

Johnny G
&
Peloton
A Collaboration

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Johnny G & Peloton: A Collaboration

The Objective

Life-long cyclist, professional athlete, inventor, and fitness programming innovator Johnny G (aka Johnny Goldberg,) proposes leveraging the expertise he's earned as a leader and an inventor of fitness equipment and exercise programs to enhance the training experience and athletic potential for indoor cycling participants to get into the best shape of their lives by training for and participating in a 3-5 hour ultra-marathon event using Peloton's global virtual training platform.

In his career every event Johnny produced was live, and in-person. They were incredible and wonderful, but there was no way to make those beautiful experiences available to anyone not able to be physically present.

There was no platform where streaming to millions was possible - the technology simply didn't exist. Today, Peloton has that platform, and together we can finally make this vision a reality.

The Context:

Johnny is a cyclist. He fell in love with the bicycle as a 5-year-old child and has been a constant force in his life - he had no idea that those first pedal strokes would lead him on a life-long journey of self-discovery.

In 1992, following his success on the road, Johnny brought his love for cycling indoors inventing and patenting the first commercial Indoor Cycling Bike, from that invention a culture was born.

The Culture of Indoor Cycling:

Indoor cycling became a fitness phenomenon. Participants were seeing remarkable results, building both cardiovascular fitness & muscular strength and endurance encouraged by Johnny's philosophy of finding the "champion within."

The community of indoor cyclists was born – the genre gaining worldwide momentum to over 30 countries by the early 2000's. With participants getting stronger and ready for greater challenges -- regularly taking back-to-back rides to extend what was widely being recognized as more than just a fitness class. It was – and still is - a ride experience which connected mind and body, heart and soul. The desire to ride longer, 'farther', and with purpose, led to the concept of training for extended multi-hour riding adventures.

The Influence of Professional Cycling:

The emergence of indoor cycling had a profound effect – particularly in the United States – on interest and a sharp increase in viewership of televised broadcast of professional cycling's Grand Tours: Le Tour de France, Giro d'Italia, and La Vuelta de España. It was also around this time (1997,) when the newly formed US Postal Team debuted at Le Tour de France only one year after entering the professional circuit with their top rider placing a respectable 15th in the general classification (ranking).

Indoor riders got a real-time visual of how professional cyclists manage terrain with gearing and cadence: what indoor cycling simulates through rhythm, timing and breathing.

It wasn't long before Instructors brought the ride profiles of daily stages to ride sessions reinforcing the connection between the studio and the road, turning spectators into participants.

The Events:

Long form group stationary cycling events began to surface all over the world. Some staged as endurance events, many leveraging the emergence of events focused upon fundraising for formidable charities.

At the forefront of these events, was Johnny G, setting the precedent for global exposure and participation. The unique experience is well-documented in the digital space but more importantly in the consciousness of those fortunate enough to participate in person.

The events were wildly successful. Dozens of – some even numbering over 500 – indoor cycling bikes were transported to amazing locations and venues all over the world. From the patio off a local gym, to La Jolla Shores in California, to a helipad atop Blue Tree Towers, a skyscraper in Sao Paolo, Brazil.

Event organizers often hired DJ's or live musicians with sound systems to provide the musical fuel to energize the ride.

Event Logistics:

Long form riding events and camps became part of Johnny G's DNA. The production of the event involved many months of preparation: scouting and choosing a location, obtaining permits, insurance underwriting, planning profiles, arranging music, hiring instructors, DJ's/Musicians, developing training, marketing and managing enrollment registration and arranging any special accommodations. Suffice to say, a huge undertaking.

The Evolution of Indoor Cycling:

Indoor cycling became a staple in gym-culture programming. Exercise videos preceded even the concept of membership-based gyms with studio classes, but none had ever offered indoor cycling as owning a home-based stationary cycle robust enough to support the rigors of a typical studio class was out of reach.

All of that changed in the early-2010s when emerging and existing indoor cycling equipment manufacturers began to offer durable and affordable options to home-users. Virtual training became normalized for people in the privacy of their own homes. The medium appealed to people who preferred - and were disciplined enough - to train independently, or when conventional group-exercise scheduling did not fit into their own day to day timelines.

Wearable technology played an integral part in the growing popularity of both self-guided and virtual programming. Already a must-have in performance athletics, activity trackers such as Garmin, Polar and Fitbit, etc. gave users a way to monitor their progress and work toward their goals independently.

Peloton:

In 2020, a global pandemic changed every aspect of our daily lives. In the interest of public health, non-essential businesses were advised to shut down. Existing virtual training platforms exploded, most remarkably Peloton (est. 2012,) with their consumer-friendly indoor cycling bike, equipped with a large tablet-like, touch-screen monitor.

Subscriptions grew over 100% as enthusiasts took their indoor ride into their homes. Even before the pandemic, the allure of Peloton was already undeniable. Combining convenient in-home workouts with motivational instructors, a highly competitive viewership, and a high-tech bike capable of real-time performance tracking, Peloton built a community of loyal, committed, and accountable participants. The unforeseeable result was that the community became even stronger, helping to mitigate the isolation by creating an environment where participants bonded over their enthusiasm for movement.

Lockdown restrictions began to ease in mid-late 2020 and slowly, people returned to a modified version of gym life.

Five years later, the world seems to have completely resumed its normal pre-pandemic pace and intensity, but virtual platforms continue to hang on. The flexibility of on-demand fitness is still appealing but now competes with the even greater appeal of the freedom to gather and enjoy reconnecting with other humans.

