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Appendix A: Survey

Dear all, I need your insights and experience help verifying new business models in the triathlon and training market .

This survey is about triathlon training routines. If you are an active racing triathlete or plan to participate in a triathlon, this questionnaire is for you! You would help me a lot by filling it out and sharing it among other triathletes or triathlon interested friends. It won't take longer than 10 minutes. Of course, your data remains completely anonymou... [See More](#)

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NOVASBE.AZ1.QUALTRICS.COM



2

3 Comments



Like



Comment



Share



Stephen Mountford Done



Figure 1: Facebook Post

Training Habits (n= 125)

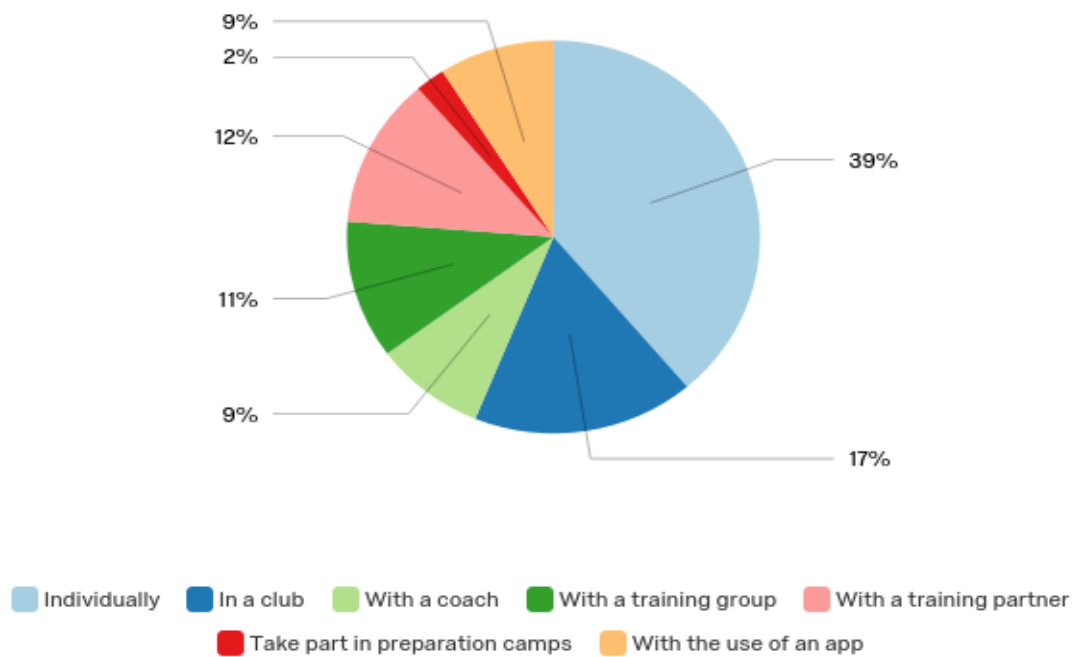


Figure 2: Training Habits

Highest Level of Education (n= 180)

