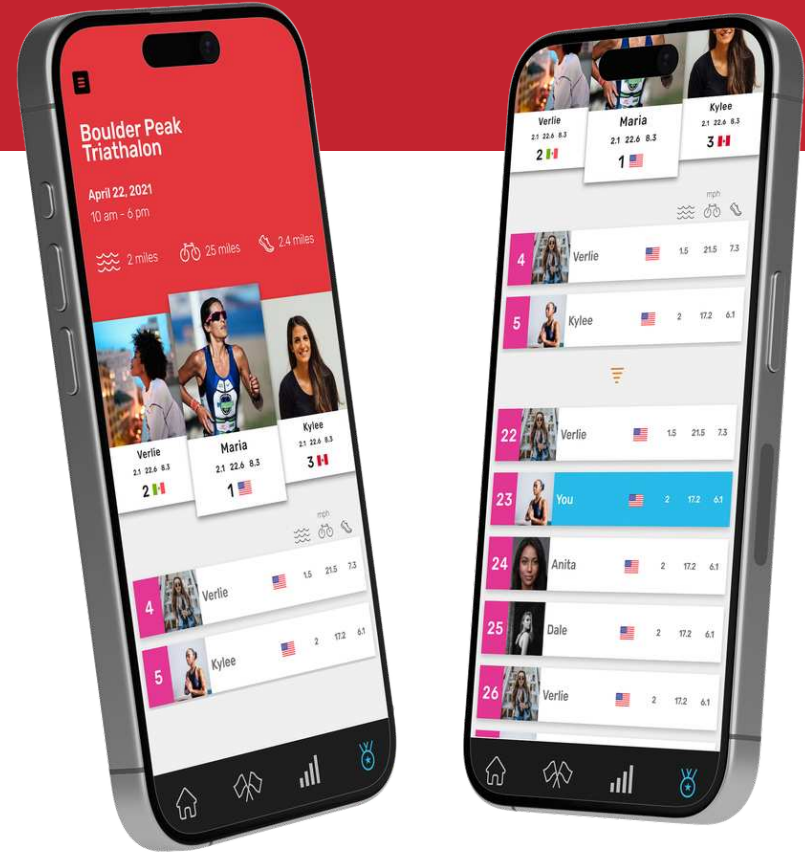




An All-in-One Platform Utilizing Wearables to Innovate Endurance Race Events

Christina Reddick | chris@racedu.app

December 2025





Problem

The Endurance Racing market is deeply underserved by the tech currently available.

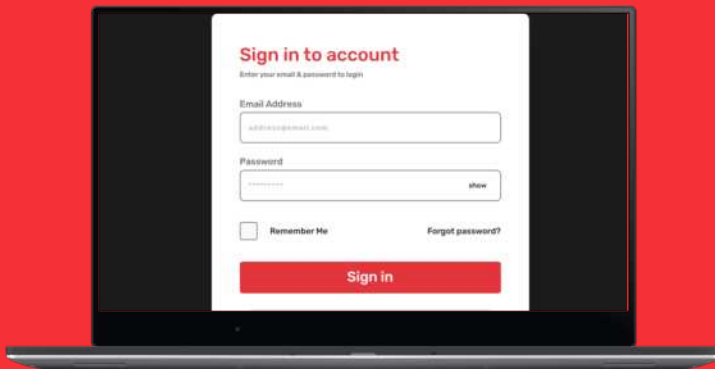
- Endurance Event Producers are forced to juggle too many disconnected services to manage registration, training, coaching, virtual racing, and wearable data tracking, and event safety.
- High travel costs for endurance events can leave willing race participants out and dollars behind, but no effective alternative for virtual competitive races exists.
- Pre-event training is often a solo endeavor that disheartens and demotivates athletes.
- Athletes *die* every year of cardiac events *on course* due to delayed aid.

The racing world lacks a truly competitive and virtually connected racing platform that serves race directors, coaches, and athletes before, during, and after the event.

Solution

Our **comprehensive virtual racing platform** connects race producers, coaches and recreational athletes in one place:

RaceDu *revolutionizes* the way races are organized and experienced.



Race Creator
Dashboard



Data Tracking
from Wearables



Competitive
Community

Competitive Analysis on Key Functional Benefits

	RaceDu	RunSignUp	Active.com	Strava
Registration	✓	✓	✓	✗
Management	✓	✓	✓	✓
Promotional Tools	✓	✓	✓	✓
Garmin/Wearables Integration	✓	✗	✗	✓
Pre-Race Stats and Standings	✓	✗	✗	✓
Health Alerts/AI Risk Management	✓	✗	✗	✗
Merch Marketplace	✓	✗	✗	✗

Market Opportunity

TAM>SAM>SOM based on triathlon, running, cycling, and swimming

Below is based on our **primary GTM** strategy.

Total opportunity is any sports competition that utilizes wearable tracking ie: Golf, Soccer, etc.

