over 800,000 runners, at the pinnacle of running coaching apps in the world



05/2024

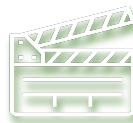
About

RunMotion Coach was **created during a jog** between Guillaume & Roman ADAM. They had an increasing number of friends who were seeking training plans to prepare for their first trail run, to finish a marathon in under 3 hours, or to improve their speed... They were driven to create a service accessible to the masses. **Today, RunMotion Coach is a leader in digital coaching.**



2019 Paris Marathon

To inspire thousands of runners to live their dreams, the cofounder brothers ADAM led the race for 4km.



Cinema

In the movie "Le Bonheur des Uns..." directed by Daniel Cohen, Karine, portrayed by **Florence Foresti**, uses RunMotion Coach to prepare for her first marathon.



OSV
STARTUP PROGRAM



RunMotion Coach has received various innovation awards and is a part of French Tech.

The founders



Romain ADAM

President and Director of Sales

Former Director of a startup accelerator

A national-level runner who has completed in nearly every discipline: track, road, trail, with a marathon **personal best (PB) of 2h34**, and a **finisher of UTMB in 29 hours**



Guillaume ADAM

Director of R&D

Engineer from INSA Lyon, **co-author of scientific publications at CNRS/MIT** on pace prediction in running, and a certified coach.

Member of the French national team, marathon runner (2h23, 1st French finisher at the 2019 NYC Marathon),
Author of *Ma Bible du running, du trail et du marathon* published by Leduc editions



Supported by a team

Of 8 people

In roles involving software development, marketing, communication, community management, audiovisual, business development, and more.

Running, in constant growth



Fulfillment through running

We contribute to the well-being and health of everyone through running.

Each person has a **good reason** to run*.

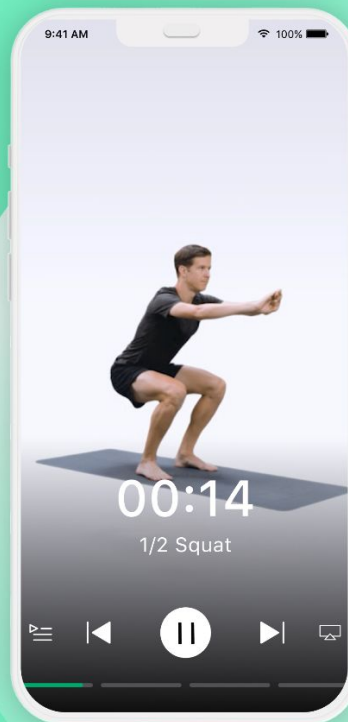
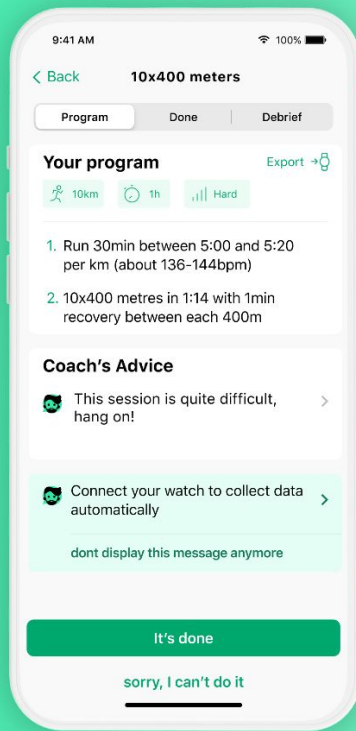
We believe that **each person deserves personalized training**.

RunMotion contributes to **sports in corporate wellness programs and health-oriented sports**: a legacy of the Paris 2024 Olympics

*Reasons include enjoying oneself, sharing moments with friends, colleagues, family; rejuvenating, staying in shape, self-care, and pushing one's limits.

