RUNTASTIC PRO

COACHING COMPETITOR PROFILE

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APP OVERVIEW

SUMMARY: Runtastic Pro is GPS running app for both iOS and Android that's main purpose is to track running, jogging, walking, cycling and other fitness activities. Many data points are captured and shared out such as elevation, pace, pace between mile markers, duration & calories burned. The $4.99 cost opens up most of the app's features except for the training plans; which are an additional $50 annually. Power songs, social integration, music controls, competitions and intervals make the app comprehensive delivering a positive experience.

VALUE PROPOSITION: Runtastic PRO is your personal fitness trainer for all outdoor and indoor activities. Track your sports and fitness activities – get motivated – burn calories and achieve greater results.
Do you run to keep fit and stay healthy? Are you doing sports to burn fat or lose weight? Are you training for a marathon? Let Runtastic be your fitness partner and start tracking your activities today.

KEY FEATURES:

Voice Guided Runs (Training Plans)

Intervals - w/voice guidance

Integrated Music Player (iOS only)

Routes (existing and new)

Auto Pause

Post Workout Journal

Goal Setting

Good data capture, pace, intervals, mile markers

Personalized Plans

Pace Tracking Guidance

Live Tracking

Community Cheering

PRICING:

App Download - $4.99   Training Plans: $54.99/Annually

KEY DATES:

APP STORE RATING: Released May 4, 2011 (release with audio guidance)

4.5 Stars. 17,243 Ratings. 17,243 Customer Reviews.

METRIC SUMMARY

	US ONLY		WORLD WIDE	
	RuntasticPro	NRC	RuntasticPro	NRC
*MAU's (GCK - November 2016)	142,222	1,280,000	1,616,667	4,850,000
REVENUE (App Annie - Jan 2014 - Nov 2016)	$909,981	N/A	$10,395,695	N/A
DOWNLOADS (App Annie - Jan 2014 - Nov 2016)	317,341	8,423,665	3,394,210	35,993,499

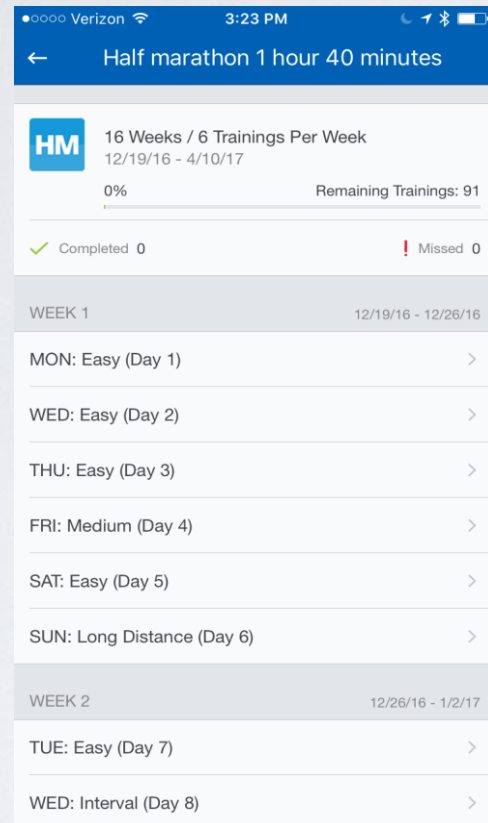*App Annie Results - show 9/1 (Nike/RuntasticPro) ratio for US & 3/1 ratio World Wide

