How one vision shared by great people can create phenomenal products

Jakob Nordenhof Jønck

Endomondo
How do you build a great company and a great product when you have nothing more to show for than a vision?

And once you get over the first hurdles, how do you keep your development unit fast, agile and original while facing escalating growth and counting users by the millions

And what do you do when the biggest brands in the world start going after you using all the tricks in the book?

Intro to Endomondo
Endomondo highlights

World leading fitness community

Highest rated fitness tracking app in the world

+5 million users
Endomondo has two main visions

- Make fitness more fun
- Help and motivate people to become more physically active
Our product guiding principles

• **Ease-of-use**

• **Fun** - if it’s not fun to be healthy, I don’t want to be healthy

• **Social** – positive social peer pressure creates user engagement and sustainable behavioral change
Endomondo is based on a mobile sports tracking application...
...which is truly cross-platform...
...the world’s best rated with +100,000 reviews...

### Android rating, (Global)

<table>
<thead>
<tr>
<th>Date</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 24</td>
<td>3.4</td>
</tr>
<tr>
<td>May 17</td>
<td>3.6</td>
</tr>
<tr>
<td>June 22</td>
<td>3.8</td>
</tr>
<tr>
<td>Aug-23</td>
<td>4.0</td>
</tr>
</tbody>
</table>

### iPhone rating, (US)

<table>
<thead>
<tr>
<th>Date</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 24</td>
<td>2.5</td>
</tr>
<tr>
<td>May 17</td>
<td>2.7</td>
</tr>
<tr>
<td>June 22</td>
<td>2.9</td>
</tr>
<tr>
<td>Aug-23</td>
<td>3.1</td>
</tr>
</tbody>
</table>
...and connected to a global fitness community
Key web features: Workouts page

Key features

- Key workout data
- Lap times
- Altitude, speed and heart rate profile
- Comments
- Peptalks
### Key web features: Challenges

#### Key features

- Individual challenges
- Team challenges
- +20,000 participants on global Endomondo driven challenges
- Thousands of community driven challenges

### Challenge: Calorie Challenge by Polar

Time to get the heart rate up! All users are invited to participate in this official calorie challenge sponsored by Polar.

We will draw lots among participants to find the winners of 5 Polar WearLink+ transmitters with Bluetooth®. These will let you monitor your heart rate.

**Goal:** Most calories (All sports) 5 Polar WearLink+ transmitters with Bluetooth®

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pedro Gomphaves</td>
<td>43327 kcal</td>
</tr>
<tr>
<td>2</td>
<td>Marco Rothey</td>
<td>37644 kcal</td>
</tr>
<tr>
<td>3</td>
<td>Robert Denta</td>
<td>35371 kcal</td>
</tr>
<tr>
<td>4</td>
<td>Anders Johansson</td>
<td>34587 kcal</td>
</tr>
<tr>
<td>5</td>
<td>Ray Thompson</td>
<td>33077 kcal</td>
</tr>
<tr>
<td>6</td>
<td>Jeff Mayar</td>
<td>31893 kcal</td>
</tr>
<tr>
<td>7</td>
<td>Frank Sauer</td>
<td>31828 kcal</td>
</tr>
<tr>
<td>8</td>
<td>Larry Zadnikar</td>
<td>29911 kcal</td>
</tr>
<tr>
<td>9</td>
<td>ANTONIO DAVID GARCIA</td>
<td>29771 kcal</td>
</tr>
<tr>
<td>10</td>
<td>Harri Pärlmäki</td>
<td>29600 kcal</td>
</tr>
<tr>
<td>11</td>
<td>Matthew Barker</td>
<td>27686 kcal</td>
</tr>
<tr>
<td>12</td>
<td>David Hegg</td>
<td>27677 kcal</td>
</tr>
<tr>
<td>13</td>
<td>Steve Grimz</td>
<td>25103 kcal</td>
</tr>
<tr>
<td>14</td>
<td>Ken Reeves</td>
<td>24080 kcal</td>
</tr>
<tr>
<td>15</td>
<td>nick Ilanos</td>
<td>23512 kcal</td>
</tr>
<tr>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>882</td>
<td>You</td>
<td>884 kcal</td>
</tr>
</tbody>
</table>

