

Neurun

Mental preparation mobile app for endurance runners.

prior to actually running a long-distance marathon. The application need to host marathon course video content and map data from the physical world to overlay onto the course video (altitude, mile-markers, etc.). Commerce and social integrations were necessary as well to enable brand sponsored commerce as well as community engagement amongst runners around the globe.

► SOLUTIONS

Transcend Digital developed the mobile applications (iOS and Android) that power the training of endurance runners around the world. The applications allow for users to -

- Visualize all elements of a course (mile markers, elevation, aid stations, important landmarks)
- View geo-tagged insights from event and coaches to help participants develop a more mindful approach to achieving their goals
- Participate in weekly training Q&A's with coaches

► RESULTS

2021 - Application to power the 2021 Olympic Games (Tokyo, Japan)

► CLIENT TESTIMONIAL

"I came to Transcend Digital looking for help to build a simple MVP for my startup Neurun. What I found was a team that had the excitement to build the MVP, the knowledge to build out the tech infrastructure needed to quickly scale, and the commitment to be a tech partner in the journey to make the long term vision of the company a reality. One major highlight in our journey so far together was getting our tech featured in Forbes and a few days later being 1 of 10 companies selected (out of 300 international sport tech startups) to join Adidas's global accelerator in Paris in 2019."



SERVICES

Customer Experience, Strategy, Technology, Data




SECTOR

Sports-Tech



TECHNOLOGY

iOS and Android



WEBSITE

www.neurun.com



MOBILE APPS

 <https://apps.apple.com/us/app/neurun-inc/id1416762619>

 https://play.google.com/store/apps/details?hl=en_US&id=com.neurun

Neurun is a visual and mental prep Sector for socially-distanced endurance races. Prepare to compete against other runners in the local area on the same outdoor course, within an event-specified time frame.

1. Register for a Race
2. Download the App and See the Course
3. Record Your Run and Submit Your Time

► CHALLENGES / OBJECTIVES

Neurun's founder and CEO, Cade Netscher, a neuro-science graduate, was seeking to build a mobile application that enabled runners to mentally prepare for marathon races. The app needed to allow runners to see a race course

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