**\$150 million ARR in
USA**

Revenues from IRL risk management for race producers.

\$15.5 billion in USA

Revenues from 55 Million Runners, Triathletes, Open Water Swimmers, and Cyclists active in the United States as of 2021, sponsorship dollars & swag.

TAM: \$60B Globally

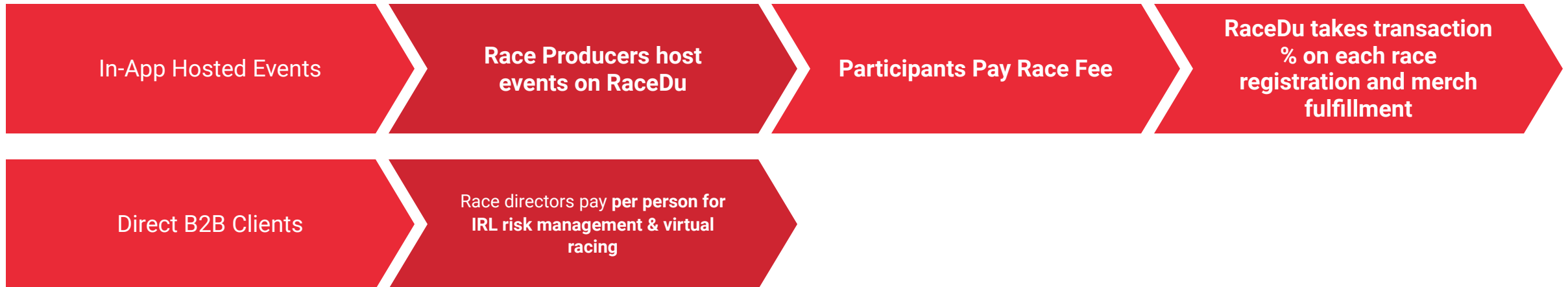
RunSignUp reports registered race participation growing an average of 7% from 2023 to 2024 and Race quantity increasing by 2.5%*

*RunSignUp Registration Market Analysis March, 2024

Revenue Model

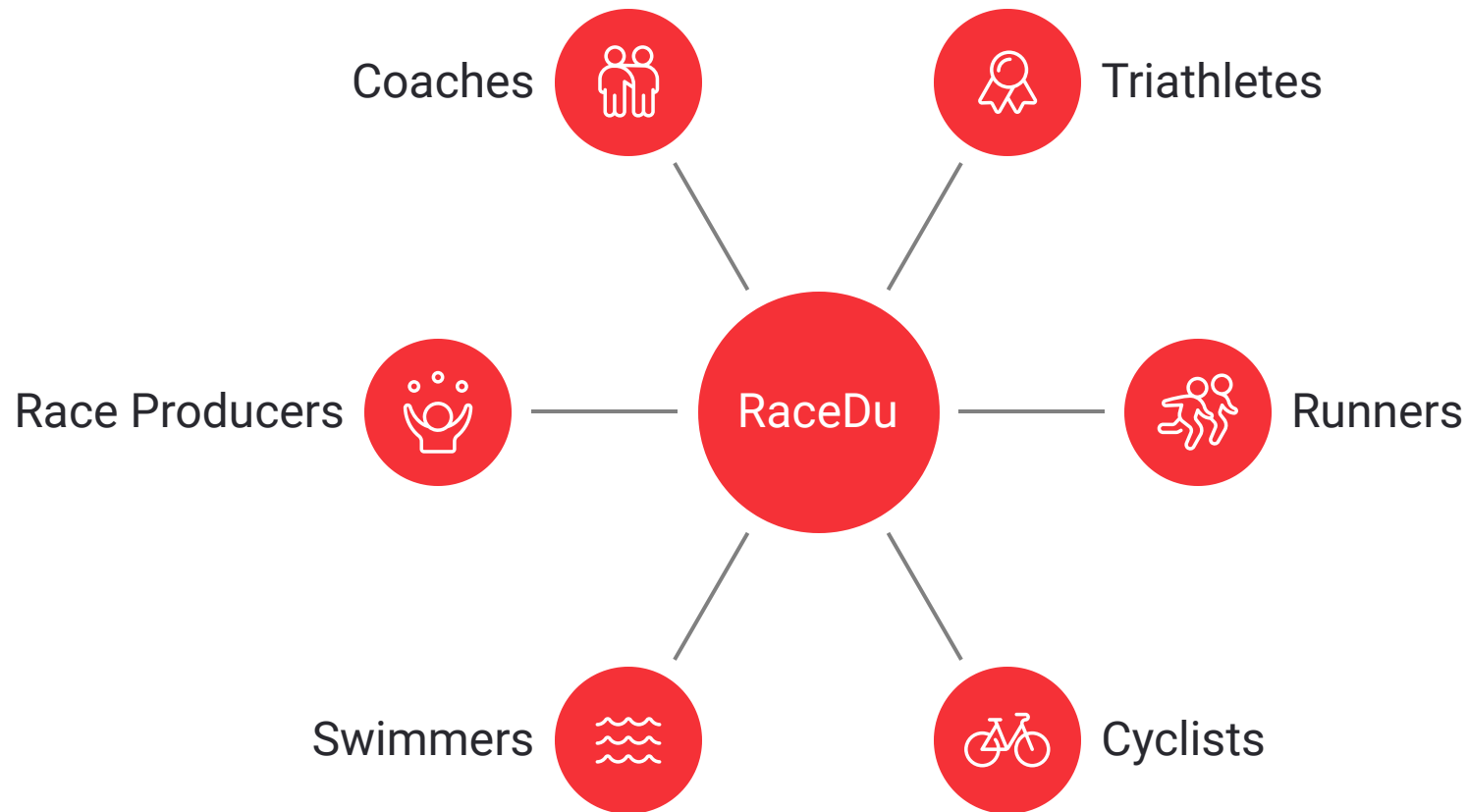
Racedu operates on a two-sided marketplace model where we generate revenue through a per-user transaction fee on our app. Our platform reduces overhead costs for race organizers and fosters a connected racing community.

