



Running 20/20 Pitch

Sports Innovation Day, GAME
Street Mekka, Copenhagen

Welcome !

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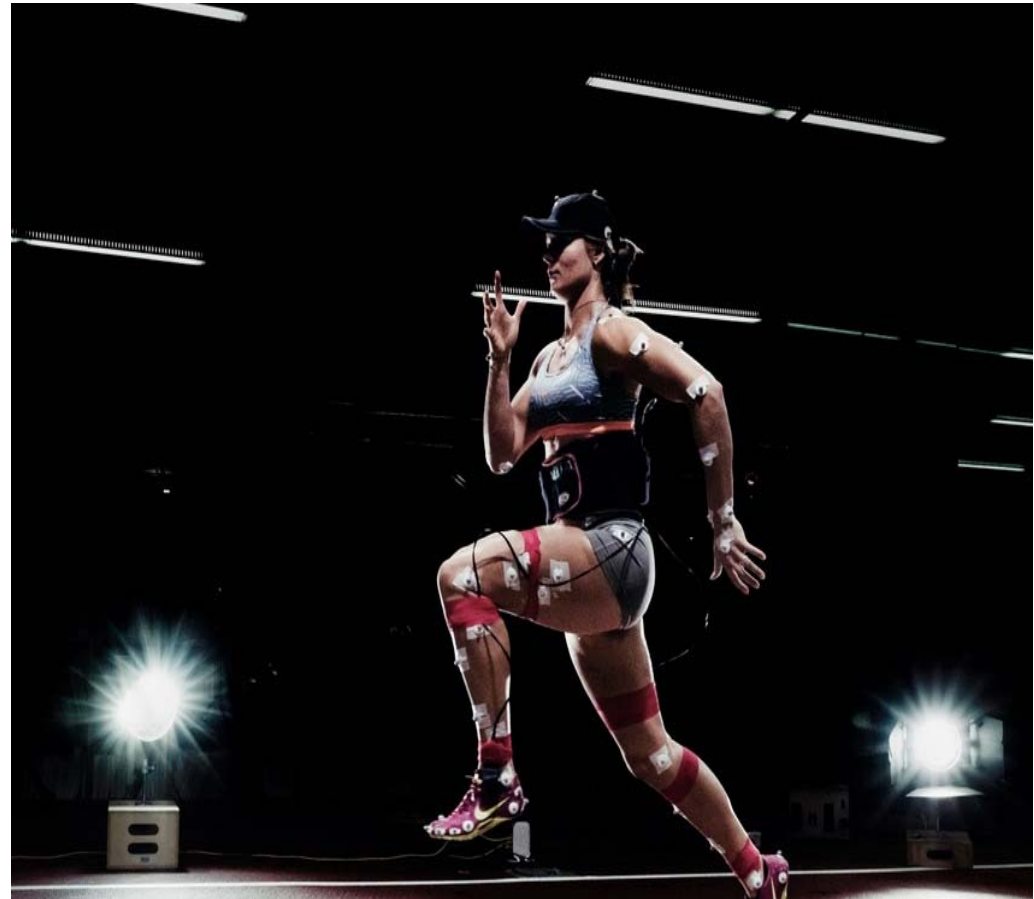




How will we run in the future?

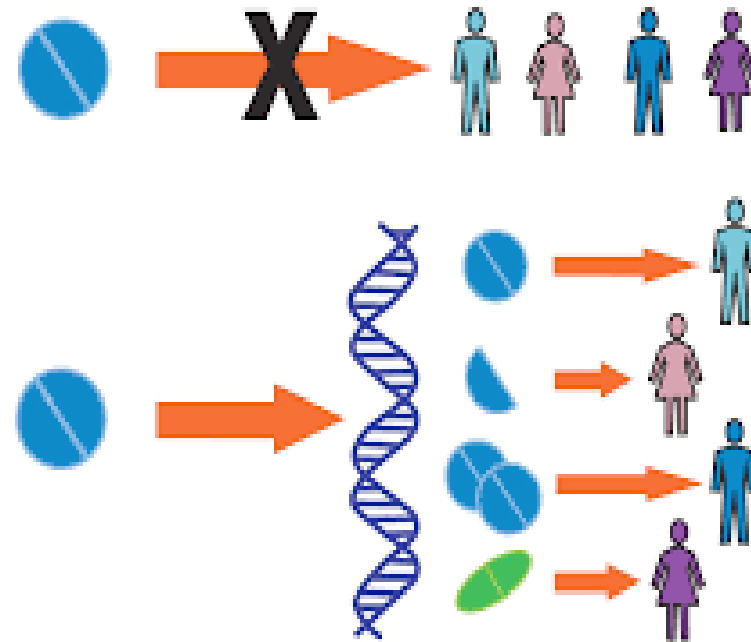
Trend: Bio sensors

Biosensors will visualize technique and performance, but also the load and loadability of body and mind, to support coaching and therapy. Data science and machine learning will enable exponential innovation.



