



Athlete-network freemium: free recording and social feed → paid Subscription (\$11.99/mo or \$79.99/yr US) for segments, routes, and training analysis → Family Plan (\$139.99/yr, up to four) → Strava + Runna coaching bundle (\$149.99/yr) → brand Sponsored Challenges (entry budgets from \$30k) on a 180M+ user community.

KEY PARTNERS

- **Device sync** — Garmin #2 and Apple Health #3 after the Strava app (FACT YIS).
- **API developers** — 100+ training apps; platform stays open after Runna (FACT).
- **Runna** — acquired; apps kept separate and the team grows (FACT CEO).
- **Brands** — Sponsored Challenges; Nike, Patagonia, TNF examples (FACT business).
- **App stores** — iOS/Android billing for subscriptions (INFERENCE on fee %).

KEY ACTIVITIES

- Ingest activities from the app and partner devices (FACT YIS).
- **Social graph** — kudos, clubs, clubs-organized events (FACT YIS).
- **Subscriber tools** — routes, segments, goals, Fitness Score (FACT subscribe).
- **AI layer** — Athlete Intelligence and Runna insights (FACT YIS).
- Sell and run Sponsored Challenges with Client Partners (FACT business).

KEY RESOURCES

- 180M+ users in 185+ countries (FACT Dec 2025 press).
- **Segment, route, and club graph** — 1M clubs in 2025 (FACT YIS).
- 14 billion kudos given in 2025 (FACT YIS).
- Runna coaching plans, kept as a separate app (FACT).
- Public API used by 100+ training apps (FACT).

VALUE PROPOSITIONS

- **Free** — record, community, safety features (FACT subscribe).
- **Paid** — routes, offline maps, segments, goals, Fitness Score (FACT).
- **Social proof** — kudos, clubs, follower challenges (FACT).
- **Runna** — personalized race plans inside a bundle (FACT).
- **Brands** — a challenge athletes complete for a reward (FACT business).

CUSTOMER RELATIONSHIPS

- **Self-serve social** — follow, kudos, comments (FACT product).
- Clubs and events as the community loop (FACT YIS).
- Self-serve subscribe / renew; 30-day price notices (FACT pricing).
- Family Plan invites, same country, non-subscribers only (FACT Help).
- Client Partners for brand challenges (FACT business FAQ).

CHANNELS

- **Strava iOS/Android app** — 72% of recordings (FACT YIS).
- **Device sync** — Garmin, Apple Health, others (FACT YIS).
- Web + app checkout for subscription and the Runna bundle (FACT).
- **Family Plan** — web or App Store, not Google Play (FACT Help).
- **No DSP** — challenges are direct / native only (FACT FAQ).

CUSTOMER SEGMENTS

- **Free athletes** — record and socialize (FACT subscribe).
- **Individual subscribers** — analysis and segments (FACT).
- **Households** — Family Plan, up to four (FACT).
- **Race-focused runners** — Strava + Runna bundle (FACT).
- **Brands and charities** — challenges; small brands start with Clubs (FACT).

COST STRUCTURE

- Activity ingest, feed, and storage for free users (INFERENCE).
- Routing and offline maps behind the subscription (FACT features).
- Runna team investment kept as a separate app (FACT CEO).
- App-store fees on in-app subscriptions (INFERENCE; % not disclosed).
- Client Partners and challenge production (FACT FAQ). No published opex.

REVENUE STREAMS

- **US Subscription** — \$11.99/mo or \$79.99/yr plus tax (FACT Jul 2025).
- **Family Plan** — \$139.99/yr, up to four, annual only (FACT).
- **Strava + Runna** — \$149.99/yr US, 180+ markets (FACT Jul 2025).
- **Sponsored Challenges** — from \$30k starting cost; scales with reach (FACT).
- No published company revenue or subscriber count (private).