Monetization Models



RaceDu Users

Our Solution brings recreational Triathletes, Runners, Cyclists and Swimmers access to worldwide racing and a connected community.



Key Functional Benefits

What All-in-One Means for RaceDu

- 1 Race Registration, Management and Promotion Tools
- 2 Garmin Watch Integration (additional wearables forthcoming)
- 3 Participants' Access to Pre-Race Training Stats and Comparative Standings & AI training predictions
- 4 AI powered Health Alerts for Race Director Risk Management
- 5 AI powered Merch Marketplace



Competition Analysis with MOAT

Competitors for Registration & Virtual Racing

Active.com | RunSignUp | Haku.APP

Virtual Strides | Actionary Limited | Ironman VR

Competitors for Training & Online Community

Strava (Runna - recently aquired)

Athlinks

MOAT = Industry Expertise

- ✓ CEO 15+ years of experience in endurance race production
- ✓ TEAM with LIVED experience in endurance sports
- ✓ CTO & dev team experienced in software & wearable tech

MOAT = Regulatory Compliance

- Approved by Garmin for health-level access. Will integrate HIPAA level measures during pre-market stage.
- Integration with wearables
- Integration with competitors making them our promoters

3-Year Financial Projections

Revenue based on virtual racing revenue and risk management GTM



Advisory Board



Christina Reddick

15+ years in Wellness & Recreation provide the unique insight at the heart of RaceDu's innovative features.



Peter Ward

Peter Ward is a dynamic innovator with more than 30 years' experience in software development. He and his team have developed applications in the healthcare, education, non-profit, government, e-commerce, media, construction, and



Linda Ward

Linda is a highly creative thinker with a background in communications and software development. Devoted to visual excellence and storytelling, she provides intuitive analysis and strategic direction to the RaceDu team.



Barby Ward

Barby brings her 20+ years of experience as co-founder of a custom software development company, offering leadership and direction to RaceDu's operations. She is committed to empowering female founders and entrepreneurs.

Advisory Board



Sean Higgins
CEO - BetterYou,
TechStars mentor



Hassel Thom
Hospitality Industry
Leader



**Alexander Ruiz de
Aguirre**
USA Triathlon Level 2
Coach



**Scott Porter, PT, DPT,
ATC, CSCS**
Sports Rehab &
Performance
Specialist

Product Roadmap



- ✓ **2026 Milestone** - Virtual Races
- ✓ **2026 Milestone** - Athletes (reach 133,042 users synced)
Sync Athletes from USA, LATAM & Africa
- ✓ **2026 Milestone** - Wearables (Garmin, Whoop, Apple Watch, Google Fit, Samsung)
Integrate and track data from highly used wearable devices.
- ✓ **2026 Milestone** - Timing services & AI risk management for in-person select events.
Risk management to identify athletes in cardiac distress on the course with GPS-Geo tracking location, allowing for quicker safety interventions and reduced risk of death.
- ✓ **2027 Milestone** - In APP purchases from sponsors, push notifications from Race Directors, and AI coaching.



Ask & Use of Funds

Total Investment Goal = \$1.2 Million USD

Pre-Seed Fundraising Round to Support...24 month runway

- **Onboard** B2B race creators for virtual racing
- **AI** risk management & training functions
- Expand the **Team**



Sign in to account

Enter your email & password to login

Email Address

address@email.com

Password

show

☐

Remember Me

[Forgot password?](#)

Sign in

Don't have an account? [Create Account](#)

THANK YOU!



+1(754) 271-9136 (text/call/WhatsApp)



chris@racedu.app



LinkedIn **@cfishe02**



Twitter **@cfishe02** (and all other socials)