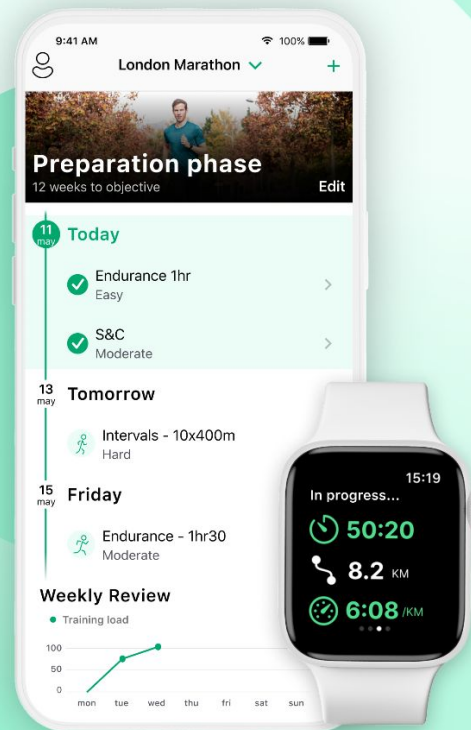
COACH RUN MOTION

Your **PERSONALIZED**
training plan



S&C workouts
Complete and
intuitive

Export your workouts to your
WATCH



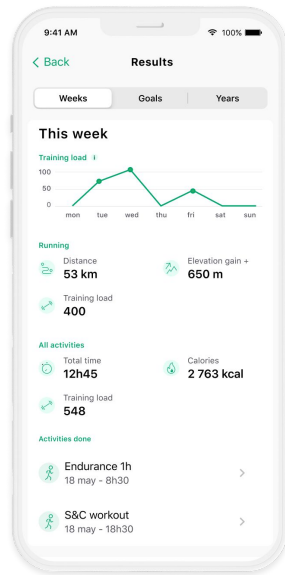
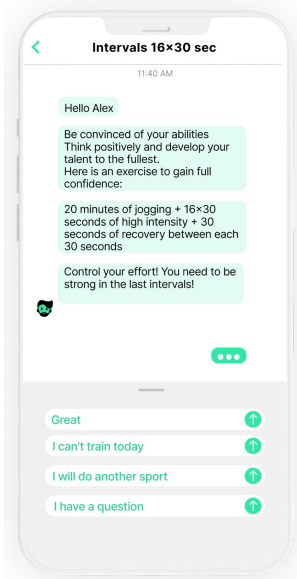
RunMotion Coach app

RunMotion Coach is a sports coach available 24/7, providing a training plan and relevant advice.

Personalized and progressive training plan

Each runner receives a **personalized training plan** tailored to their experience, availability, and desires, thanks to our artificial intelligence

Suitable for all levels and objectives



A motivating coach

Personalized advice on training, nutrition, equipment, well-being, etc.

Choice of digital coach personality: positive, authoritarian, or philosophical

COMPATIBLE WITH
STRAVA

GARMIN

POLAR

SUUNTO
COMPATIBLE

COROS

wahoo

APPLE WATCH

runtastic



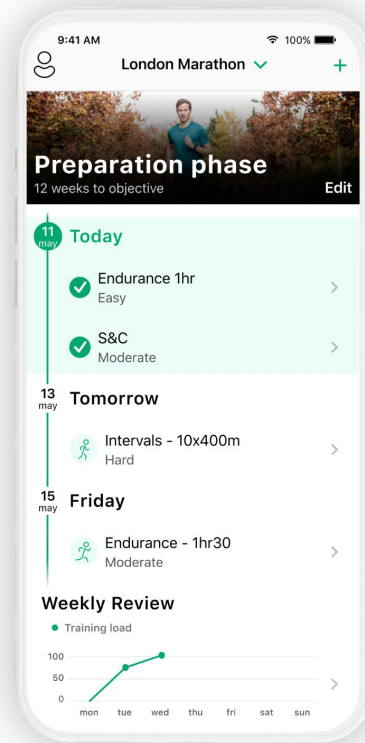
Types of programs

Race and trail running objectives: whether to finish or achieve a specific time

- 5K
- 10K
- Half-marathon
- Marathon
- Trails
- Ultra-trails (from 80km to 160km)

Well-being objectives

- Start running
- Run regularly
- Weight loss
- Quit smoking through running



Freemium model

	Free Version	Premium Version
 Personalized and adaptive training plan: road and trail	✓	✓
 Set multiple goals	✓	✓
 Calculate your training paces	✓	✓
 Import activities from your Garmin, Polar, Suunto or Coros watch, or your Strava or adidas Running app	✓	✓
 Triathlon goals: S, M or L distances	✗	✓
 Export your workouts to Google Calendar and to your Garmin watch	✗	✓
 Progressive training plan	✗	✓
 Change your training plan easily	✗	✓
 Change your training sessions at the last moment	✗	✓
 Find all your statistics	✗	✓
 Calculate your Maximum Aerobic Speed and Endurance Index	✗	✓
 Add interval cycling, swimming and S&C workouts	✗	✓
 Get access to additional modules: Training, running exercises, recovery, nutrition, well-being, sophrology and more.	✗	✓
	Free	From \$9,99 /month

