

October 9, 2019

**Zone 5 Ventures  
Boulder CO**

Building and investing in technologies that move you

Zone 5 was founded on the premise that there is an inner athlete in all of us. And ways to access that athlete are coming from everywhere. In a world where technology dominates, we see the opportunity to seamlessly harness it to make it easier for people of any ability to become more athletic, to achieve their personal goals, and to ultimately improve their lives.

With a ground swell of great ideas coming from innovators around the world, the opportunity to bring untested products to market is challenging. Zone 5 is delivering a platform to break down the barriers to build, test, and fund new ideas. Making it easier and faster for sports tech entrepreneurs and researchers to bring their vision to market. This is all in service to our shared mission of creating and encouraging access to an active culture and better lives.

Zone 5 was kicked off when a group of us, with diverse backgrounds in endurance sports, came together with a simple idea: that technology can be applied to remove barriers into the endurance sport and active lifestyle worlds for athletes and entrepreneurs alike. That idea led into the vision of what is now Zone 5 Ventures. Within Zone 5, there are four pillars to achieving our vision:

**Zone 5 Sports Tech Cloud Platform**

Allows businesses operating in the endurance sport and active lifestyle worlds access to extensive, feature rich API endpoints to accelerate bringing ideas to market.

**Zone 5 Incubator**

Provides a limited number of entrepreneurs with an aligned mission open access to the Zone 5 Sports Tech Cloud Platform and technical mentorship from the Zone 5 team.

**Zone 5 Research**

Gives researchers, sports scientists and students access to user consented rich anonymized data to help gain a better understanding of activity and human motion around the world.

**Zone 5 Portfolio**

Selective investment towards developing consumer products and in companies that align with our mission.

In addition to having a dedicated technology development team focused on the Sports Tech Cloud Platform and building the next truly great athlete experiences, Zone 5 has merged with the world's leading multi-sport training platform, Today's Plan Pty Ltd. Today's Plan will continue to operate with its same mission, now as a Zone 5 Portfolio company. Zone 5 Ventures has also invested in an endurance sport startup currently operating in stealth mode.

Zone 5 was started with seed funding from a diverse group including members of the founding team and others. We are continuing to seek investment from individuals and companies with an aligned vision.

Our collective currency goes far beyond financial to encompass a relentless passion, commitment, and the expertise needed to support a bold vision of access for every athlete at every level. Join us.

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