

FOOT SPEED

WHAT'S YOUR SPEED WORTH?






Simplify the joy of sport
and inspire personal
achievement

Create a simple,
accessible and inclusive
athletic experience

Find the FOOTSPEED FASTEST
man, woman, and kids
on the planet!


FOOTSPEED MISSION

- 2X OLYMPIAN
- COLLEGE COACH
- INSPIRATION FOR FOOTSPPEED



FOOTSPEED	
TIME	MPH
0.54	30.3
0.55	29.8
0.56	29.3
0.57	28.7
0.58	28.2
0.59	27.7
0.6	27.3
0.61	26.8
0.62	26.4
0.63	26.0
0.64	25.6
0.65	25.2
0.66	24.8
0.67	24.4
0.68	24.0
0.69	23.6
0.7	23.2
0.71	22.8
0.72	22.4
0.73	22.0
0.74	21.6
0.75	21.2
0.76	20.8
0.77	20.4
0.78	20.0
0.79	19.6
0.8	19.2
0.81	18.8
0.82	18.4
0.83	18.0
0.84	17.6
0.85	17.2
0.86	16.8
0.87	16.4
0.88	16.0
0.89	15.6
0.9	15.2
0.91	14.8
0.92	14.4
0.93	14.0
0.94	13.6
0.95	13.2
0.96	12.8
0.97	12.4
0.98	12.0
0.99	11.6
1.0	11.2
1.01	10.8
1.02	10.4
1.03	10.0
1.04	9.6
1.05	9.2
1.06	8.8
1.07	8.4
1.08	8.0
1.09	7.6
1.1	7.2
1.11	6.8
1.12	6.4
1.13	6.0
1.14	5.6
1.15	5.2
1.16	4.8
1.17	4.4
1.18	4.0
1.19	3.6
1.2	3.2
1.21	2.8
1.22	2.4
1.23	2.0
1.24	1.6
1.25	1.2
1.26	0.8
1.27	0.4
1.28	0.0

SHELIA BURRELL
PRESIDENT OF FOOTSPPEED

A photograph of Rich Christensen, a bald man with a friendly expression, wearing a black t-shirt and blue jeans. He is holding a small white robot in his right hand and a white folder or clipboard in his left. He is standing in front of a crowd of people, mostly young men, who are looking towards him. The background is slightly blurred, suggesting an indoor event space.

**"IT'S COMMUNITY BUILDING.
IT DOESN'T MATTER IF YOU EVER PLAYED A SPORT,
JUST HOW FAST CAN YOU GET THROUGH THAT
SPEED TRAP!"**

RICH CHRISTENSEN
EVER-PASSIONATE CREATOR OF FOOTSPEED

HOW IT WORKS

The concept of measuring a person's speed in miles-per-hour through a 24-foot speed trap

MPH = CASH OR PRIZES

***23.3 MPH = \$233
\$2,300
\$23,300***





HOW DO YOU PLAY?

With an unlimited start, a person hurtles through the 24-foot speed trap. Their speed will be measured in miles-per-hour. Miles-per-hour will be converted to prizes or cash. For example, fastest male, fastest female, fastest kids

<https://www.youtube.com/watch?v=x43WnOa99FU>



FOOTSPEED STRATEGY

- Make it FUN to RUN
- Connect with the raw emotion of speed, making it fun for EVERYONE to run their fastest
- Use a 24-foot speed trap to capture speed in miles per hour, a relatable metric
- Bring FOOTSPEED to existing communities and sporting events
- Use FOOTSPEED as the anchor for new events
- Create a prize and giveaway structure for participation
- Convert MPH to CASH or PRIZES
- Pay cash for the fastest male and female MPH
- Find known and unknown athletes with the fastest MPH on the planet and tell their stories
- Create high-stakes, dramatic video content from the events
- Help commercial partners engage with core communities

2019 FOOTSPEED STRATEGY

- Produced the FOOTSPEED pilot at Charlotte Motor Speedway
- Forged relationship with MONDO USA
- Produced 9 other live events
 - Carolina Panthers (3); *Charlotte, NC & Spartanburg, SC*
 - Indianapolis School System Field Day; *Indianapolis, IN*
 - Father Mike's St. Sabina Parish Block Party; *Chicago, IL*
 - IMG Academy Parent's Weekend; *Bradenton, FL*
 - Kappa Philly Fest; *Philadelphia, PA*
 - Magic City Classic; *Birmingham, AL*
 - US Track and Field Coaches annual convention; *Orlando, FL*
- Activated FOOTSPEED.TV





MONDO + ***FOOTSPEED***

MONDO SURFACE AND FOOTSPEED SPEED TRAP
IN ACTION AT ANNUAL USTFCCCA MEETING
(DECEMBER, ORLANDO FL)