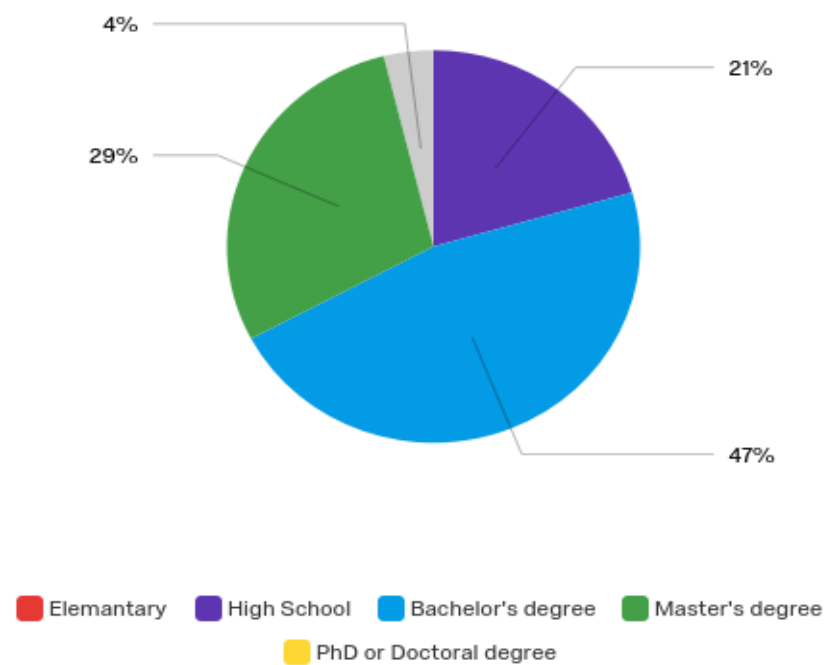


Figure 3: Highest Level of Education

Employment Status (n= 180)

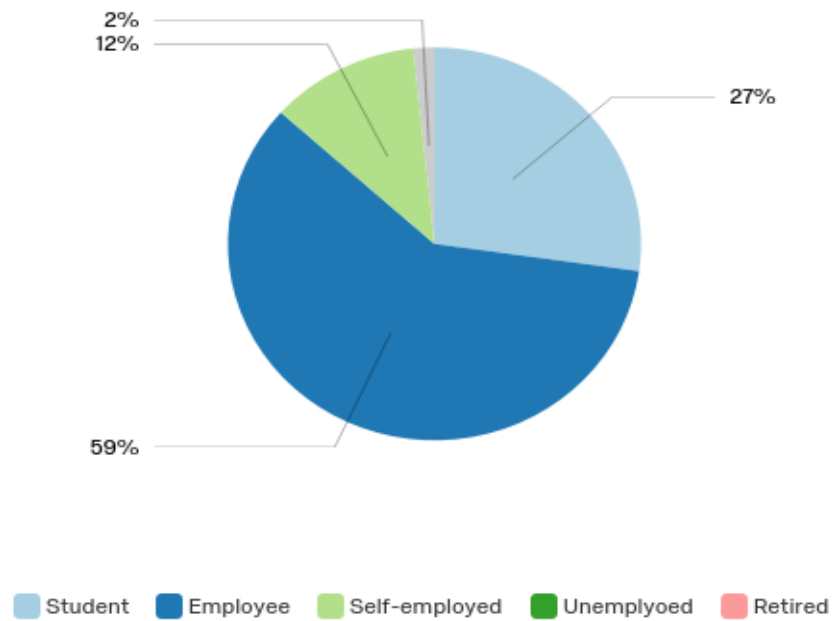


Figure 4: Employment Status

Years of Practicing Triathlon (n= 126)

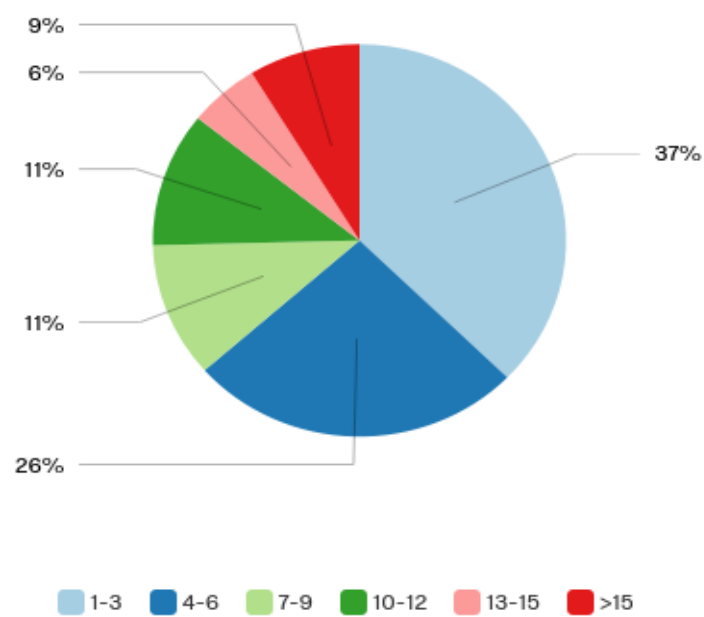


Figure 5: Years of Practicing Triathlon

Was it Easy to Find Fitting Triathlon Coach? (n= 26)

