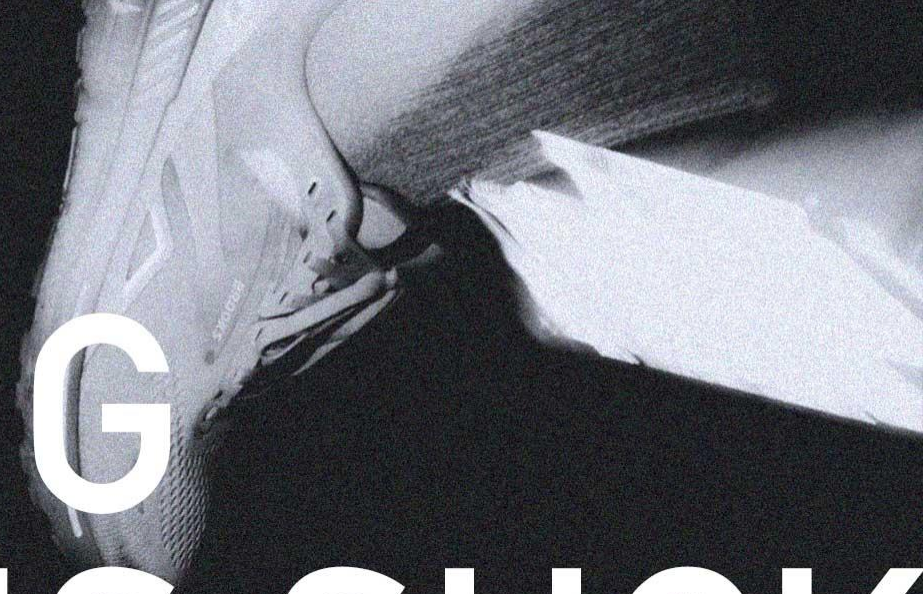


A man with short blonde hair, wearing a bright red t-shirt, black athletic pants, and white sunglasses, is captured in motion running on a track. He is wearing a white smartwatch on his left wrist. The background consists of blurred stadium seating, suggesting an outdoor athletic venue. The overall lighting is somewhat dim, with a cool, blueish tint.

COO:PAH

THE RUN COACHING APP

COO:PAH



TRAINING PLANS SUCK

Why event organizers
are the missing link in
runner performance.

COO:PAH



DAN STRANG

CEO & Co Founder of Coopah

·
·
**WHY I'M TELLING
YOU TRAINING
PLANS SUCK**
·
·

THE REALITY

Most runners don't stick to plans

36%*

completion rate on
beginner running
programmes

A group of runners is captured in motion on a red running track. The background shows trees with autumn foliage and a fence. The scene is slightly blurred, suggesting movement.

COO:PAH

WHY TRAINING PLANS FAIL

01. People Get Stuck

02. Training plans can take shortcuts

03. They don't understand what the plan is asking

04. There's no connection to the goal

WHY DOES COACHING MATTER TO AN EVENT ORGANISER



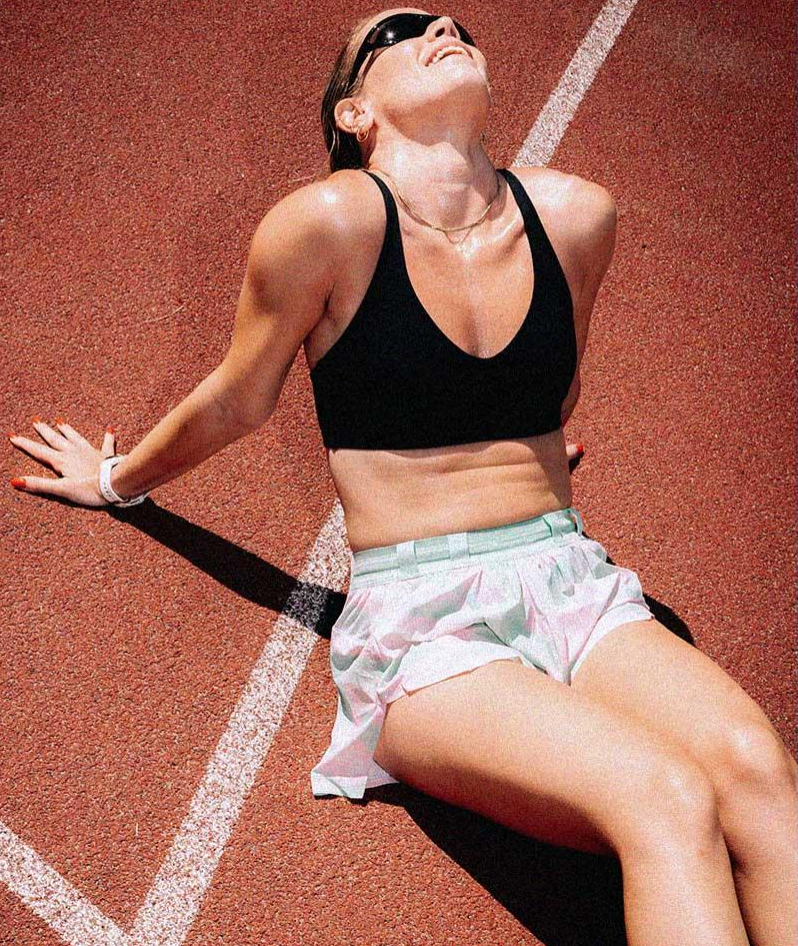
01. You're selling a **whole event experience.**