MAIN FEATURES
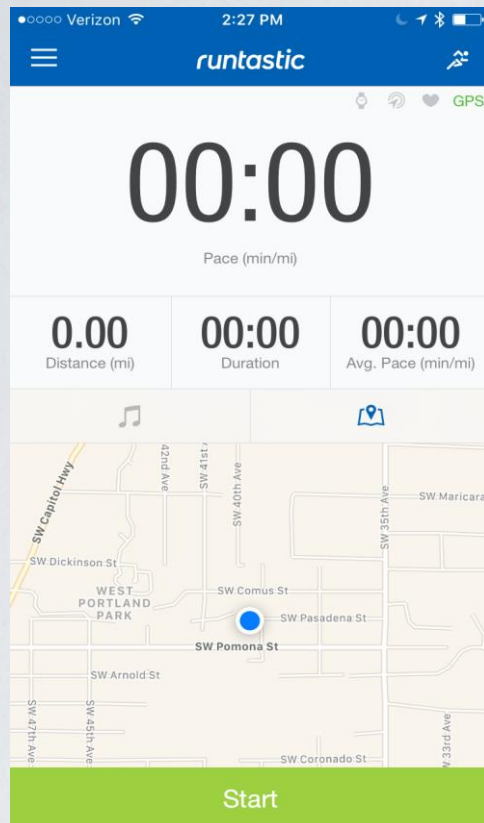
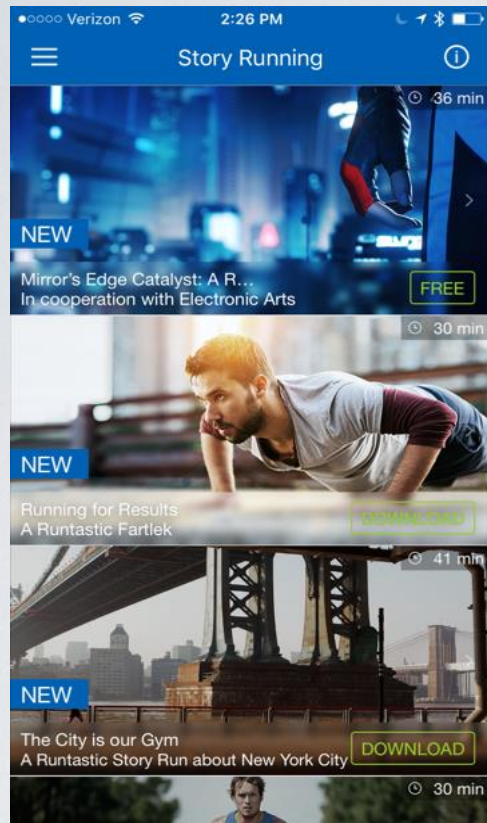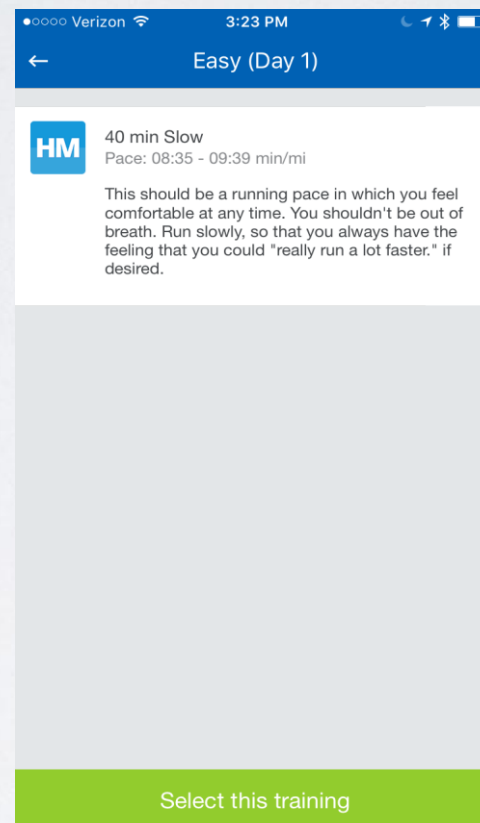| TRACKING	TRAINING PLANS	RICH DATA DISPLAY	ROUTES	ACTIVITY HISTORY
Pace, Duration, Distance	Weekly workouts by day	Splits, heart rate, elevation	Default and User Generated Routes	Weather, mileage, activity type
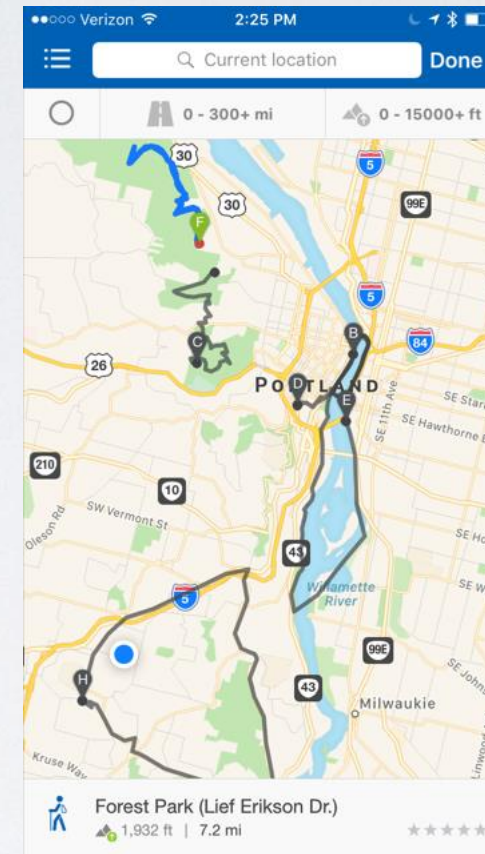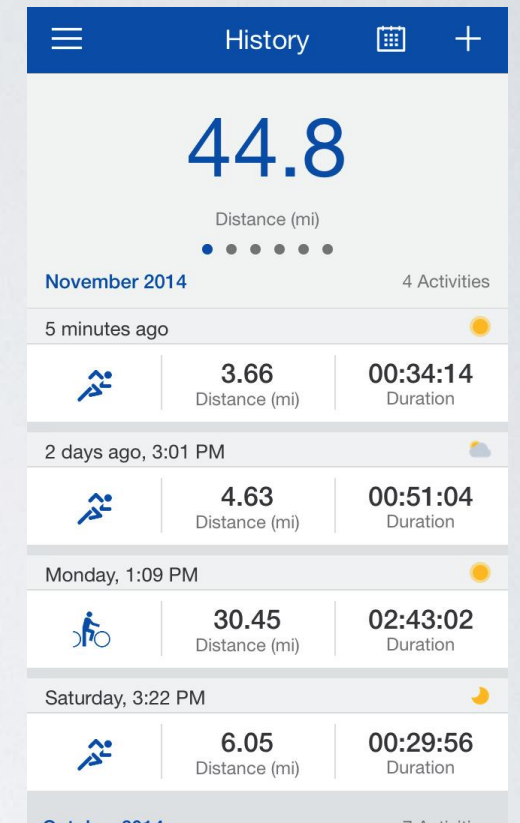
ADDITIONAL FEATURES