Trend: 'Quantified Self' and 'Personalized Medicine'

Quantified Self and Personalized Medicine will provide better insight in opportunity- and risks drivers on the individual level. This can help to support a healthy and active way of living.



Trend: eHealth



eHealth will enable remote delivery of Sports & Health services.

Trend: Crowdsourcing or Disintermediation



More and more events (training, race, Meetups etc.) will be done by/with (informal) communities.

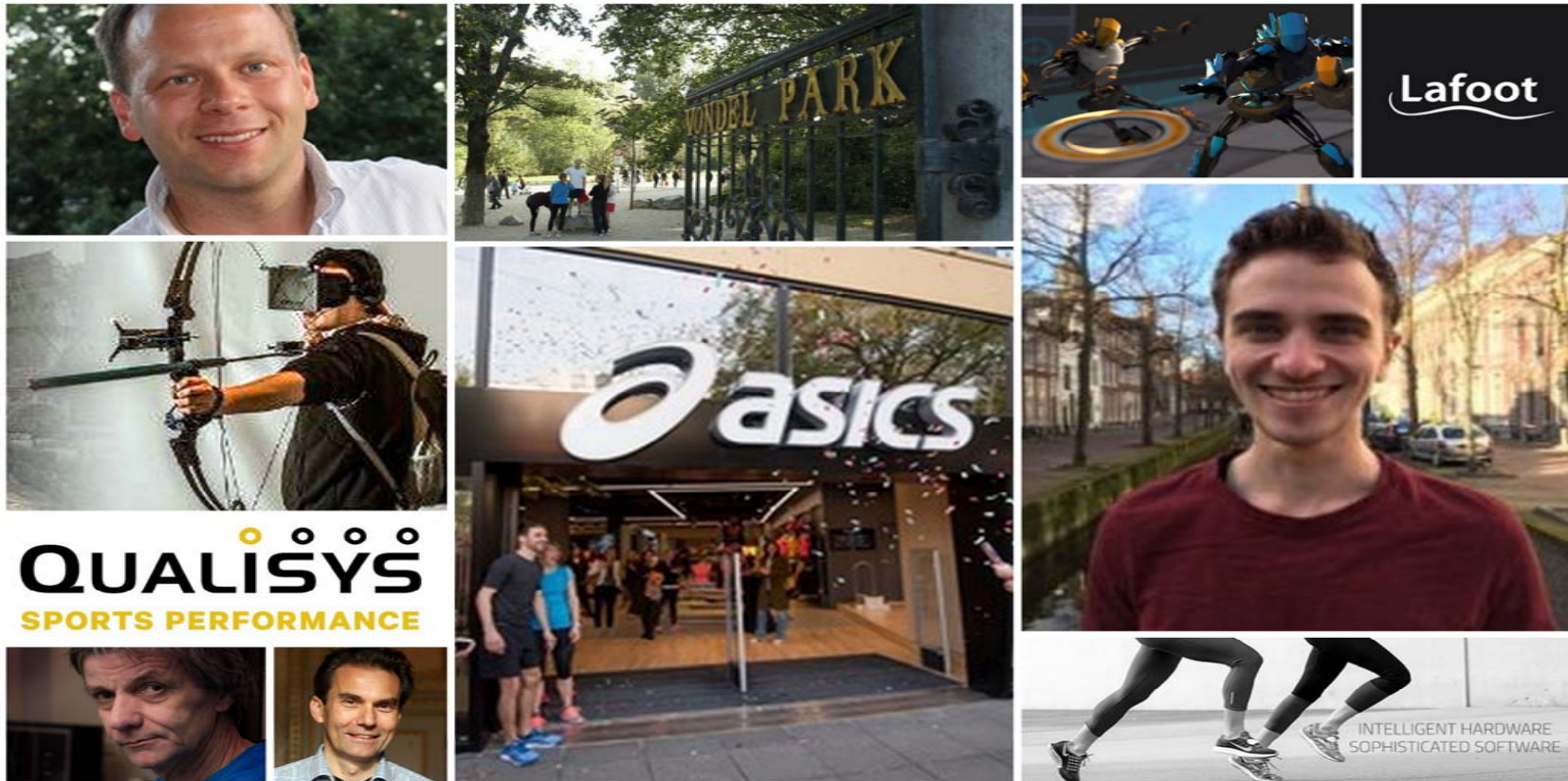


- Accelerating innovation, through Meetups, R&D and special projects, for amateur runners and elite athletes
- Engage with the running crowds to create / validate 'real world' apps, wearables and services, that truly enhance the running experience
- Help people to enjoy sustainable running as a preferred means of 'Life Hacking'



- Not-for-profit, but providing added value to the running communities, individual runners and organisations and business in the running market
- Use acquired budget (subsidies, subscriptions and sponsoring) to support / fund activities

Goal: connecting 1 bln runners worldwide before 2050



Next Meetup >>

Digital Running Conference

Thur Oct 12

ASICS Flagshipstore

Amsterdam

meetup