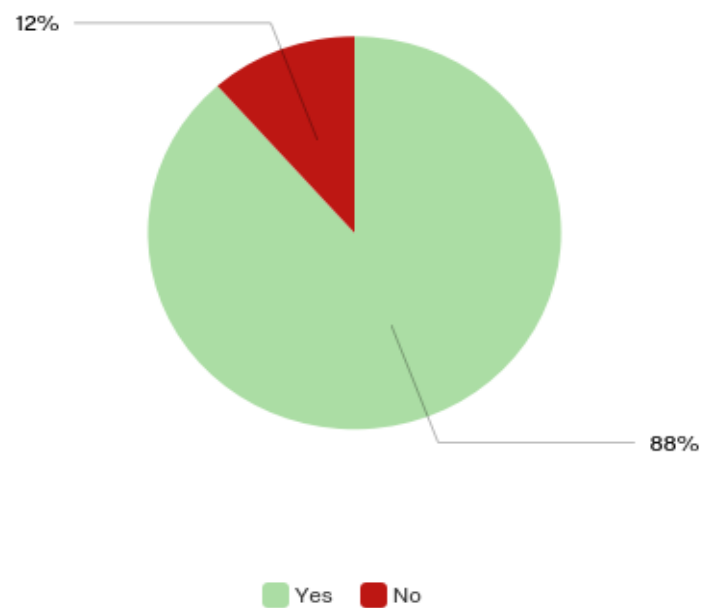


Figure 6: Triathlon Coach

Openness of Using App in Triathlon Training (n= 141)

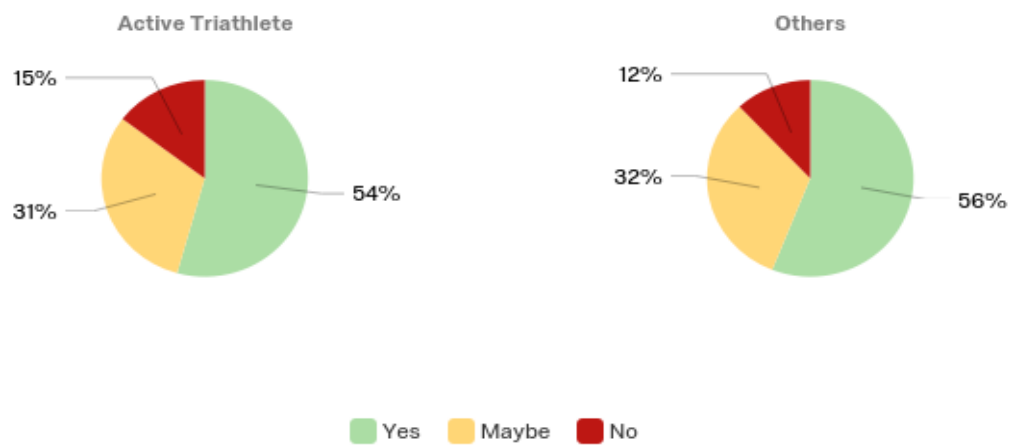


Figure 7: New Technology

Appendix B: Customer Segment

Criteria / Customer Segment	Professional Triathletes	Ambitious Triathletes	Not-just-yet Triathletes	Triathlon Trainers	Triathlon Clubs
Customer's Main Problems	•	• No time • Not flexible • no tracking of performance • not enough positive competition	• No knowledge of correct training methods • No motivation	• Not enough athletes to coach • Difficulty finding athletes •	• Difficulties finding members •
Training Habits	• Train Individually • Train in a triathlon club + individual coach	• Train individually • Train in a triathlon club	• Want to train individually • Want to train with a training partner or group	• Directed at needs of triathletes	• Fixed training hours
Current Solution	• Personal coach • Triathlon club	• Triathlon club • Self-made	• Consult Internet for training plan	• Personal network • Recommendation	• Recommendation • Personal network
Easy reach?	Hard	Easy	Easy	Medium	Medium
How passionate?	Little	Very	Very	Medium	Little
Market Size	Small	Big	Big	Medium	Small
Budget	Medium	Big	Low	Low	Low

