

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

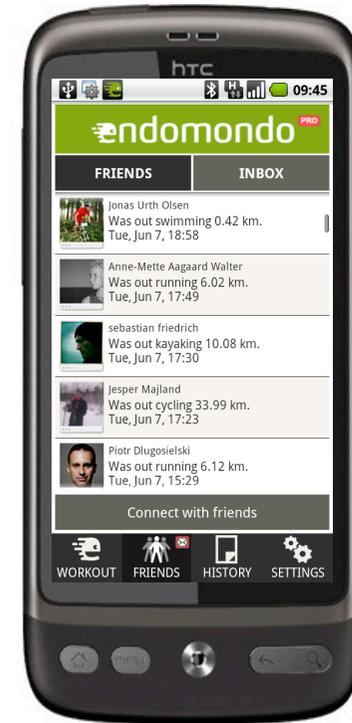
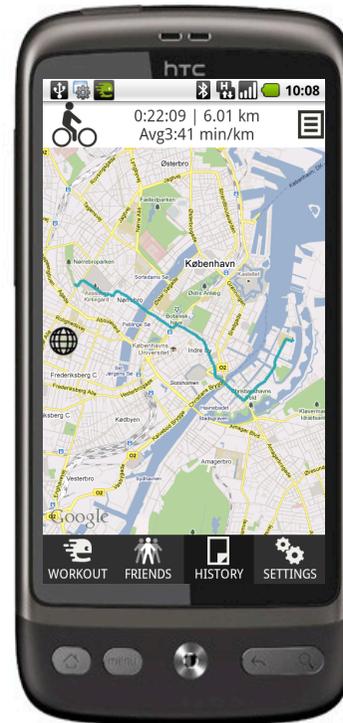
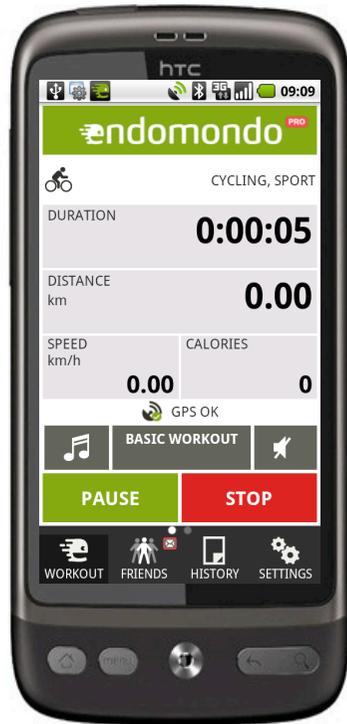
Endomondo has two main visions

- **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...



Windows[®]
phone



ANDROID

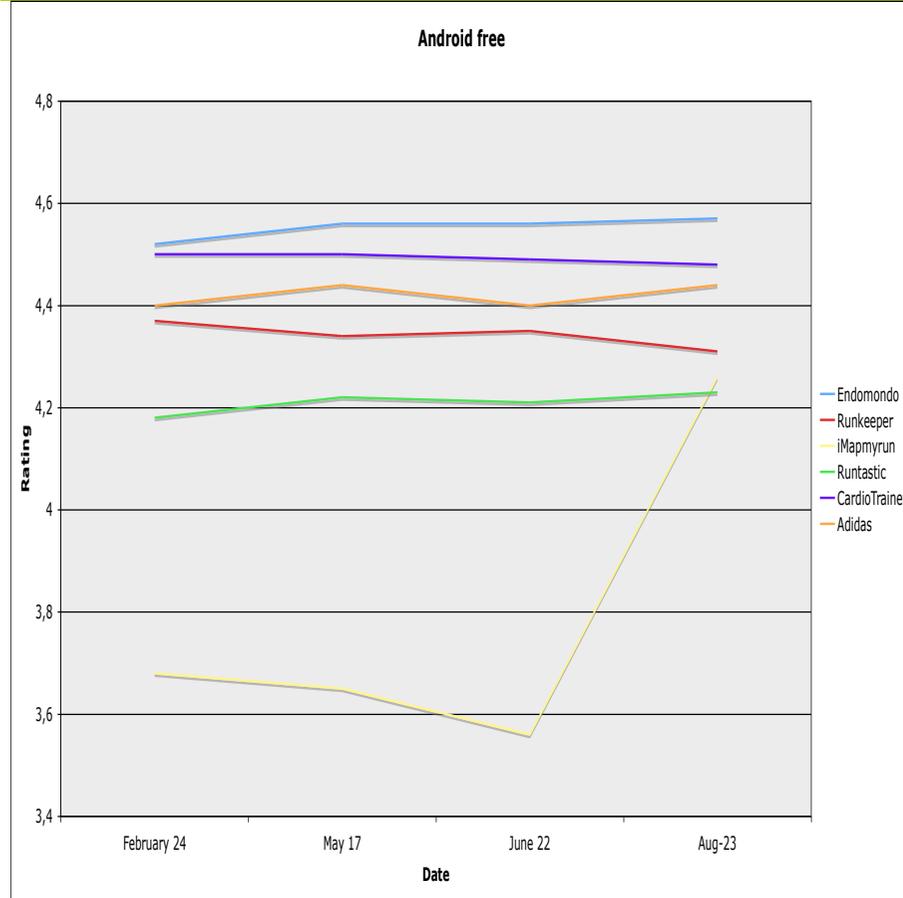


Windows
Mobile[™]

