

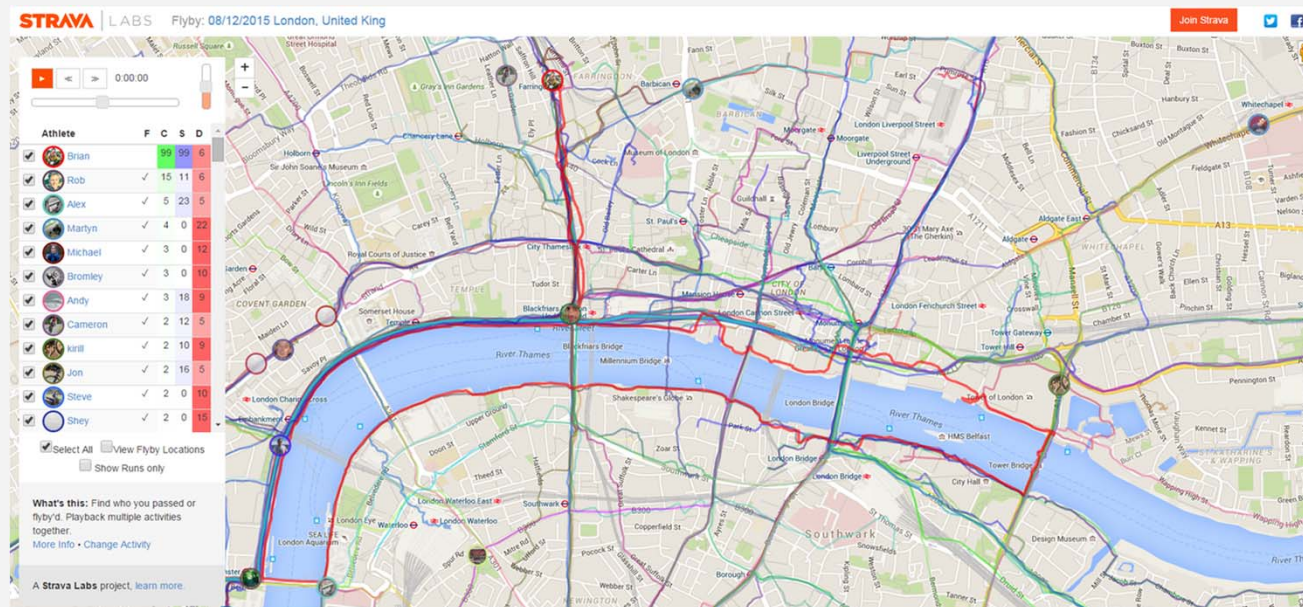
The background of the slide is a solid orange color with a white topographic map pattern consisting of numerous concentric, irregular lines. In the center, there is a white graphic of a mountain peak with a vertical line extending downwards from its base, resembling a stylized 'A' or a location pin.

STRAVA | METRO

A new service designed for cycling and pedestrian planning

Gliding down the bike path on a Saturday morning,
you whip by somebody peddling in the opposite
direction and give each other a nod. For a moment
it's like "Hey, we're both doing the same thing. Let's
be friends for a second."

Neil Pasricha, *The Book of Awesome*



What and Who is Strava?

Big Data

Data Insights

A stylized map of a city, likely San Francisco, with a red line tracing a path through the streets. The map is rendered in a dark blue/black color with yellow lines for streets and a red line for the path. The text "What and Who is Strava?" is overlaid in white.

What and Who is Strava?

What is Strava?

Website/App for Cyclists and Runners

Very engaged user base

“Freemium” + Commerce

No ads, premium features and content

Mobile, International, Social

2009: Web, Us, “Hard-Core”

Today: 90% mobile, ~75% outside US

Why build Strava Metro?