Premium version

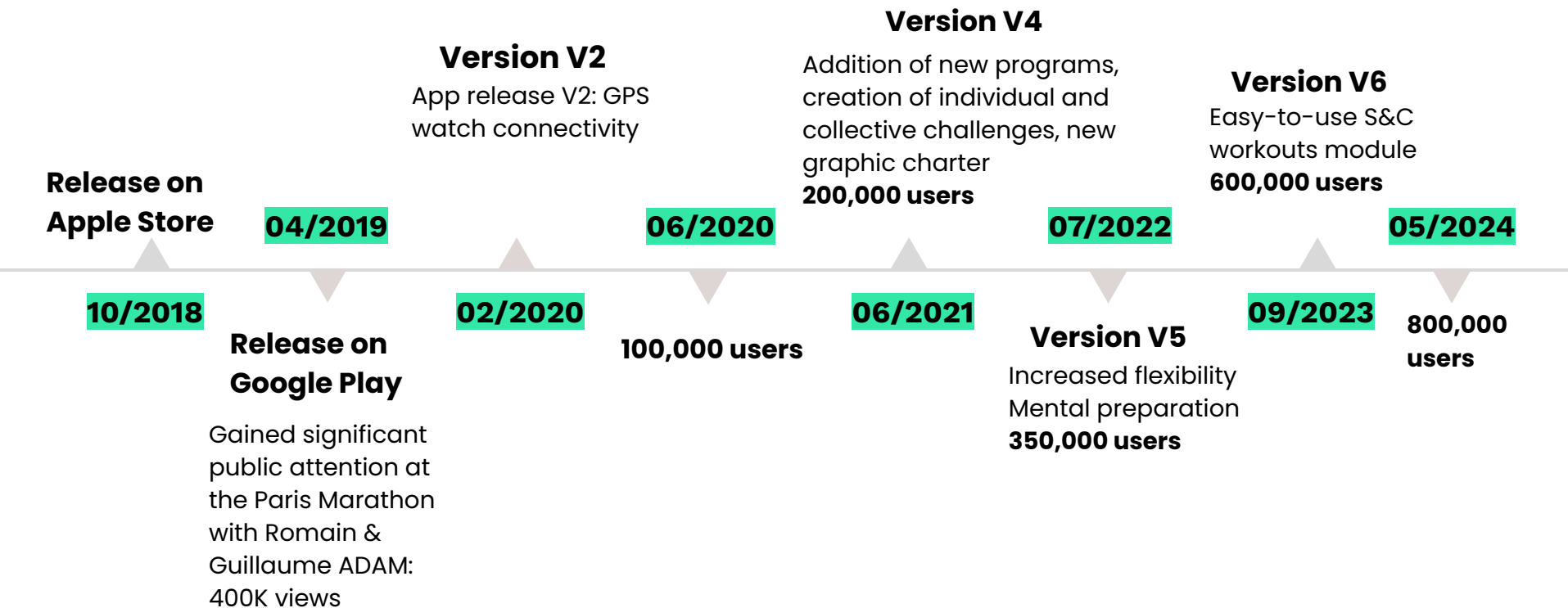
\$17.99 for 1 month

\$44.99 for 3 months

\$119.99 for 1 year

7-day free trial for all new users

Key milestones for RunMotion Coach



Competitive advantages



A relationship with a digital coach via an automated instant messaging system (**chatbot**).

It is the **only app in the sports** sector to offer this.

RunMotion Coach had incorporated sports psychology with the option to choose the **coach's personality**: positive, authoritarian, or philosophical.



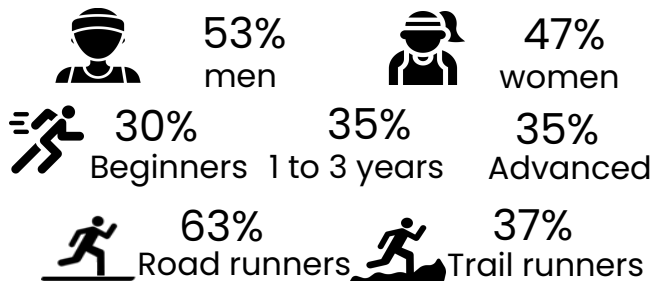
The calculation of training paces is based on a performance precision model developed by a **team from MIT and CNRS**, which included Guillaume ADAM. This model is the most accurate to date and allows for the **calculation of the runner's MAS** (Maximal Aerobic Speed) and endurance based on their race results.

A widely acclaimed innovation



Highly praised by the running community

Our community



Recommended by races



Featured in the media

Average rating on App Stores:

4.6/5.0

based on over 5,000 reviews



Contact

Romain ADAM

Cofounder of Runmotion Coach

romain@run-motion.com

+33 (0)6 21 17 41 63

run-motion.com



Developed in the French Alps