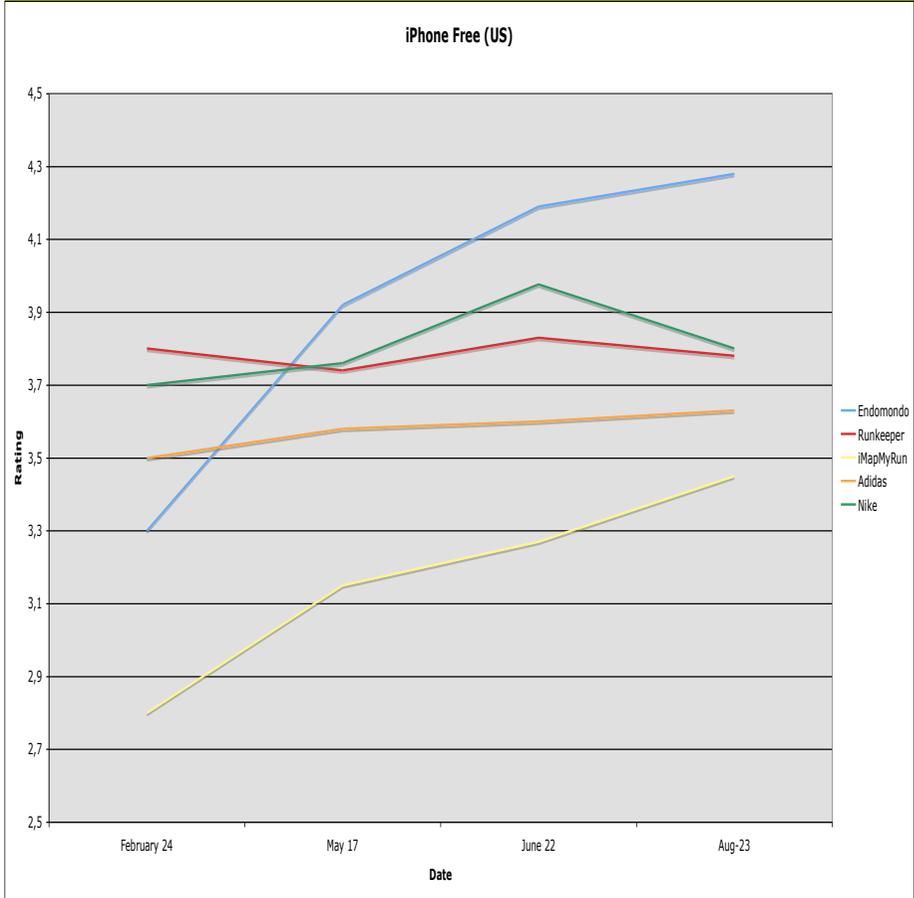
 BlackBerry[™]

...the world's best rated with +100,000 reviews...

Android rating, (Global)



iPhone rating, (US)



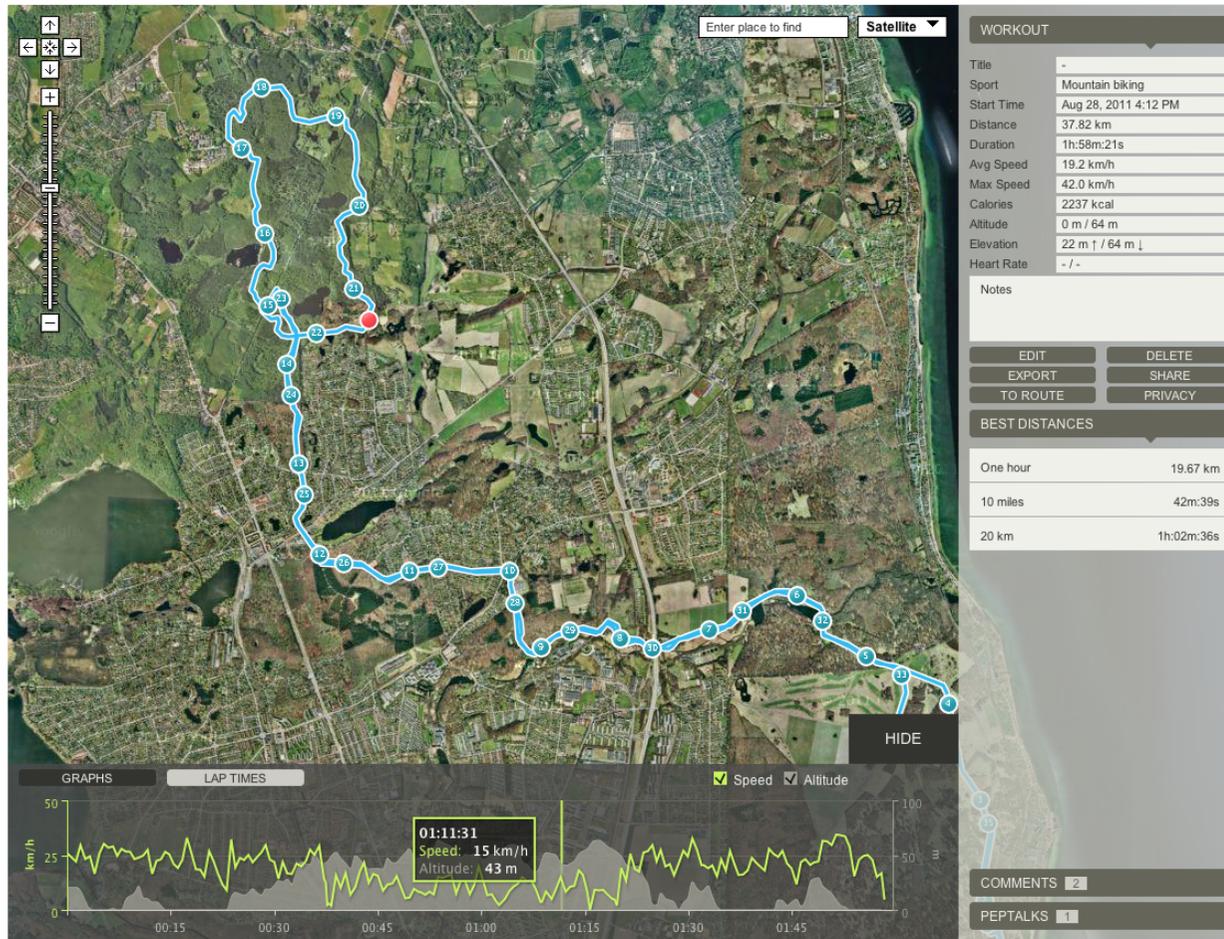
...and connected to a global fitness community