---

Note: The table above shows the leaderboard for the calorie challenge. Participants are ranked based on the total calories burned during all sports activities. The challenge encourages users to engage in physical activities to burn calories and win prizes.
Endomondo company facts

+30 FTEs and hiring 2-4 more a month if we can

Office in Copenhagen and San Francisco

Users predominantly in the US and Western Europe
How do you build a great company and a great product when you have nothing more to show for than a vision?

And once you get over the first hurdles, how do you keep your development unit fast, agile and original while facing escalating growth and counting users by the millions?

And what do you do when the biggest brands in the world start going after you using all the tricks in the book?
Taking chances and failing is in our DNA, but we fail fast
We get up close and personal with people and we care
We have passionate disagreements, but the best argument always wins
How do you build a great company and a great product when you have nothing more to show for than a vision?

• Taking chances and failing only to rise again is in our DNA

• We are a personal, caring company with high ambitions valuing wits and passion before money

• We have passionate disagreements, but we collaborate and the best argument always wins

• And this is the culture, the spirit and the atmosphere that we invite people to join
How do you build a great company and a great product when you have nothing more to show for than a vision?

And once you get over the first hurdles, how do you keep your development unit fast, agile and original while facing escalating growth and counting users by the millions

And what do you do when the biggest brands in the world start going after you using all the tricks in the book?
A few notes…

• On average, about 15,000 new users join a day

• We have 100-150,000 workouts a day around the clock

• We collect data points every other second

• On top, people communicate live with each other in various ways

• Needless to say, we have been facing scalability issues more than once
Focus on hiring great people who match our culture
You save a lot of time and gain immense speed and agility in your development unit
We try to give feedback as often as possible
We treat people as straight As
We collaborate
Keeping our development unit fast, agile and original

- We focus on hiring great people who match our culture
- We give feedback
- We treat people as straight As
- We collaborate
A couple of DOs and DON’Ts in Endomondo

DON’Ts

• We don’t use software management tools, we have tried, but they have been too time consuming so far

• We don’t have a lot of meetings

• We don’t spend a lot of time drawing up a solution using other tools than pen and paper

• We don’t measure performance, performance is what we hire

• We don’t imitate, we innovate

• We don’t do outsourcing
A couple of DOs and DON’Ts in Endomondo

DOs

• We give people an opportunity to build their own toy

• We sit down and discuss the goal of a concept or a feature and the basic logic of it and then the developer heads the working stream

• Each developer takes a project from the conceptual thinking and all the way through to test, production and follow up with corrections after watching the user feedback

• Each developer shares a commitment to make a solution better than it was thought out to be by a margin

• We have a great office location and a relaxed working environment

• We give feedback on what’s delivered, not on face time or working hours
How do you build a great company and a great product when you have nothing more to show for than a vision?

And once you get over the first hurdles, how do you keep your development unit fast, agile and original while facing escalating growth and counting users by the millions

And what do you do when the biggest brands in the world start going after you using all the tricks in the book?
• We continue to work on what we believe is right
• We keep listening to users
• We keep focusing on original, innovative concepts
• We listen to our hearts and guts. Most often they don’t fail
How do you build a great company and a great product when you have nothing more to show for than a vision?

And once you get over the first hurdles, how do you keep your development unit fast, agile and original while facing escalating growth and counting users by the millions

And what do you do when the biggest brands in the world start going after you using all the tricks in the book?
WE ARE HIRING...
Contact:
Jakob Nordenhof Jønck
jakob@endomondo.com
http://www.linkedin.com/pub/jakob-j%C3%B8nck/2/578/7a3
+45 3016 9607