02. Helps you **sell out year after year.**

03. You **reduce the risk of drop outs**, or even worse, race day issues.

04. **Increasing the standard** of the race raises the appeal.

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WHAT RUNNERS
STRUGGLE WITH

What are their challenges with running (multiple choice)



What are their challenges with training

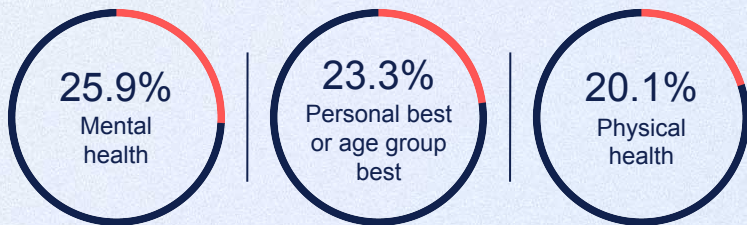


RUNNERS DON'T JUST
WANT TO FINISH...

THEY WANT
TO IMPROVE

Why do you run?

(Coopah survey, 2025)



Average HM & Marathon training plan length



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YOU'RE THE MOST
TRUSTED VOICE ON A
RUNNER'S JOURNEY

**Runners sign up for your race -
not for a training app.**

**When advice comes from you,
it gets more attention.**

*Runners are 2.3× more likely to
start training when it's introduced by
the event organiser.*

You have emotional weight.

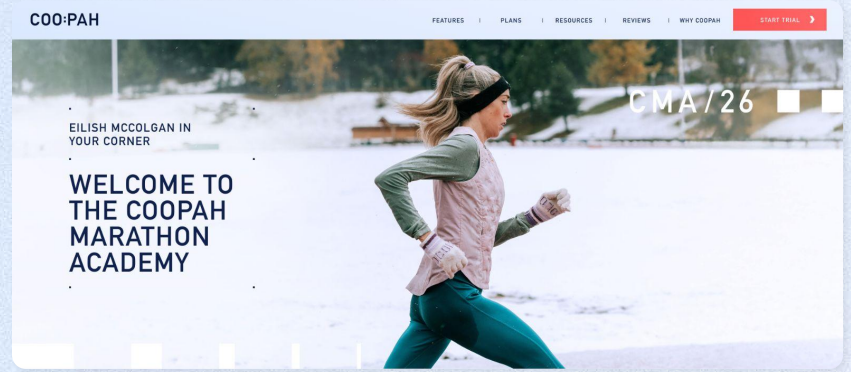
*(Internal Coopah data — race partner vs direct channel
conversion)*

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HOW EVENTS SUPPORT
COACHES TO DELIVER
THE BEST RESULTS



BE THE CONSTANT COACH



16 Weeks to Go

Decide your training plan

12 Weeks to go

Pick your gear

5 Weeks to Go

“Time to test your longest run”

14 weeks

Build your base

2 Weeks to Go

“Your taper starts now
— here’s how to do it right”

3 Days to Go

“Final race-day checklist
+ mental prep tips”

RACE
DAY

What the App Delivers

Personalised onboarding
linked to *your* event

Dynamic coaching insights
(adjusts to progress)

Real coaches & AI trained on
your race details

Confidence score to track how
runners are doing



What the Event Adds

Community feeling —
runners know others are
training too

Motivation & milestone
reminders (e.g. “6 weeks
to go!”)

Emotional connection to
the goal (your finish line)

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REAL SUPPORT, NOT AUTOMATED REASSURANCE

Coach Coopah

Ask us anything about your plan



Chat to human

~1 hour

Chat to AI

⚡ Instant



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HONEST TRACKING AGAINST YOUR GOAL