STORY RUNNING

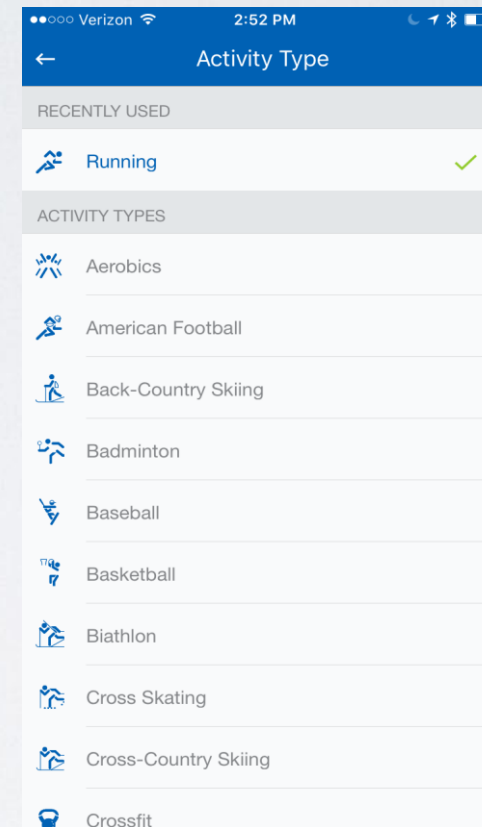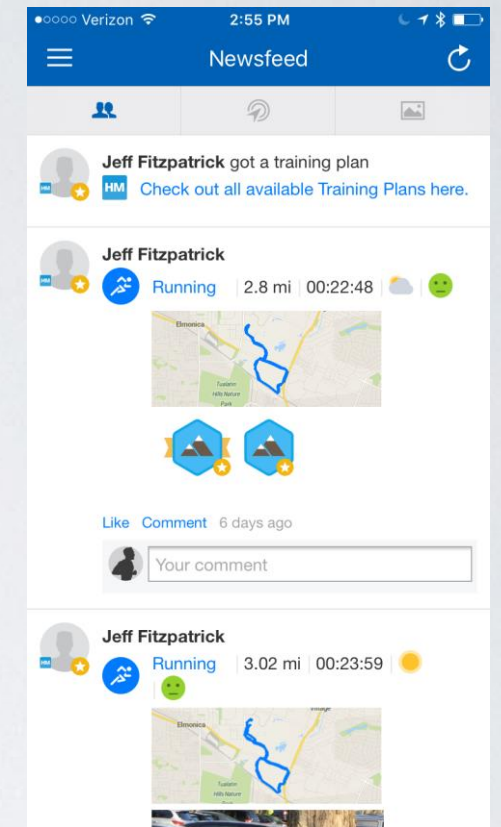Narrated, timed adventures

