



FACTS ABOUT ENDOMONDO

Vision

Our vision is to make it more fun being active and thereby motivate more people to do sports.

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 course is automatically tracked together with your distance, end time, average speed, split time, calories burned, and more. If you use a GPS phone, your effort is tracked in real time sparing you for synchronizing with your computer manually. And enabling your personal fans to follow you live! You can also manually type in your workouts.

What You Get With Endomondo (For Free)

- View you complete training log which is automatically updated and default shows your latest workout including the course, distance, split times, graphs and more ("Workouts")
- Challenge your friends, e.g., in who runs the most kilometers or who burns the most calories in general ("Challenges")
- Create teams for your friends and follow their activities ("Teams")
- Find new routes, draw new ones and share your favorite routes with others ("Routes")
- Follow your friends in real time when they are training or participating in a race ("Live map")

Target Group

The primary target group is men and women aged 15 to 50. Our users are typically either sports enthusiasts or recreational athletes looking for motivation to staying active.

The Name Endomondo

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

Endomondos History

Endomondo was founded in Denmark in November 2007 by Christian Birk, Jakob Nordenhof Jønck and Mette Lykke, all of them leaving jobs as management consultants with McKinsey & Company. The website www.endomondo.com was first launched during the world's largest running race in September 2008.

The Team Behind Endomondo

Jakob Nordenhof Jønck, age 33

MA in Political Science from University of Copenhagen, Denmark

Management Consultant at McKinsey & Company

Professional skiing instructor

Mette Lykke, age 28

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

Christian Birk, age 33

MA in Engineering from the Technical University of Denmark

Management Consultant at McKinsey & Company

Elite athlete 1998-2004. Danish Champion (1999-2004) and national holder at 400m. Board member of Danish Athletics Federation

Thomas Stilling Ambus, age 33

MA in Computer Science from University of Copenhagen in Denmark

Software developer at Neo Ideo

Senior Software Engineer at Kapow Technologies

Dedicated runner