COOPAH

HOW THE RISE OF RUN COACHING APPS HAS GROWN RACE PARTICIPATION AND REVENUES

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CCO / CO - FOUNDER

I wake up every morning and go to work to help people make movement a habit.

How lucky am I?

3 KEY TAKEAWAYS FOR YOU TODAY

01 How to gain more revenue through the right coaching option

02 How to improve your finisher rate

03 How to grow your charity audience

OUR STORY

OUR VISION

BRING THE MEDICINE OF RUNNING TO EVERYONE

OUR MISSION

GUIDE ONE MILLION PEOPLE TO MAKE RUNNING A HABIT

WHO IS

The leading app choice for UK events and running brands

LET'S DO THIS

tcs L7

ENGLAND ATHLETICS

COOPAH?

PRE 2019 ➡ *2021* ➡ *2022-23* ➡ *2024*

58% of people stop
running in 30 days.

Training was broken.

People didn't know
how to train.

Events offered static 16
week plans - but why?

Run coaching apps
showed people a
different way to train.

They made training
fun and engaging.

They brought run
coaching to the
masses but made
it affordable.

People started to
enjoy running and
told their friends.

Running grew, more
shoes sold, Events
start to sell out again

THE STORY OF COOPAH AND EVENTS GROWTH

2021 — **2022** — **2023** — **2024** — **2025**

Now all major UK events and the majority of minor events have a UK Run coaching app.

RUN COACHING APPS HELP EVENTS SELL OUT, GROW THEIR REPEAT BUSINESS AND SEE MORE PERSONAL BESTS

THE FUTURE OF RUN COACHING

(1) Hyper Personalisation

More and more users expect their training to take into account their connected data. We expect to see training personalised to sleep, weather, menstrual cycles, previous injury history and what you've been eating and drinking.

(2) Training Together

People enter races in groups but it can be difficult to train together - busy lives, living in different places etc. We think that tech can solve this. It could be augmented reality training sessions, it could be audio feedback from your training group or just tracking each others progress in closed chat groups.

(3) Live Coaching

Users are looking for a training partner to be there with them on every session and even at their race. We expect to see live coaches give personalised messages to users in their ear or on their screens that are a lot deeper than 'you're not on target pace'. Things like 'I see your heart rate is increasing rapidly, take it easier up this upcoming hill - it won't do your calf niggle any good. Gradually increase pace at the next flat section in half a mile and you'll still come in under target pace'
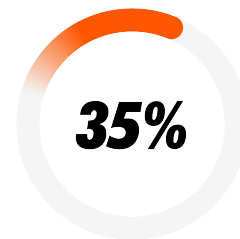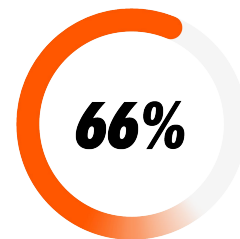
COOPAH

TCS LONDON MARATHON STATISTICS

99.76%

Number of runners who finish their event using Coopah

35%

Number of runners who used a recovery plan - giving extra support to your runners post event!

66%

Start training over 17 weeks before their event

2:43:00

Coopah's fastest Marathon finisher

8:47:00

Coopah's for everyone and anyone - our longest finish time on the app

By people training properly, it means higher participation on event day and a better quality experience. This increases word of mouth advertising.

What's your why?

76.7K   618

Boost reel

Finish Line

I'M A MARATHONER

Recovery Plans

PLAN

CURRENT   FUTURE

RECOVERY PLAN 🌱 New

Add a personalised plan to help you recover after your event

Add recovery plan

Select another Goal

20 Sep - 9 Nov

NEXT PLAN

HOW WE SUPPORT

OUR BELIEFS

01 RUNNING IS MEDICINE

If events know why there participants run, this will help market the event and sell more tickets.

02 RUNNING SHOULD BE ACCESSIBLE TO ALL

By changing imagery of your website, it can easily appeal to a wider audience. One event changed their image from front of the pack, singlet wearers to more of the back of the pacl group and saw a huge take up with 57% of their runners that year becoming first time runners.

## 03 THERE ARE NO PALS QUITE LIKE YOUR RUNNING PALS

By working with local run clubs and communities, you will see a knock on effect on event entries. One brings two, two brings ten.
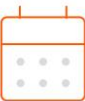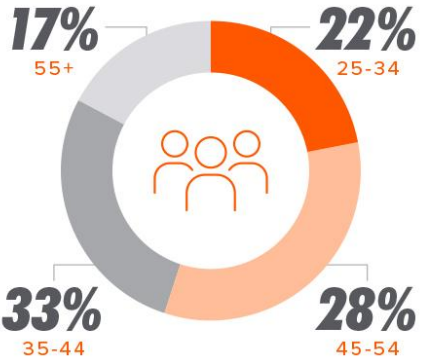
No two humans are the same, this is no different for Coopah runners. They are diverse, eclectic and each amazing. We're building a community of runners who want to run your events.

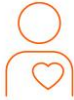WHAT UNITES COOPIES?