INTERVAL WORKOUTS

Warm Ups, Cool Downs, Intervals

COACHING

Workout Descriptions

ACTIVITY SELECTION

Variety of Activities

FEED

Imagery, data, comments, emojis

FEATURE SPOTLIGHT

INTERVAL TRAINING

Screen 1

●●●○○ Verizon 📶	2:25 PM	🌙✈🔵🔋

☰ **Interval Training** +

Low Intensity Interval   25:00 >

Short Intervals   40:00 >

Medium Intervals   4.97 mi >

Long Intervals   5.59 mi >

Interval Zones

Screen 2

●●○○○ Verizon 📶	3:25 PM	🌙✈🔵🔋

← **Interval (Day 8)**

HM

Interval
Overall duration: 01:20:00

Interval training is a game with your pace. The fast running sections are considerably faster than those of the tempo run, the slow ones are relaxed. Interval training is the perfect preparation for a 10k run or a half marathon. Make sure that you adapt the fast running sections to the duration. The fastest pace is at a running interval of 1 min - but do not sprint! The longer the running interval, the slower your pace should be.
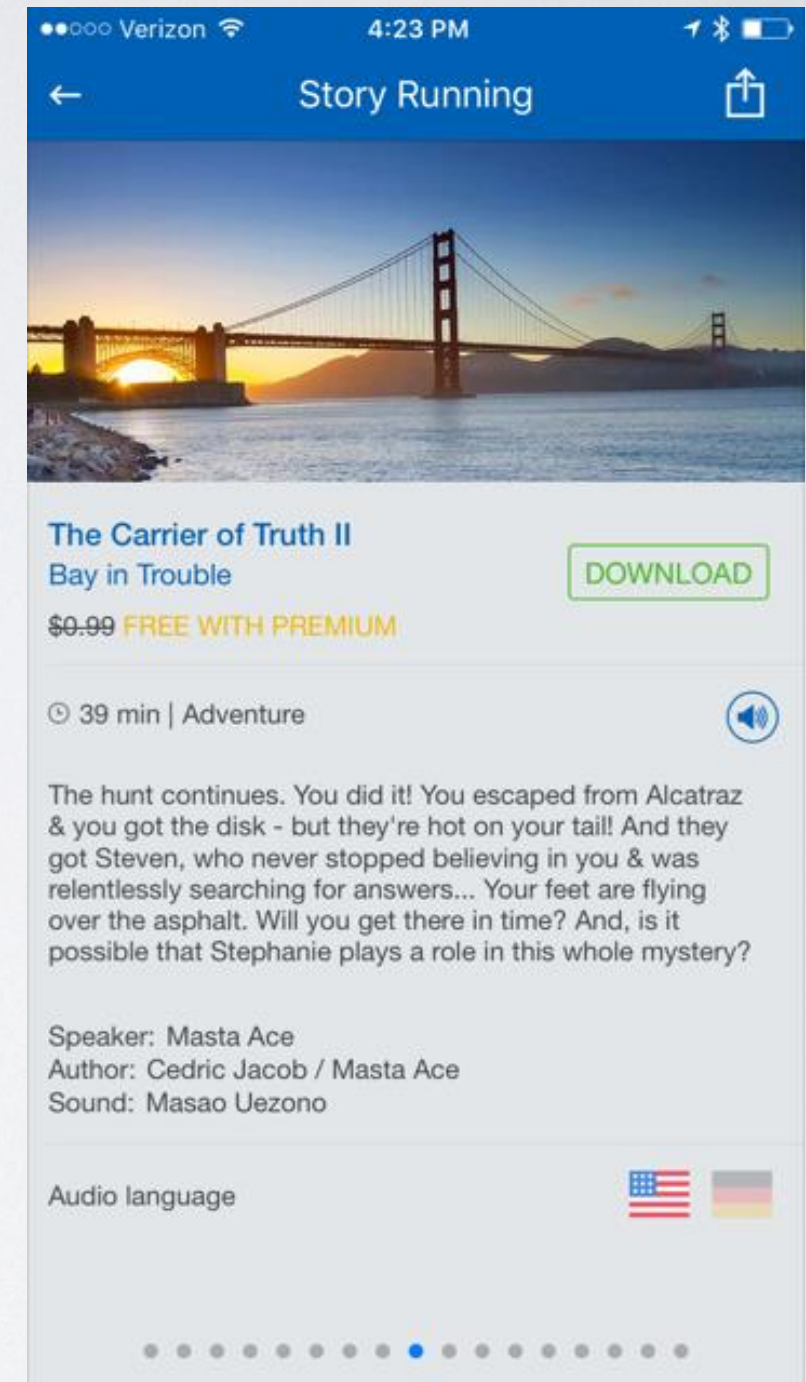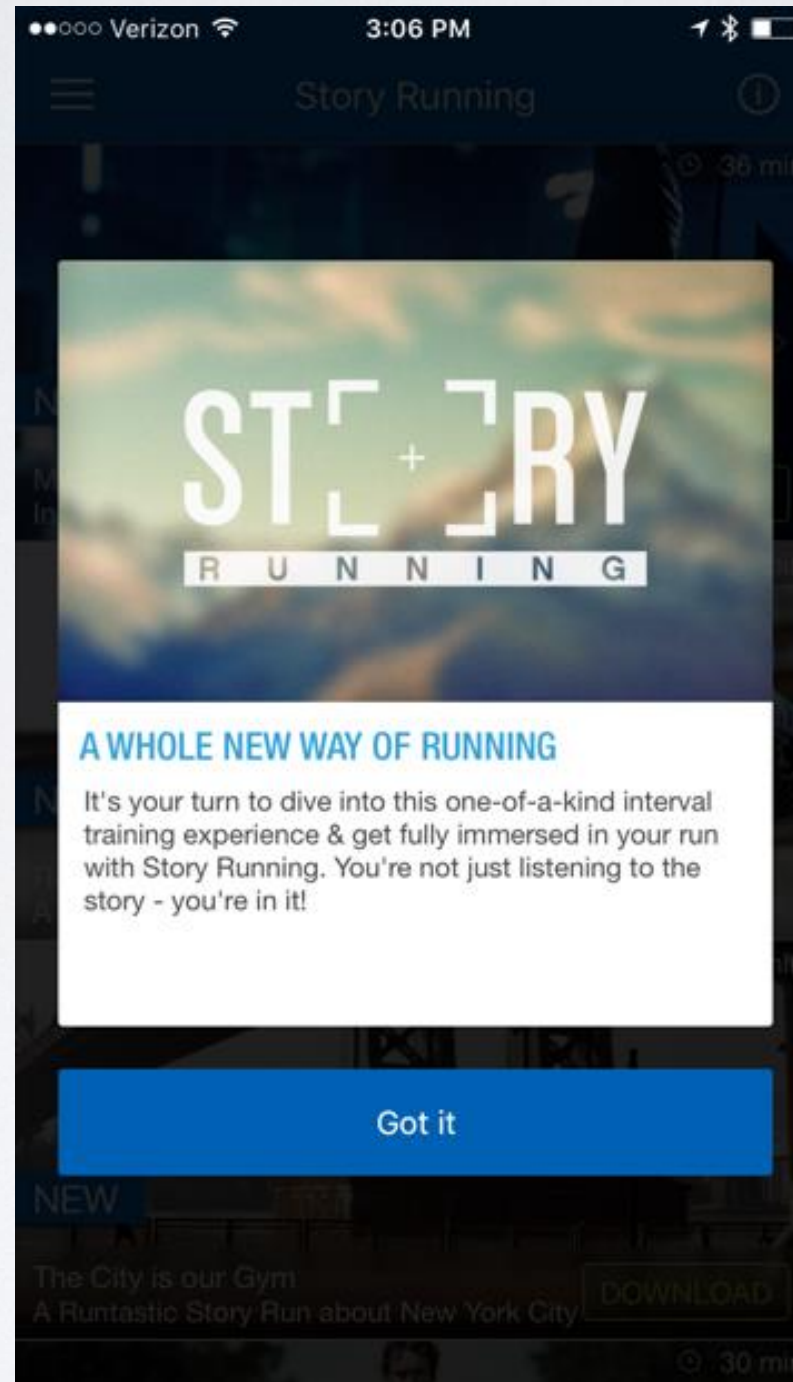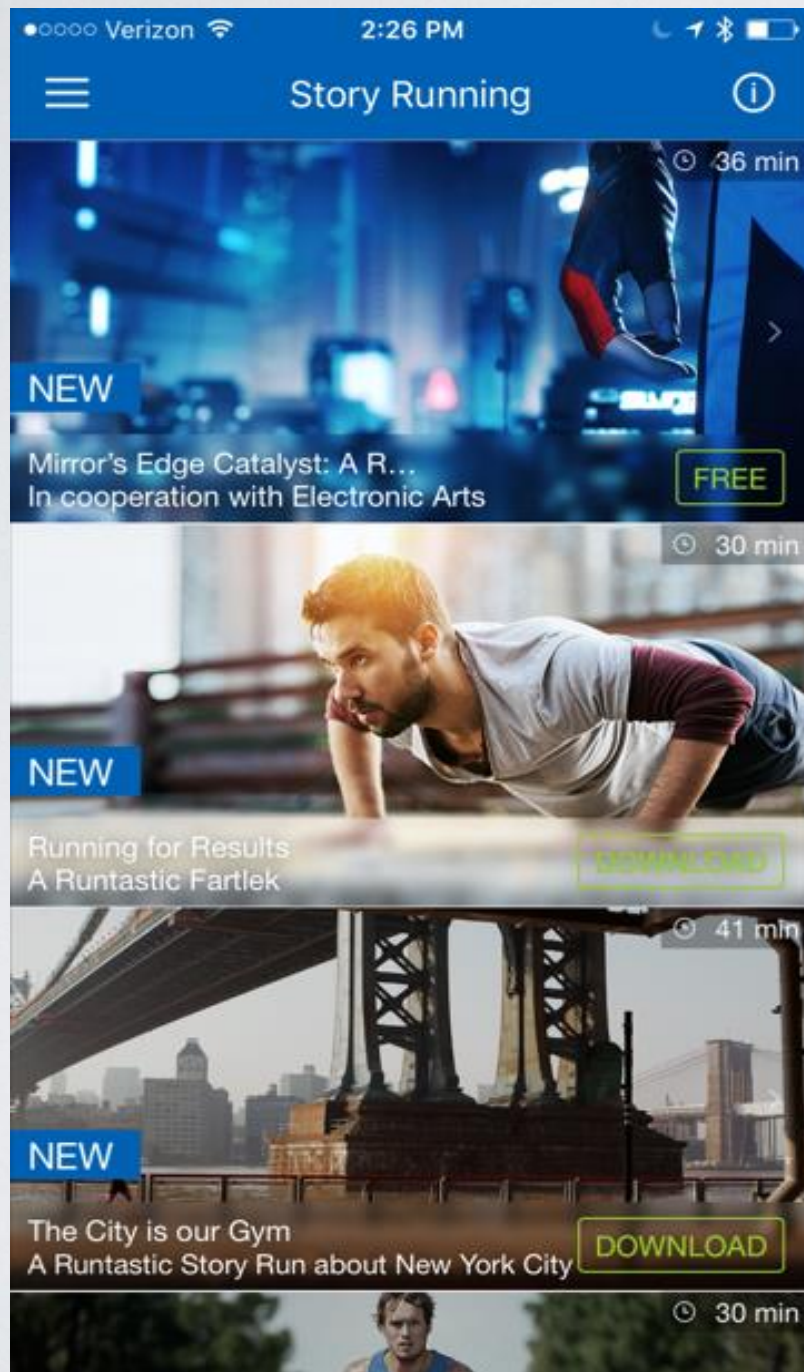
TRAINING DETAILS