Table 1: Customer Segment Matrix

Appendix C: Interviews

For interview transcripts please visit:

<https://drive.google.com/drive/folders/0BzizLkn-IbIOZUNGS2U4TXhDbmM?usp=sharing>

Appendix D: Landing Page & Analytics

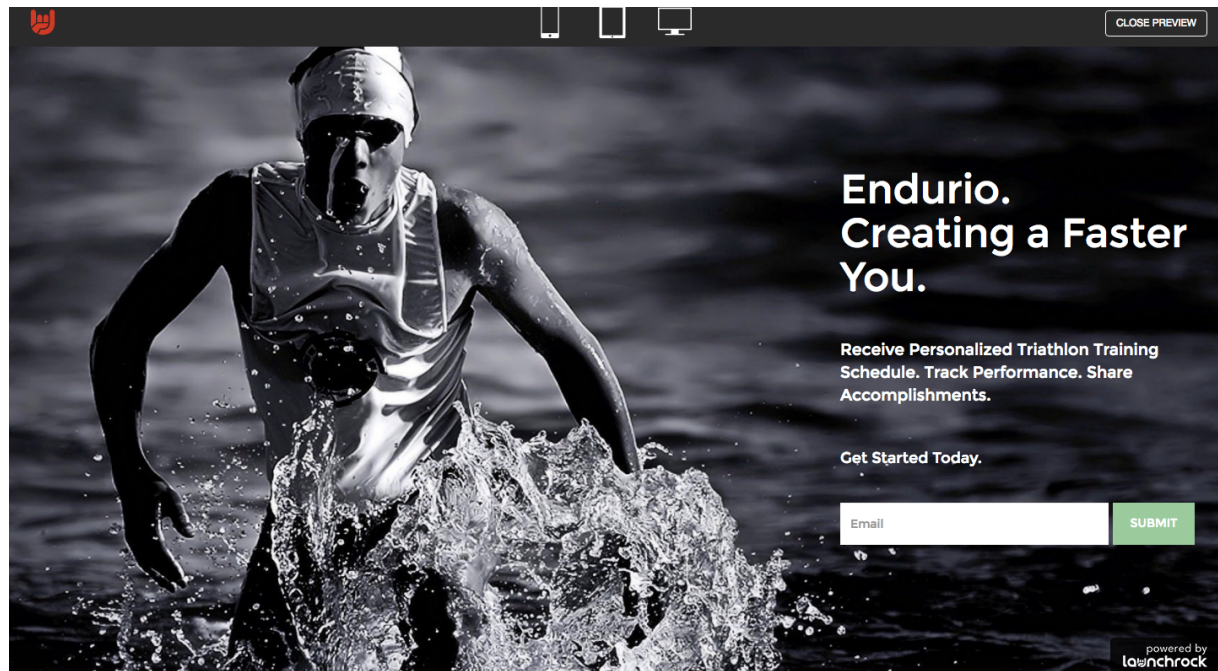


Figure 8: Design



Kaya Maria

November 16 · 🌐 ▼

Have you ever wanted to know what you are really made of? Try doing a triathlon. And create the fastest version of yourself. Curious? Visit endurio.launchrock.com

#triathlon #training #endurio #competition #swimming #cycling #running
#endurance #challenge #creatingafasteryou