2020 FOOTSPEED OBJECTIVES

- Find partners with shared motivation!
- Engage with our core community and build alliances
- Develop a viable video platform for FOOTSPEED and our partners
- Continue to build the MONDO/FOOTSPEED Partnership
- Create foundational commercial relationships



2020 FOOTSPEED TOUR SCHEDULE*

DATE	LOCATION	EVENT	PARTNER
February 27-29	Atlanta, GA	US Olympic Marathon Trials Exp	MONDO
April 11 (rescheduled for April '21)	New Orleans, LA	Crescent City Classic	WVUE (Gray TV)
April 30-postponed	Myrtle Beach, SC	MB Pelicans "Thirsty Thursday"	WMBF (Gray Tv)
May 23-postponed	Memphis, TN	Great American River Run	WMC (Gray TV)
TBA	Richmond, VA	WWBT collaboration	WWBT (Gray TV)
June-postponed	Beaverton, OR	NIKE Family Day	MONDO/NIKE
July 30	Louisville, KY	Louisville Urban League/Norton Complex	WAVE (Gray TV)
August	St. Paul, MN	The Sanneh Foundation	MONDO
August-postponed	Chicago, IL	Gately Park Event	MONDO
Summer-postponed	Bradenton, FL	IMG Academy	MONDO
Fall	Championship Sites	ACC Collaboration	ACC
December	Denver, CO	USTFCCA Competition	MONDO
1/23/21	Wilmington, NC	"Get Fit with 6"	WECT (Gray TV)

*subject to change



FOOTSPEED ACTIVATION EXAMPLE

Our MONDOTrack WS FOOTSPPEED surface is 250' x 4'

The FOOTSPPEED speed trap is 24' from the first set of sensors to the exit sensors. The speed trap is positioned at the approximate midpoint of the surface.

The only rule in FOOTSPPEED: start wherever you want in front of the speed trap

Once a runner exits the speed trap, our screens immediately display the runner's speed in MPH

Examples of FOOTSPPEED games and competitions

- Fastest FOOTSPPEED man and woman
- Fastest FOOTSPPEED boy and girl
- "Close call" runner predicts speed; prizes for .5MPH or closer to actual
- "\$20 for 20" \$20 every time a runner hits 20MPH or faster
- "\$100 to 1" \$100 for each MPH to the fastest speed of the day/night

FOOTSPEED VIDEO PAGE



<https://www.youtube.com/watch?v=2N7qp6oEfZQ>



<https://www.youtube.com/watch?v=x43WnOa99FU>



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I wanted to reach out and say thanks for coming to the IMG campus Oct. 18th. The IMG FOOTSPEED Fastest athlete competition was the highlight of a busy parent weekend. Your organization is top notch, very professional and extremely energetic. The athletes, coaches, parents and anyone else watching loved the excitement your team brought to the IMG campus. I had numerous people come up to me and comment on how much everyone was enjoying the competition. Once the athletes realized they were competing against themselves, they continued to line up and try to better their speed. IMG would love to make the “IMG FOOTSPEED Fastest Athlete” a bi-annual event. Thanks again to you and your staff for putting on such a great production.

Mark Napier
Track & Field Director, IMG Academy



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Footspeed has enhanced the fan experience at the Carolina Panthers Draft Day celebration, the team's training camp and other special events. Fans of all ages love the thrill of testing themselves in this unique, fun way. Footspeed is an easy to implement and engaging attraction that adds energy and excitement to community and corporate events.

Riley Fields
Director of Community Relations, Carolina Panthers





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On behalf of Atlanta Track Club's staff and board and the tens of thousands of participants and spectators involved in the activities of America's Marathon Weekend, I am sending you this belated thank you for Mondo's efforts in bringing a unique, engaging "speed" focused initiative to life here in Atlanta earlier this year.

Our collective goal for the MONDO FOOTSPEED CHALLENGE at the Georgia World Congress Center was to give the youth of Atlanta the chance to participate in the Olympic Trials and Publix Atlanta Marathon weekend in a meaningful, fun and exciting way. From the feedback that I have received from the Atlanta Public School Superintendent, its Athletic Director, coaches and, of course, the kids themselves – it is clear that Mondo over delivered.

We call Atlanta Running City USA. But as you know, Atlanta is also a football town. Speed on the track and in the field is respected. MONDO FOOTSPEED plays to that interest of every local kid who wants to be the fastest on their block, on their team, in their neighborhood and at their school. I am so glad you chose to partner with us on the biggest weekend of running this country will see in 2020.

Rich Kenah
Executive Director, Atlanta Track Club



For more information, visit:

FOOTSPEED.TV

Stay connected!