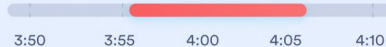
GOAL CONFIDENCE

03:59:59

Your target time

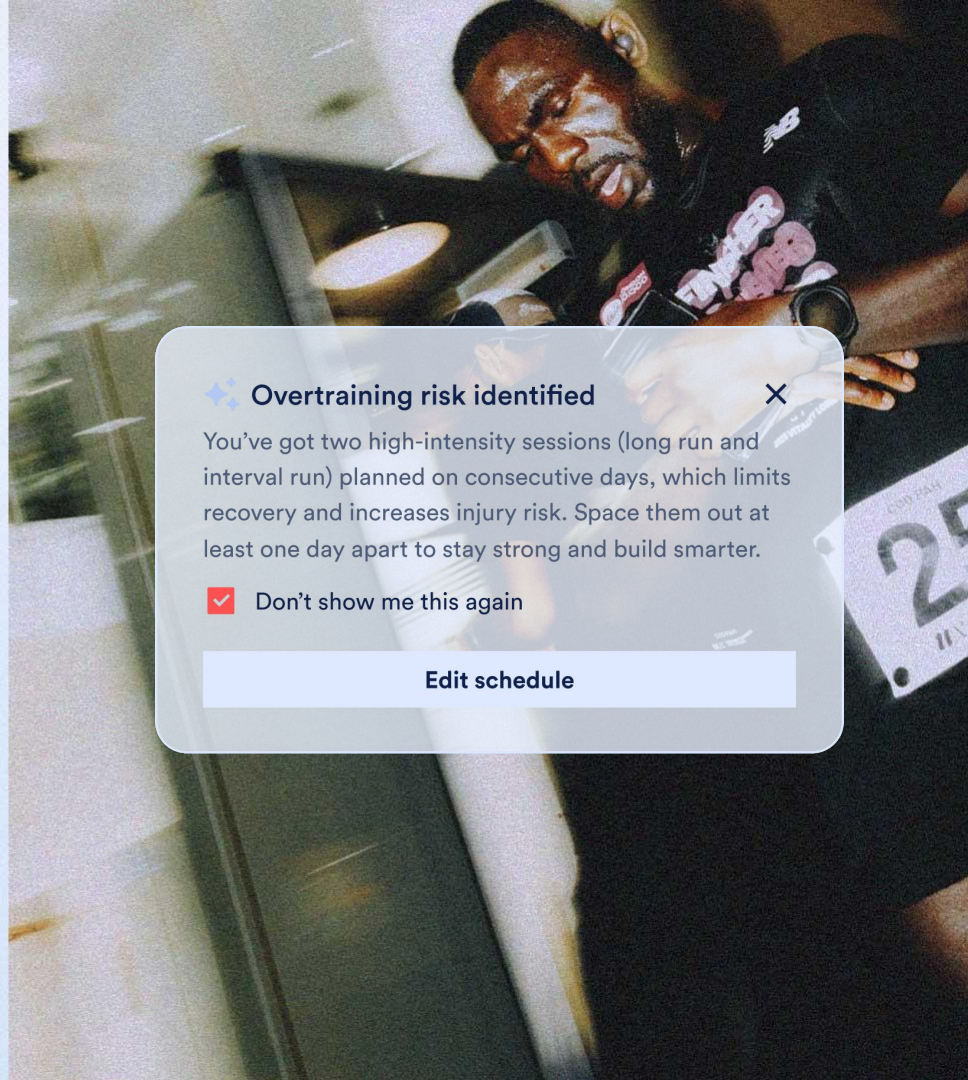


Expected time between 3:56 and 4:06



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PROACTIVE COACHING BEFORE THINGS GO WRONG



⚡ **Overtraining risk identified** ✕

You've got two high-intensity sessions (long run and interval run) planned on consecutive days, which limits recovery and increases injury risk. Space them out at least one day apart to stay strong and build smarter.

Don't show me this again

[Edit schedule](#)

WHAT HAPPENS WHEN YOU SUPPORT RUNNERS ALONG THE WAY

For runners who come
from partner events

+28%
increase in
finish rate

12%
increase in
goal achieved

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HOW YOU CAN MAKE THIS HAPPEN

Use the channels you
already have

Build long form content

Use partners to do the
heavy lifting

A group of runners is captured in motion on a red running track. The runners are wearing various athletic gear, including green tracksuits, black athletic wear, and a purple and white jersey. The background shows a green field, trees, and a multi-story building under a clear sky. The text 'COOPAH' is overlaid in the top left corner, and 'HOW COOPAH CAN HELP' is overlaid in the middle left area.

COOPAH

HOW COOPAH CAN HELP

01. Increase runner satisfaction with world class personalised coaching for every runner.

02. Build awareness through in app event promotion and social media.

03. Increase event credibility for runners and sponsors with association with Coopah and our coaching team (including Eilish McColgan).



tcs  **OFFICIAL PARTNER**

TCS London Marathon

4 Year Relationship

Support 45% Of All Charity Runners

Fully Support 18% Of The Field

Weekly Training Emails

Training Plan Page

Social Content

Who We've Worked With



COO:PAH



DAN STRANG
CEO & Co Founder of Coopah

What Do I Enjoy Talking About?

Elite scottish athletes

Sandwiches

Coaching plans