GENDER

62%
FEMALE

38%
MALE

AGE

17%
55+

22%
25-34

33%
35-44

28%
45-54
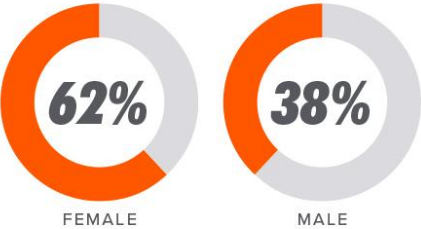
FREQUENCY

67% RUN **3-4** TIMES PER WEEK

TOP 5 MOTIVATIONS FOR RUNNING

#1 IMPROVE MENTAL HEALTH (56%)

#2 GET FIT (40%)

#3 IMPROVE PHYSICAL HEALTH (34%)

#4 MAINTAIN CURRENT FITNESS (28%)

#5 CREATE "ME TIME" (23%)

TOP 5 FEELINGS THAT RUNNERS REPORT

#1 ACCOMPLISHED (52%)

#2 PROUD (46%)

#3 ALIVE (42%)

#4 POWERFUL (34%)

#5 THANKFUL (31%)

TOP 5 BARRIERS TO RUNNING

#1 I STRUGGLE TO FIND ENOUGH TIME TO RUN (50%)

#2 LIFE GETS IN THE WAY OF RUNNING TOO OFTEN (45%)

#3 I FIND RUNNING TO BE PHYSICALLY DIFFICULT. (32%)

#4 INJURIES (27%)

#5 I DON'T KNOW HOW TO GET BETTER (26%)

TOP 5 EVENTS THAT COOPIES TAKE PART IN

#1 ORGANIZED RUNNING EVENTS EG 10KS, HALF-MARATHONS, MARATHONS (87%)

#2 PARK RUNS (51%)

#3 COMMUNITY RUN CLUBS - WHERE THE FOCUS IS MEETING AND RUNNING WITH OTHERS (27%)

#4 NONE - I LIKE TO RUN ALONE (17%)

#5 COMPETITIVE RUN CLUBS - WHERE THE FOCUS IS ON PERFORMANCE (12%)

WE ARE THE HIGHEST RATED TRAINING APP ON THE GOOGLE PLAY STORE

Download on the **App Store**

GET IT ON **Google Play**

4.8 ★★★★★   4.9 ★★★★★

🏃 **Lozshed** 🇬🇧

The Training App I Never Knew I Needed

I am 3 weeks in to using this app and I cannot quite believe the progress that I am making. I have used many other apps to train for races and my fitness has barely improved. It's great how you can move workouts around to suit busy lives. I also love the included strength workouts and am ensuring that I complete them all- something that has been missing from my previous apps. I can't wait to see the full results!

Rating	App Version
★★★★★	1.6.7

🏃 **mrbenwilson** 🇬🇧

User friendly app and adaptable plans

End of first month with Coopah and I like it a lot. I've used other apps over the years and this has the nicest user interface with more than enough features for the vast majority of runners.

Rating	App Version
★★★★★	1.6.3

Paul Wickham

I've used Runna for last year, Coopah for last 3 months - have subscriptions for both so picking favourite. Coopah is.
I use both through a Garmin watch.
Both work well, so there isn't a bad choice.
As for longest run, I really wouldn't worry you can't review in isolation - you might have had weeks of heavy load and a shorter longest run, the other less volume before then a biggie. There are many ways to skin that one, if it was one size fits all there would be one 'perfect' Mara plan. And it's personalised, for instance my Coopah plan has been doing a 29k, 2 x 32k and 35k in peak load weeks. So it's not a rule that one app does longer runs.
I can bang on about the pros and cons, but overall I actually prefer Coopah. The easy runs are easy, fast runs (especially intervals) are properly pacy - runna was often a bit in the middle, lots of what ended up as deadzone runs in the middle ground.
Runna pushes the next 5 runs to your watch, Coopah only the next which means if I rearrange the week I have to do it on the app. I just find it annoying.
If you don't do S&C, I prefer Coopah variety. I even do that on top of my normal lifting plan as it lifts it up with yoga and stuff, Runnas strength stuff was pretty dull IMO.
Runna is improving its pacing now it's investing in AI more, that's certainly improved.
Coopah allows planning in of B races which is useful. Both work, but Coopah has got me faster with less fatigue, but that's me.

4m   Like   Reply

PEOPLE LOVE COOPAH

AND THAT'S NOT ALL, WE GROW YOUR EVENT REVENUE BUT WE ALSO GROW YOUR CHARITY FUNDRAISING TOO

WE ALSO WORK WITH YOUR CHARITIES, TO HELP THEM BRING MORE RUNNERS TO YOUR EVENT.

17%
The % extra people when raise when using Coopah vs not

$55K
Extra amount of money raised by one charity

$310K
Extra amount of money raised for charities in 2024

67
The number of charities we work with

5000+
Charity runners supported

1.2M
Average views on charity stories

5 KEY TAKEAWAYS

01 The time is now for you to partner with a run coaching app to elevate your event

02 Our users stay on our app post your event translating them to register for more events

03 Commitment to your audience that proper training elevates the runners experience and your event

04 Additional Revenue

05 Elevate your charity fundraising

Q&A