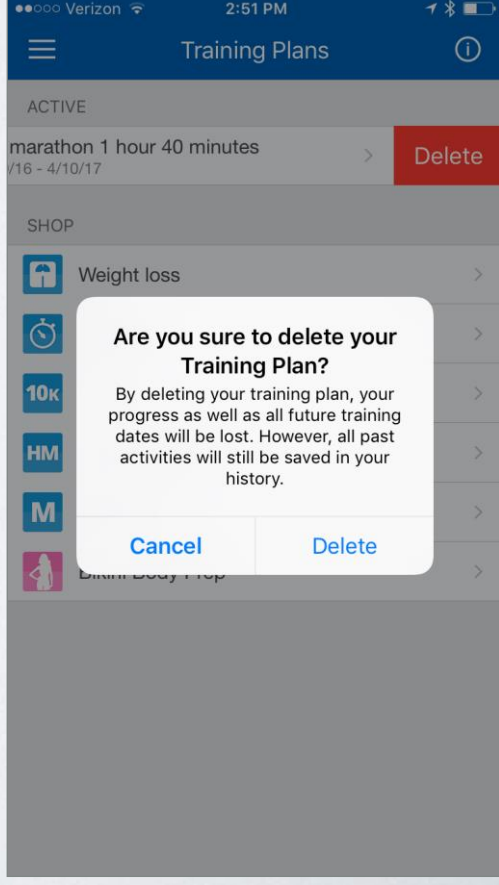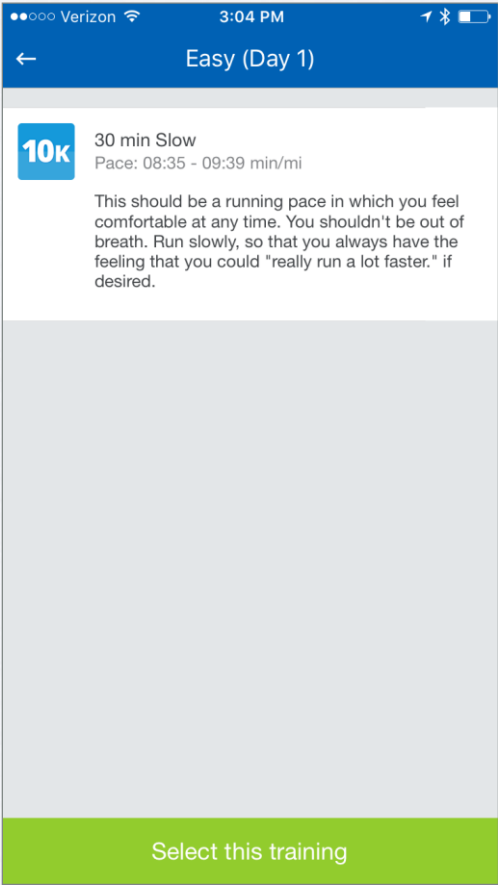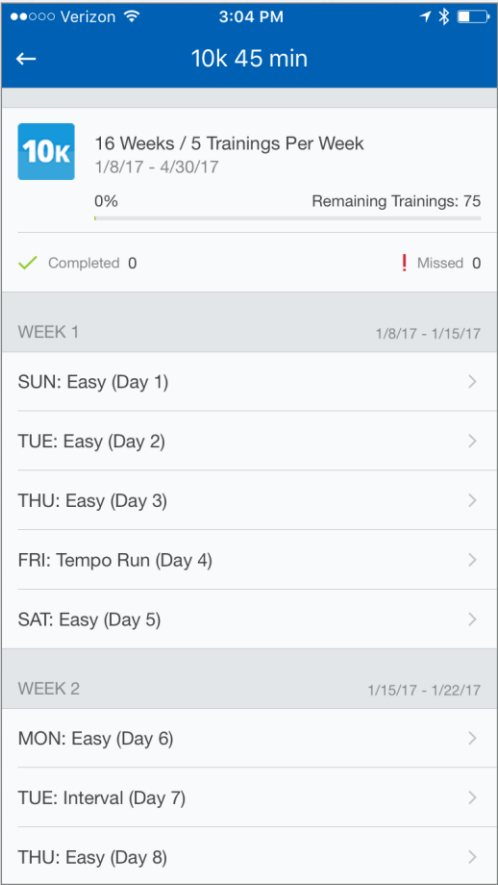| 1x	00:20:00	Warm Up
8x	00:03:00	Fast Pace: 06:26 - 07:47 min/mi
	00:02:00	Active Break Stay in movement. Don't sit around. Keep your body warm.
1x	00:20:00	Cool Down

