

ENDOMONDO FACT SHEET

January 31, 2012

Vision

The vision is to make fitness more fun and thereby motivate more people to become active.

Concept

Bring your mobile or Garmin device whenever you run, walk, bike or do any other outdoor sport across a distance. While you are out there, your route is automatically tracked together with your distance, end time, average speed, split time, calories burned, and more. If you use a GPS phone, you will be informed about your speed for each kilometer or mile and your effort is tracked in real time sparing you for synchronizing with your computer manually.

Users can choose to create a profile on Endomondo.com, which will then host their personal training diary and enable them to challenge their friends. Who runs the most miles? Who burns the most calories across sports? Live tracking also enables your personal fans to follow you live and to send you pep talk messages that will be read out loud to you while you exercise. Users can integrate their Endomondo profile with Twitter and Facebook to auto-post their activities.

Target Group

The primary target group is men and women aged 25 to 50. The users are typically either sports enthusiasts or recreational athletes looking for motivation to staying active.

Timeline

- November 2007: Endomondo is founded in Copenhagen, Denmark by Christian Birk, Jakob Nordenhof Jønck and Mette Lykke, all of them leaving jobs as management consultants with McKinsey & Company.
- August 2008: An early alpha version of Endomondo.com is launched together with the first app (Symbian only).
- July 2009: The beta version of Endomondo.com is launched.
- September 2010: Endomondo passes one million users.
- November 2010: The current design of Endomondo.com is launched.
- December 2010: The first PRO version of the app is released on Android and BlackBerry and followed by iPhone soon thereafter.
- September 2011: Endomondo passes 5 million users.
- January 2012: Endomondo passes 7 million users.

The Name Endomondo

Endo is short for endorphins, which are released in the brain during sports. Mondo means world in Italian and Esperanto. In sum, Endomondo is a world of endorphins!

Compatibility

You can use Endomondo with close to all GPS mobile phones including Android, iPhone, BlackBerry, Windows Phone, Symbian, Windows Mobile and Java. In addition, data can be imported from Garmin sports devices and from certain data formats. On some phones, the app is integrated with heart rate monitors from Polar, Zephyr and Garmin. ANT+ supported devices will also work with some Android phones.

The Team

The Endomondo team consists of 35 Endos. The management team consists of the three founders, the CTO and the CFO, details below.

Christian Birk, age 36, co-founder

MA in Engineering from the Technical University of Denmark

Management Consultant at McKinsey & Company

Elite athlete from 1998 to 2004. Danish Champion (1999-2004) and national record holder at 400m

Former board member of Danish Athletics Federation

Mette Lykke, age 30, co-founder

MA in Political Science from University of Aarhus, Denmark

Researcher at the newspaper Morgenavisen Jyllands-Posten

Management Consultant at McKinsey & Company

Former competition rider in dressage and show jumping

Jakob Nordenhof Jønck, age 36, co-founder

MA in Political Science from University of Copenhagen, Denmark

Management Consultant at McKinsey & Company

Professional skiing teacher

Thomas Stilling Ambus, age 36, CTO

MA in Computer Science from University of Copenhagen in Denmark

Software developer at Neo Ideo

Senior Software Engineer at Kapow Technologies

Dedicated runner

Thomas Poppenbøll Helms, age 37, CFO

MA in auditing and accounting from Aarhus School of Business

Junior partner at McKinsey & Company

Vice President of Finance at GN ReSound

Marathon runner, mountain biker and kitesurfer