

Lappo: Turning Every Run Into a Race



A runner in a grey t-shirt and black shorts is running on a dirt path. In the background, a group of other runners is visible on a similar path. The scene is set against a sunset or sunrise sky over a coastal area with hills and the ocean.

GLOBAL COMPETITIVE EXPERIENCE

Pace:
4:15/km

Heart Rate:
165 bpm

GCT:
210ms

RACE MODE ACTIVE

CERTIFIED VALIDATION STRIP

AUTO-GEOLOCATION | MAGNETIC TIMING STRIPS | CERTIFIED PERFORMANCE

The Concept: No Organizers, Just Validation

TRADITIONAL BURDEN

- RFID organizers and cables
- GPS Error $\pm 5s$
- Forms with **\$\$\$** COST

THE LAPPO WAY

- Centimeter Precision
- Permanent Infrastructure
- Zero Operational Setup Cost

Fully Automated Race Timing: The Invisible Organizer



1. App Activation:
Press Start



2. Preparation:
Countdown Begins



3. Official Start:
Cross the Strip

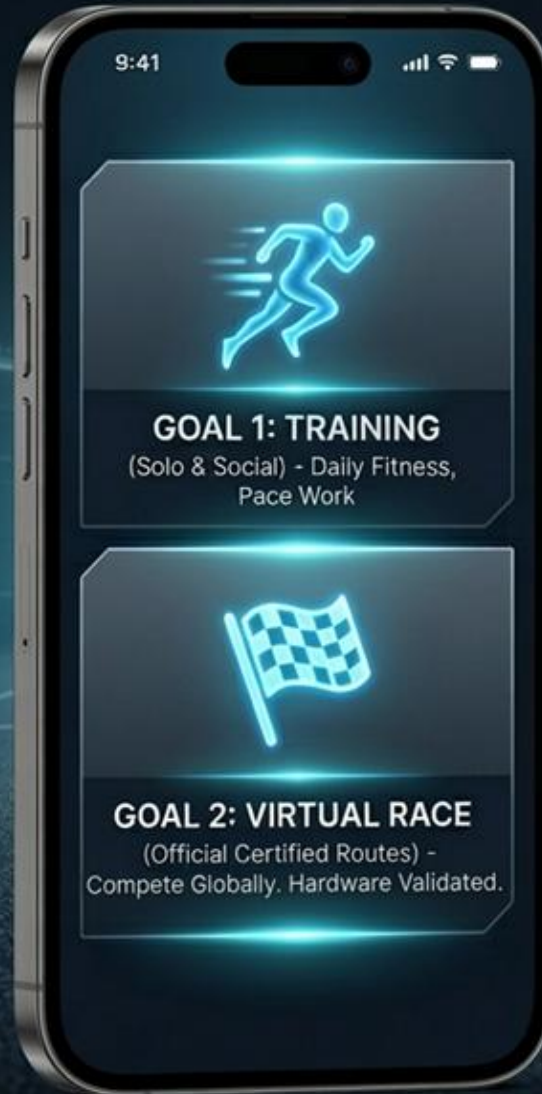


4. Validation:
Auto-Record Checkpoints

Race-grade competition without race organizers.

GOAL SELECTION: TRAINING VS. VIRTUAL RACING

Every run becomes part of a **global competitive ecosystem**



GEOLOCATED ROUTES: THE WORLD IS YOUR TRACK

Using GPS positioning, the app suggests **real race routes near the runner**

This allows runners to experience **professional race structures anywhere in the world.**



Each route includes:

- Detailed course map
- Terrain type (road, trail, mixed)
- Elevation profile
- Timed sectors
- Difficulty level

THE COMPETITIVE MOAT: INFRASTRUCTURE OF TRUST



Lappo turns your run into a verified asset.

LAPPO™

AI Performance Analysis

After every run, the platform generates a **detailed AI performance report**



The result is race-level performance analysis for everyday athletes.

AI Virtual Coach

During the run, athletes can activate a **real-time AI running coach**.



It feels like having a professional coach running beside you.

Social Running & Matching

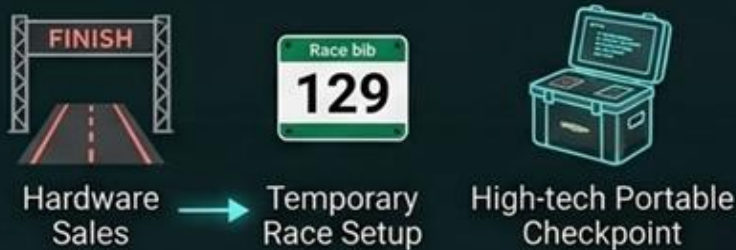
Lappo also introduces a social layer for runners



Turning running into a social and community-driven experience.

THE SCALING ENGINE: BREAKING THE CHICKEN-AND-EGG CYCLE

CHANNEL 1: RACE ORGANIZERS (IMMEDIATE REVENUE)



CHANNEL 2: SMART CITIES & MUNICIPALITIES (TERRITORIAL DENSITY)



**EACH SALE EXPANDS
THE NETWORK,
CREATING MASS
ADOPTION.**

Timing
Validation



Cash Flow

THE RFID KILLER:

Upgrades performance at a fraction of the cost, no staff needed.

Public
Approvals



Community
Health & Tourism

Territorial Presence

MAINSTREAM ADOPTION:

Cost-effective, passive infrastructure, high image return.

Scaling through infrastructure, not just marketing.

BUSINESS MODEL & PATENTED TECHNOLOGY

REVENUE MODEL



Hardware Sales: Direct revenue from selling SmartTags and Checkpoints to organizers and municipalities.



Ticket Commission: Recurring revenue share on every virtual race entry sold via our infrastructure.

Scalability: High-margin growth with zero operational logistics.

MARKET OPPORTUNITY



TAM (\$120B): Global Fitness & Wearable Tech Market.



SAM (\$15B): Sports Event Infrastructure & Timing.



SOM (500M+): Active global runners (Target Audience). Runners.



PATENTED TECHNOLOGY: Invented and developed by the founder. Exclusive international IP rights for hardware-certified infrastructure. Protects the franchise model and ensures market exclusivity.

THE VISION



New York

London

Milan

Tokyo



Lappo

**Anytime.
Anywhere.**

Lappo-run