Select this training

FEATURE SPOTLIGHT

STORY RUNNING

SETUP FLOW

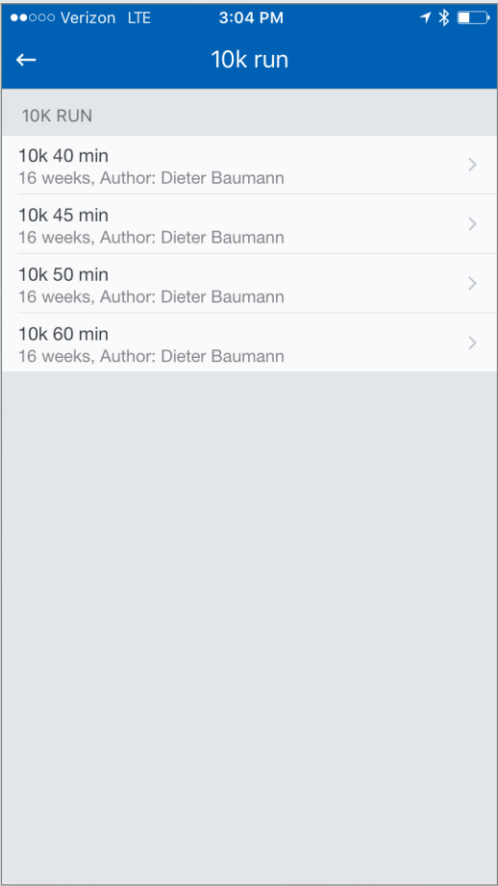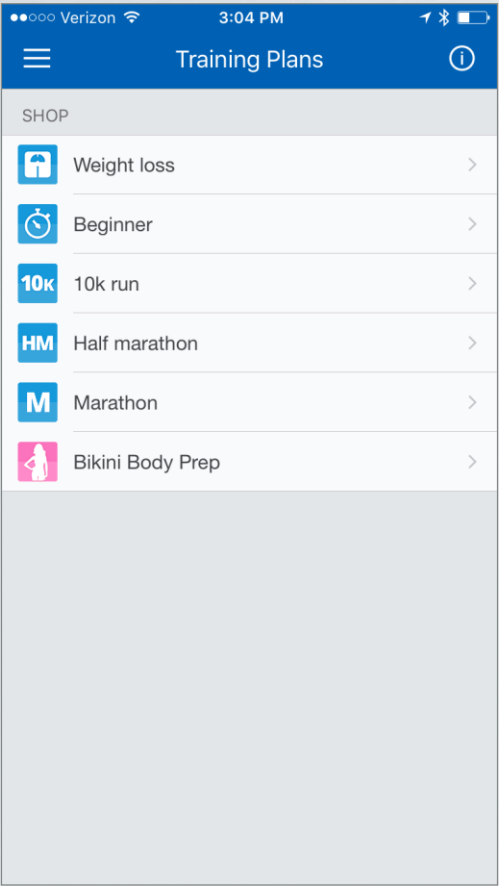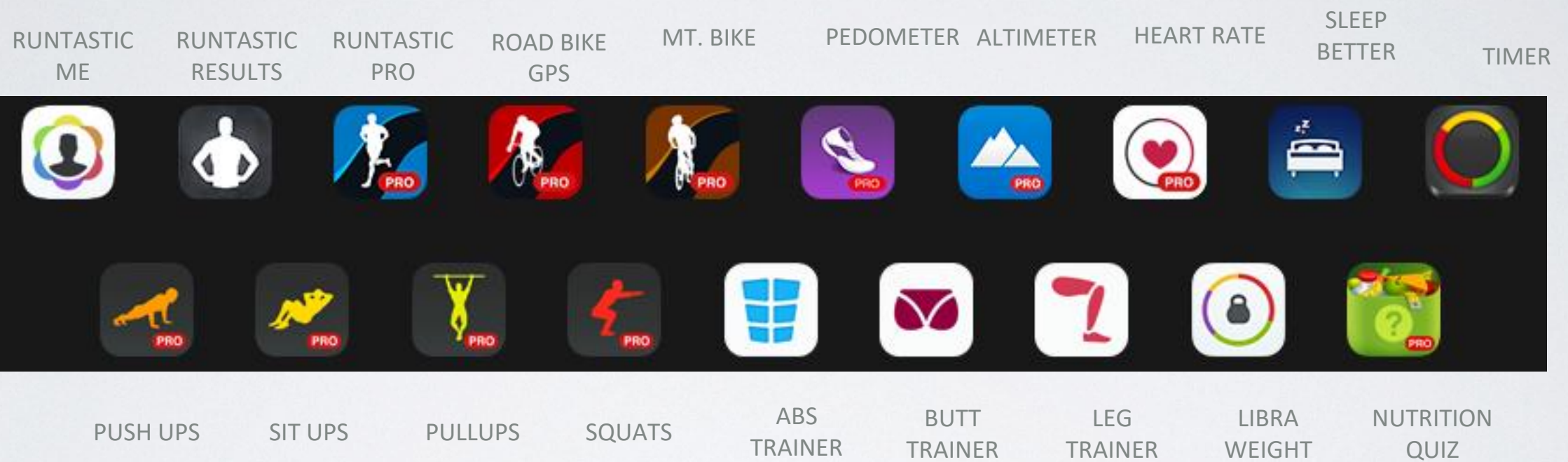DELETE
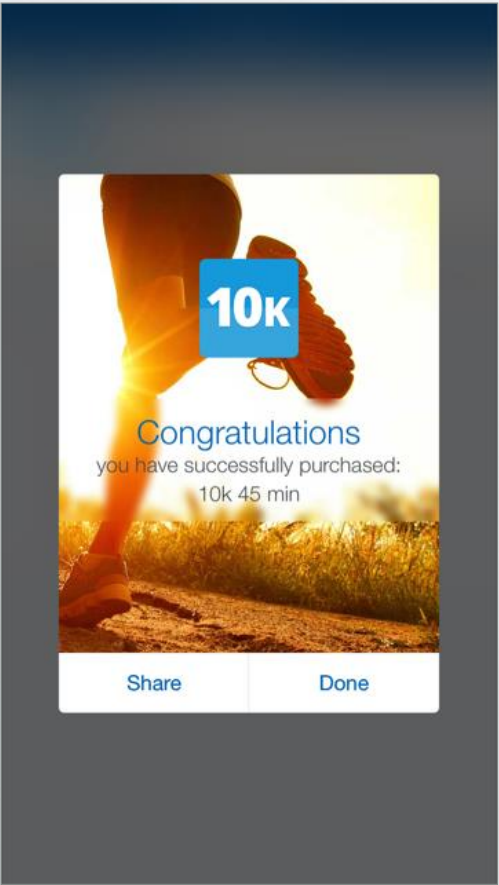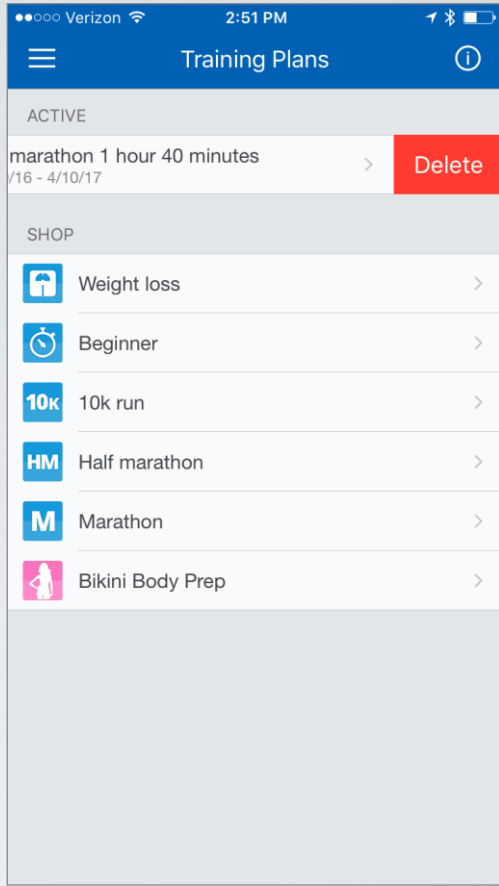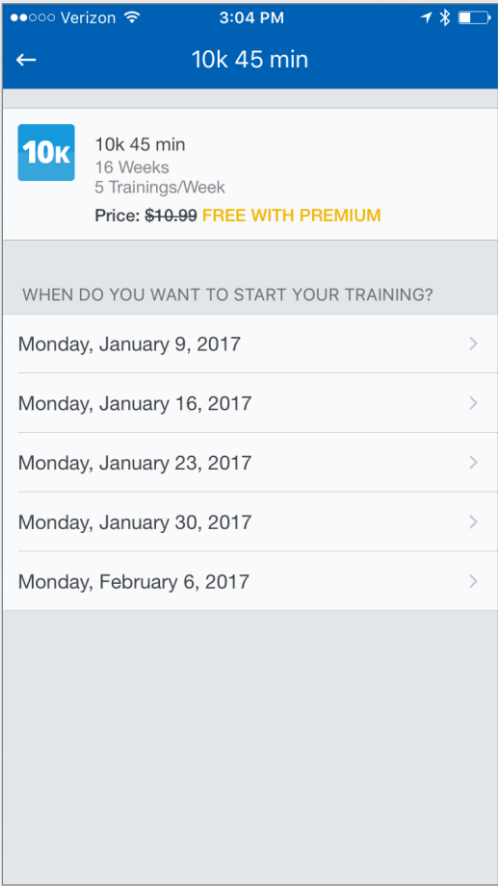
HARDWARE