👍 Like 💬 Comment ➦ Share

👍 Emanuele Bosco, Marius Herold and 13 others

Figure 9: Facebook Post

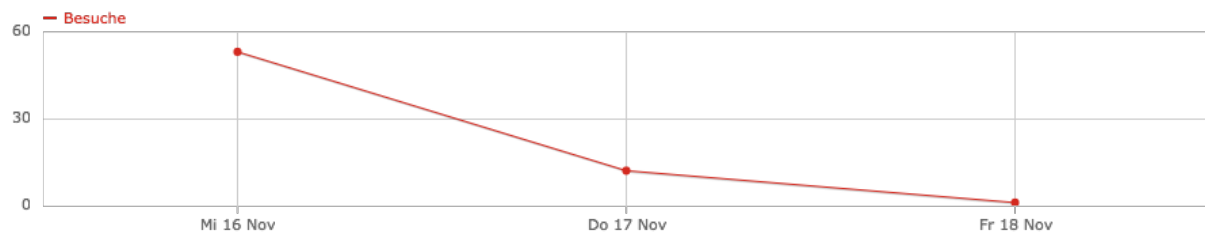


Figure 10: Visitors

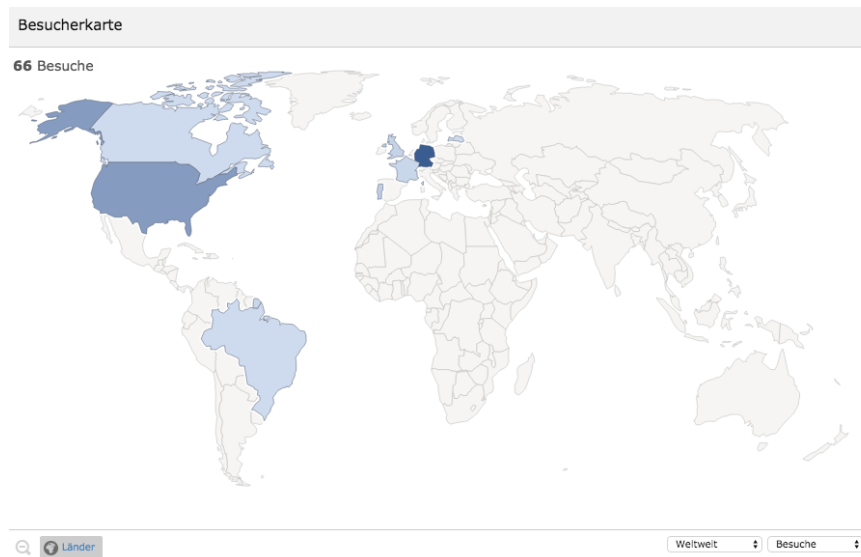


Figure 11: World Map

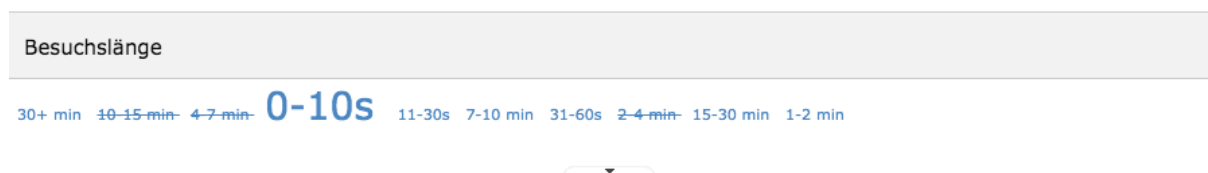


Figure 12: Average Visiting Time

boris.jatzkowski@gmx.de	11/17/16	Krefeld, Germany	0	YES		
manuela.proske@hotmail.de	11/17/16	Krefeld, Germany	0	YES		
marius.herold@gmx.de	11/16/16	Germany	0	YES		
25054@novasbe.pt	11/16/16	Lisbon, Portugal	0	YES		
matteo.rondini@hotmail.com	11/16/16	Netherlands	0	YES		
24936@novasbe.pt	11/16/16	Berlin, Germany	0	YES		
lucas.paul92@gmail.com	11/16/16	Lisbon, Portugal	0	YES		
navegaluis@gmail.com	11/16/16	Lisbon, Portugal	0	YES		
25335@novasbe.pt	11/16/16	Lisbon, Portugal	3	YES		
Judith Mathes ju.mathes@gmx.de	11/16/16	Lisbon, Portugal	0	YES		
reichert.kaya@gmx.net	11/16/16	Portugal	0	YES		