The screenshot displays the Endomondo website interface. At the top, a navigation bar includes links for HOME, WORKOUTS, PEOPLE, CHALLENGES, EVENTS, ROUTES, and STORE. The main content area is divided into three columns:

- Left Column:**
 - FIND FRIENDS:** A section for finding friends with options for YAHOO! and OTHER (EMAIL, CSV).
 - HIGHLIGHTS:** A section for requests and ongoing campaigns. It shows a request from Daniel Löfgren and a campaign for SCOTT® Get Up and Ride Wisconsin Challenge.
- Middle Column (NEWS FEED):** A list of recent activities from friends, including walking and cycling, with details on distance and time.
- Right Column (User Profile):** The profile for Jakob Nordenhof Jønck, showing a search bar, a 'Like' button (80K), social media follow options, and a 'STORE' section featuring a 'Phone Case with Bike mount' for sale.

At the bottom of the page, there is a decorative illustration of a city skyline with stylized buildings, trees, and people engaged in various activities like running, cycling, and climbing. The number '5' is visible in the bottom right corner of the illustration.

Key web features: Workouts page



Key features

- Key workout data
- Lap times
- Altitude, speed and heart rate profile
- Comments
- Peptalks

Key web features: Challenges

The screenshot shows the Endomondo website interface. At the top, there is a navigation menu with 'HOME', 'WORKOUTS', 'PEOPLE', 'CHALLENGES', 'EVENTS', 'ROUTES', and 'GEAR'. The 'CHALLENGES' tab is highlighted. Below the navigation, the page title is 'CHALLENGE: Calorie Challenge by Polar'. There is a Polar logo with the tagline 'LISTEN TO YOUR BODY'. The main text describes the challenge: 'Time to get the heart rate up! All users are invited to participate in this official calorie challenge sponsored by Polar.' Below this, there are buttons for 'SHARE', 'INVITE', and 'LEAVE'. A paragraph explains that winners will receive 5 Polar WearLink+ transmitters. The challenge details are: Goal: Most calories (All sports), Prize: 5 Polar WearLink+ transmitters with Bluetooth®, Start: Jul 1, 2011 12:00 AM, End: Aug 1, 2011 12:00 AM. Below the details, there are filter tabs: 'ALL', 'MALE ONLY', 'FEMALE ONLY', and 'MY FRIENDS'. The main content is a leaderboard with 15 entries, each showing a user's profile picture, name, and a progress bar with the total calories burned. The user 'You' is at the bottom of the list with 894 kcal.

Rank	User	Calories
1	Pedro Gonçalves	43327 kcal
2	Marco Rothley	37648 kcal
3	Robert Dorda	35371 kcal
4	Anders Johansson	34587 kcal
5	Ray Thompson	33077 kcal
6	Jeff Meyer	31893 kcal
7	Frank Sauer	31828 kcal
8	Larry Zadnikar	29911 kcal
9	ANTONIO DAVID GARCIA	29771 kcal
10	Harri Perämäki	29600 kcal
11	Matthew Barker	27686 kcal
12	David twigg	27677 kcal
13	Steve Gratz	25103 kcal
14	Ken Reaves	24080 kcal
15	mick ilanos	23512 kcal
...		
8520	You	894 kcal

Key features

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

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

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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**

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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

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- 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

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WE ARE HIRING...

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