Human Connection in a Virtual world:

Event culture had found a new home in the virtual realm. Together with the improvement of fitness tracking wearable technology, event organizers were able to engage participants to leverage a perhaps new-found personal motivation to committing to completing 5k, 10k, half and full marathons in the running space to metric and full century rides in the cycling community entirely at their own pace, on their own schedule, but completing, competing, and earning validation, nonetheless.

Even as we've emerged from the isolation of the pandemic, virtual events still have their place alongside public events. Continuing to hold popularity for those who want to contribute and participate while preferring not to travel to an event, but to be in their own community or to be on their own schedule.

Best of all worlds – a Value Proposition:

Through his life's work of invention and innovation, fitness programming, mentorship and leadership, Johnny has always maintained the consistent goal of using the tools he created to build a community – a place where everyone can be a part of something bigger than themselves. The most joyful and fulfilling experiences of his professional career have been in bringing people together through training camps and special events where participants share their love for movement and connection.

A life's work – a personal message: bringing the pieces of the puzzle together:

After 36 years of marriage, Jodi -- my wife, was diagnosed with Stage 4 metastatic lung cancer. Amid navigating this new chapter in our lives, we have taken a step back. We've reflected and made conscious decisions to explore some of our goals and dreams to honor the things that matter most to us in this lifetime. We created our personal 'bucket-lists'.

One of the items on my list was to once again energize and inspire a group of people to do something challenging -- something athletic -- that would take them on their own journey of self-discovery as I had begun so many years ago. Inspiring them to a place of true personal accomplishment -- for many, a place they've never been before.

At its core, this is me sharing my story, my wife's story, and our decision to use the time we have together to create something that matters. This is personal, and it's an opportunity to give people a taste of something I've known my whole life: the power of endurance, community, and doing hard things together.

A 3- & 5-hour Ultra Marathon indoor cycling event can serve as the purist form of personal challenge, liberation and reality on a stationary bike where the rider and the

machine are stacked against mind, body and time. There's a place for everyone to face, pace and embrace themselves exactly where they are.

Peloton & Johnny G - A Globally Streamed Virtual Event

The vision: The World's First Live-Streamed Ultra Marathon Ride:

An untapped opportunity exists to bring the rich history and energy of long-form indoor cycling events into the information age where the experience can now be made available to a globally connected participant base.

Leveraging the existing infrastructure of Peloton's globally accessible virtual streaming platform and the expertise Johnny G possesses to deliver an exciting and truly purposeful event that will offer an opportunity never presented at this scale.

An event connecting participants to a common charitable cause:

Inspired by my wife, Jodi, and her journey with metastatic lung cancer. We understand that we are not alone, everyone who has been touched by cancer understands the need to support one another.

The Ultra Marathon Ride Event Format (a summary):

A one-day live Ultra Marathon ride event:

- The experience will be streamed to tens of thousands of people world-wide. Not a long "class," but something more—a participation-based ride where people come together in a way they've never experienced before. Leading the way, will be three of Peloton's top instructors: the most recognized and motivating voices in indoor cycling. They'll guide and inspire riders along a 3 – 5-hour ride profile - a journey – developed by Johnny G.
- A total of 4 bikes on stage during the event. The 3 top instructors and one bike (a Beneficiary bike,) reserved as a spot of honor. A rotation of donors, celebrities, corporate representatives, sponsors.

Replay rights:

The live event can be restreamed at designated intervals during the year, or as an on-demand, pay-per-view experience at a time of the rider's choosing.

Café Peloton:

A marketing opportunity that will transform the way we interact with ride participants. In-ride interaction with guidance regarding fueling, hydration, nutrition and mental preparedness.

Café Peloton is a branded performance recovery and fueling concept that can be integrated as a virtual and/or physical presence during events.

Key Features:

- In-ride shoutouts or pauses for refueling suggestions
- Sponsorship opportunity for electrolyte, gel, and bar companies
- Pop-up or branded digital activations during long rides
- Branded clothing and merchandise
- Potential in-app purchasing for Peloton+ members

This “pit stop” is more than a break — it’s part of the journey's rhythm.

Training for the Ultra Marathon Ride:

Optimal performance for an athletic event requires a plan of action. As an ultra-distance athlete, Johnny knows the importance of a focused and effective training plan that will prepare the heart, the muscles, joints, and connective tissues for such an event. What he is particularly attuned to, is the need to also prepare the mind and the spirit to undertake this type of a challenge.

Johnny G Method proposes a 9-week training preparation program leading up to the event giving everyone from novice to seasoned riders the ability to take part.

Conclusion:

Peloton has an opportunity to energize their member base and engage them in a way that is extraordinary through a collaboration with Johnny G – world-renowned fitness motivator – an influencer before the term emerged in the digital space, to offer meaningful content that could connect their riders to one another around the world in a life-changing event experience.

Peloton's infrastructure is in place, what they need is a marketing and performance opportunity, a good will event of this nature that benefits their members, excites their investors, and strengthens their influence.

We are offering, a 3-5 hour live-streamed event, a 9-week training program, the Café Peloton concept, and designating a cancer-related charity, all of which need to be discussed, determined, and protected.

I truly believe that a Johnny G / Peloton relationship would be groundbreaking in the virtual space and powerful on multiple levels.

This isn't just an idea; it's a foundation for something that can grow, sustain, and inspire human beings well beyond one weekend.

Enjoy the Ride,

A handwritten signature in black ink that reads "Johnny G". The signature is stylized with a large, flowing 'J' and a cursive 'G'.

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