Figure 13: Potential Customers

Appendix E: Facebook Page and Website

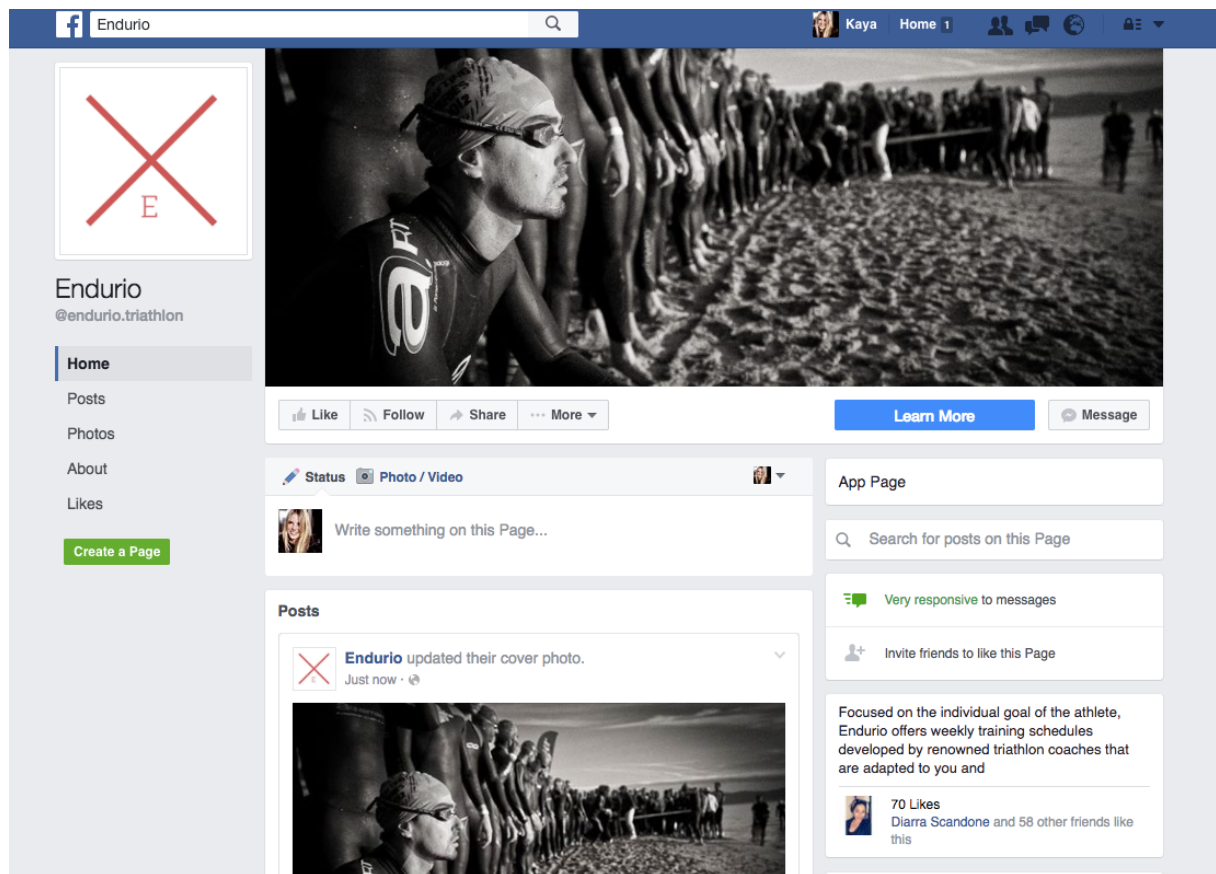


Figure 14: Facebook Page



Figure 15: Call to Action

×

COMING SOON.