Runtastic Hardware

Our hardware products integrate perfectly with our mobile apps, allowing you to track activities, monitor progress and avoid compatibility challenges by operating exclusively within the Runtastic Ecosystem!
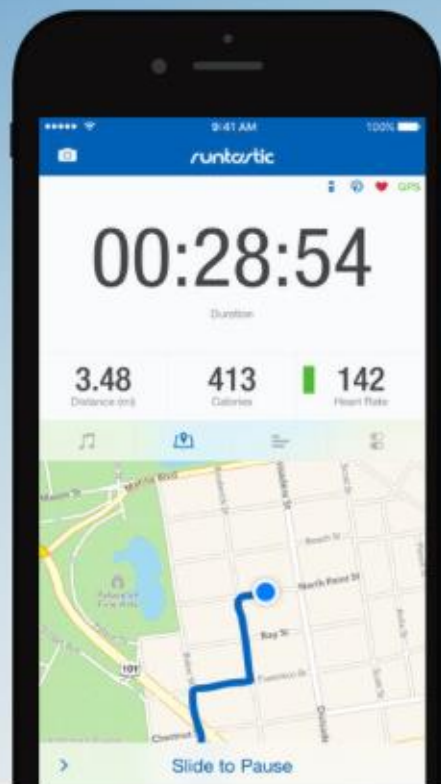
Shop Now

