



real running - virtual leaderboard

virtual competitions

runner league

KM1-Cup

team championships

and an idea to reward a healthy lifestyle

HealthCoins



running app for trainings and virtual events

KM1 for virtual competitions



- tracks and visualizes your runs
- virtual competitions over a distance or time
- audio-feedback for distance, pace and ranking
- leaderboard per event and overall standings (Woche/Monat)
- extraordinary prices from sponsored events

creating the KM1 runner league

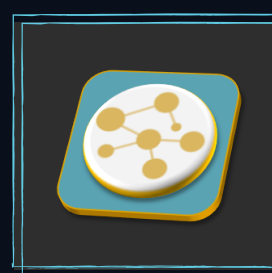
real running - virtual championships

- for individuals, companies, clubs and private running groups
- traditional format: yearly championship, most hours, most miles
- unconventional: cup-system, playoffs, early bird, marathon-majors, grand slam
- combination with real running events (final stage of championships, season finale, mid-summer run)



digital reward currency 'HealthCoin'

reward for a healthy lifestyle



- your miles will be rewarded with HealthCoins
- Coins are a digital rebate voucher for products and services
- eco system and community of people/providers with focus on health and sustainable production
- also usable in the KM1-world for event fees, sponsoring of runners, merchandising and your digital avatar

seed funding of CHF 250'000

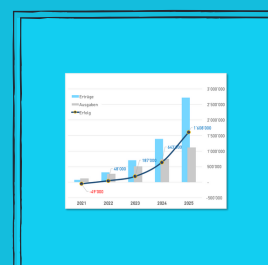
use of funds

- CHF 100'000 | app enhancements, marketing of events and creation of runner league
- CHF 150'000 | development of HealthCoin and platform

attractive business case

various sources of revenue, global scalability

- fees for virtual events and championships
- advertising, content, sponsoring, merchandising, in-app purchases
- revenue split agreements from HealthCoins



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