SIGN UP AND BE THE FIRST
TO KNOW WHEN WE
LAUNCH.

Email Address

Submit

Figure 16: Sign Up



Focused on the individual goal of the athlete, Endurio offers weekly training schedules developed by renowned triathlon coaches that are adapted to you and your performance.

Figure 17: UVP



Figure 18: Benefits

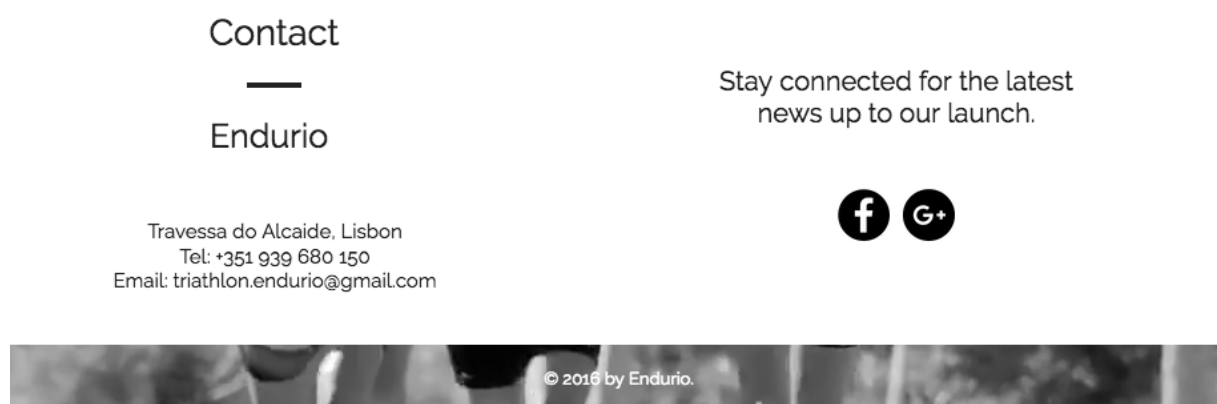


Figure 19: Contact Details

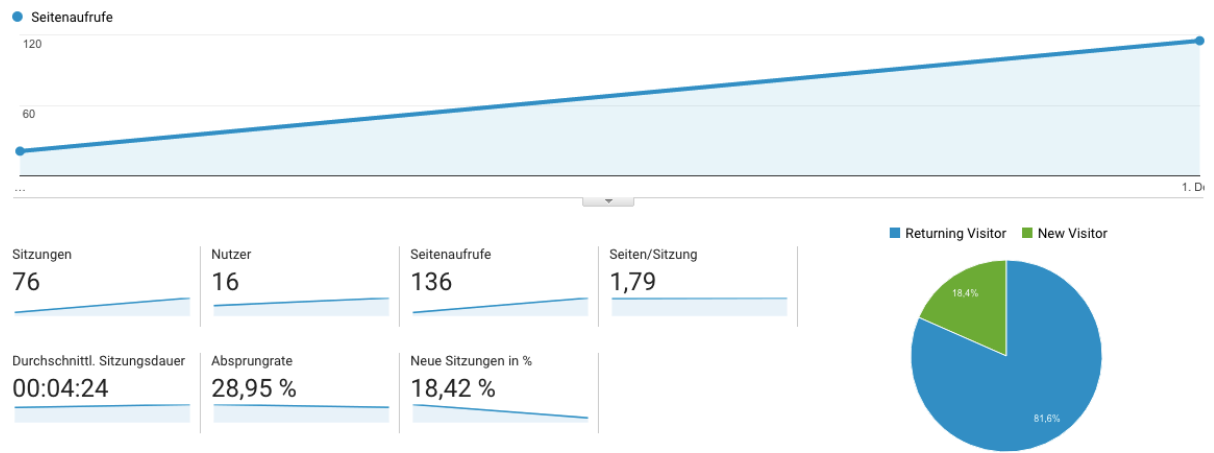


Figure 20: Analytics Website