ECOSYSTEM
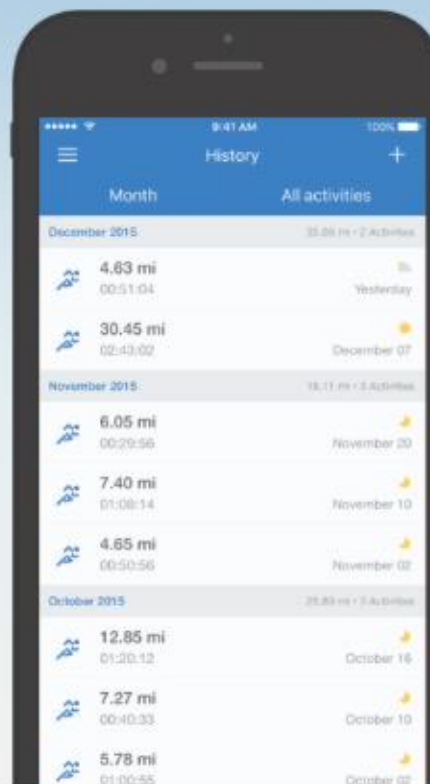
APP STORE PACKAGING

APP STORE SCREENSHOTS
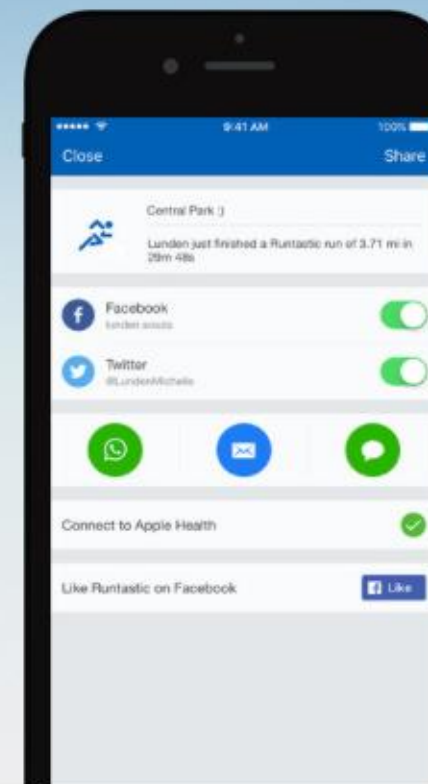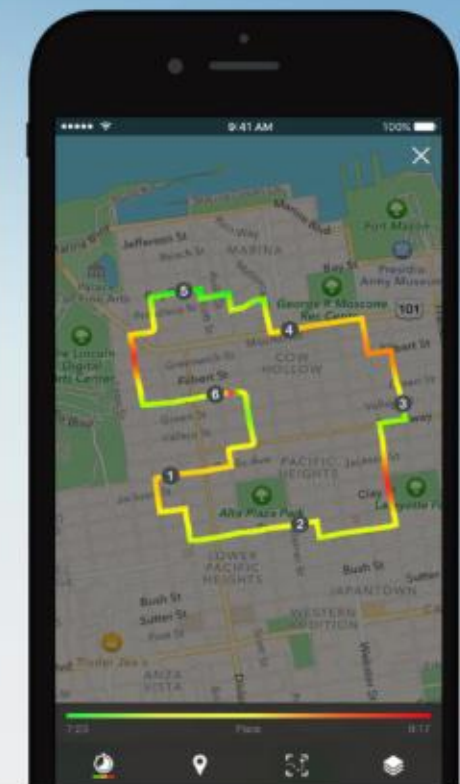
| GPS | Rich Data Display | Tracking | Community | Maps, elevation, etc. |

APP STORE DESCRIPTION

Get in shape with Runtastic GPS Running & Fitness PRO app and start tracking your fitness activities (distance, time, speed, elevation, calories burned & more) - such as running, jogging, biking & walking using GPS. Plus it's fully optimized for Apple Watch.

PRO APP FEATURES:
- Real Voice Coach: Audio feedback based on your personal preferences
- Auto Pause: Session paused automatically when you stop moving
- Ad free experience: No pop-up ads, just focus on your workout
- Routes: Create or find exercise routes on Runtastic.com & sync to phone
- Challenge a Run: Compete against yourself by challenging past activity results
- Colored Traces: Colors indicate training changes, such as pace & elevation
- Training goals: Select a calorie, distance or pace goal to optimize training
- Interval training & coaching and dynamic split tables
- Weather & temperature: Are you faster in colder or warmer temperatures? You can check and see in your post-activity summary.
- Use for running, jogging, biking, skating, cross country skiing & hand bike training

APP FEATURES:
- Yearly Running Goal: You can do better than last year, right? Set a running goal for the entire year & we will keep you motivated and on track to reach it.
- Shoe Tracking: Keep track of the mileage on your running shoes so you know when it's time to retire your shoes and get a new pair.
- Running Leaderboard: See who's run the furthest this/last week or this month
- Powersong: Integrated music player & Powersong to give workout a boost
- Track workouts in real-time with built-in GPS & monitor your personal training diary
- LIVE Tracking & Cheering: Share location, receive messages & cheers
- Dashboard configuration: Display preferred training statistics
- Mapping: Detailed live mapping & historic mapping (Apple Maps)
- Enjoy cardio workouts with the integrated music player
- Post-activity details: Enter mood & surface info, receive hydration recommendation
- Geotagging: Take photos during workout & see pics online with map trace
- Runtastic Wearable Connect: Display activity stats on Runtastic Orbit & Runtastic Moment, our 24/7 wearables
- Integration with Apple Health
- Integrate Runtastic activities to your MyFitnessPal account
- Graphs: Elevation, pace, speed & heart rate info from your jog, run or walk
- Manual entry of workouts: Add treadmill, spinning, weight lifting workouts & more
- Monthly & overall metrics for distance, number of workouts, duration & calories burned

Runtastic for Apple Watch
- Effortlessly start a Runtastic activity directly from your wrist with Apple Watch
- View details of your current activity in real time and enjoy instant access to tracking controls without taking your iPhone out of your pocket
- Bring your iPhone with you in order to track your route via GPS
- Control music & your personal Powersong with one click
- Access statistics of your recent activities & monitor your progress with monthly workout stats

KEY TAKEAWAYS
RuntasticPro

STRENGTHS

- Audio Guided Intervals
- Audio Guided Runs
- Coaching queues imbedded in content
- Apple watch integration
- Story Running is interesting
- Interval Run Structure
- Social
- Monthly Workout Stats (basic)
- Messages & Cheering from Friends
- Many languages available

WEAKNESSES

- Robotic Voiceovers
- No personalization
- Graphics are unimpressive
- Not a truly adaptive Coach
- No obvious assessment
- Training Plans are paid service

OVERALL IMPRESSIONS

- Robust App - many features
- Plans are pricey
- UX is average but effective
- Intervals are a plus
- Decent Running app
- Good level of customization