



Expanding Endurance Event Participation Through Cardio Equipment Simulation!



Endurance Event Constraints

- 1** Races Sell Out
– Can't Qualify
- 2** The Race is Just One
Day a Year
- 3** Many Can't Cover the Full
Distance at One Time
- 4** Limited to Running
and Walking
- 5** No Easy Way to
Increase \$\$\$
- 6** Charities - Lost
Funds/Space Limits
- 7** Geographic Limits – Can't
Get There





Kinomap is the solution to develop through race simulation !



Transform Cardio Equipment Into
Simulators (Run/Ride/Row)

The Online Virtual Fitness Market
is Expected to Reach **\$59.23 Billion**
By 2027

CAGR 33.1 % From 2020-2027

Source: Allied Market Research

What does Kinomap bring to your race?



- Racecourse Simulator
- Cardio Equipment Control
- See and Feel Courses
- Remote Race Participation
- 365 Days of Opportunity

Simulated vs Virtual

	SIMULATED	VIRTUAL
Year-round revenue	✓	✓
Event medal and shirt	✓	✓
Training tool for in-person race or official remote participation	✓	✗
Allows tablet/treadmill control	✓	✗
Ability to see the course	✓	✗
Builds interest and hype for live event	✓	✗
Immersive experience using other sports	✓	✗
Capabilities to feel hills and climbs	✓	✗
Break the Finish Line Tape!	✓	N/A
Ideal for geographically challenged individuals	✓	N/A
In-video advertising	✓	N/A

Key figures

Platform

Over 35,000 videos and
300,000 miles of cumulative
content

Compatibility

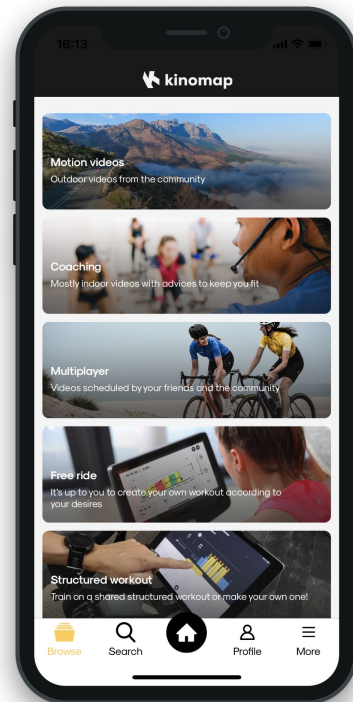
Over 200 brand partners
and 2,500+ compatible
models

Users

Nearly 1.5 million members

Locations

Users located in more than
190 different countries



Our compatible equipment



Ride



Row



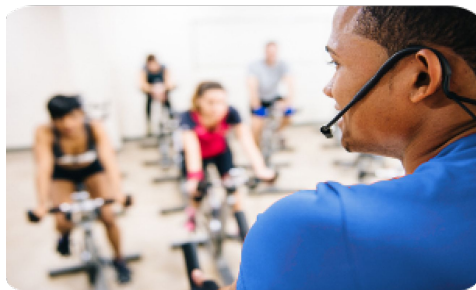
Run

Kinomap modes



Scenic video

Outdoor video from the community



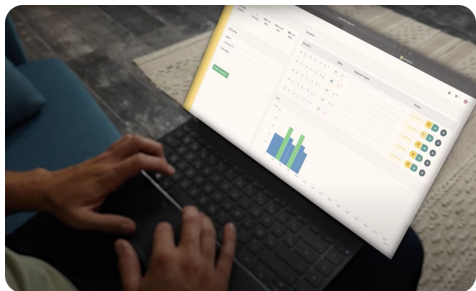
Coaching video

Indoor video with advice to keep you fit



Free ride

Use Kinomap as a counter or watch



Structured workout

Train on a shared workout or create your own



Multiplayer

Challenges scheduled by your friends and the community



Map mode

Train on your own GPS track or challenge other users on a public track

The Kinomap Platform

- Create a platform/network for residential & commercial fitness
- Offer downloadable simulator content for use solely on/with cardio equipment
- Bring simulated event courses into clubs and homes for “official” paid remote participation
- Can go where live and virtual events can not.



Marketing Plan

- 1 **Major Endurance Events**
- 2 **Charities- Global Fundraising**
- 3 **Event Registration Companies**
- 4 **Cardio Equipment Brands**
- 5 **Fitness Clubs/Boutique Studios**
- 6 **Military-(Bases, Ships, Submarines)**
- 7 **Shoe/Sports Apparel Brand (Sponsors)**

Thank you

FROM KINOMAP