Global lack of consistent cycling data

Continues to serve the Strava user

Further bonds the cycling and pedestrian
community

Planners should not be making decisions on
roads without data to help 'cycle' them

Worldwide outreach for data

A stylized map of a city grid with numerous yellow and orange dots representing data points, and the text "Big Data" overlaid in the center. The map features a dark background with a light blue grid of streets. A large body of water is visible on the left side. The dots are concentrated in the central and right portions of the map, with a few red dots scattered throughout. The text "Big Data" is written in a large, white, sans-serif font, centered horizontally and vertically.

Big Data

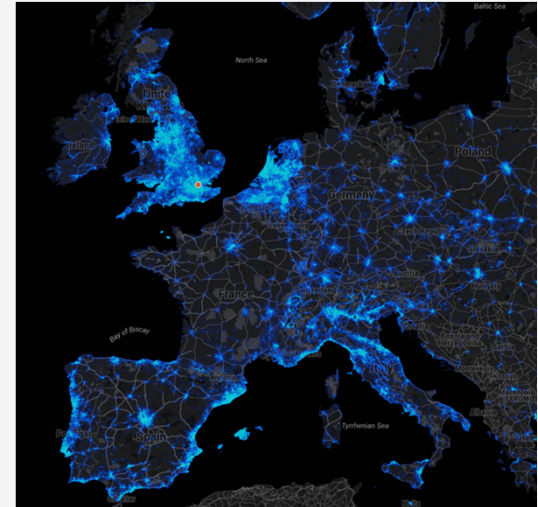
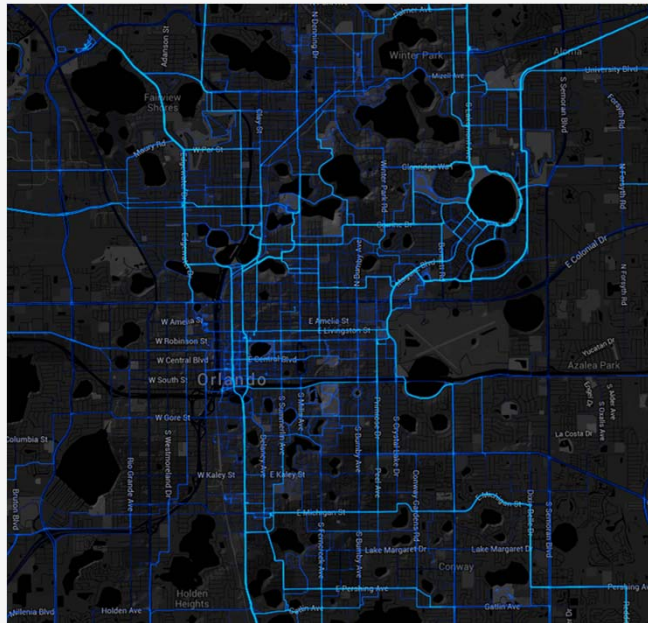
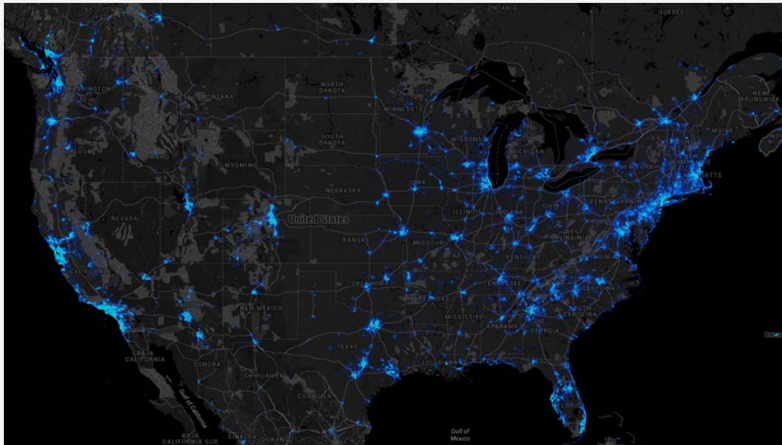
Strava by the numbers

Heaps of Data

Over 5 million activities a week and rapidly growing

Millions of Active Users

450+ Billion GPS Points



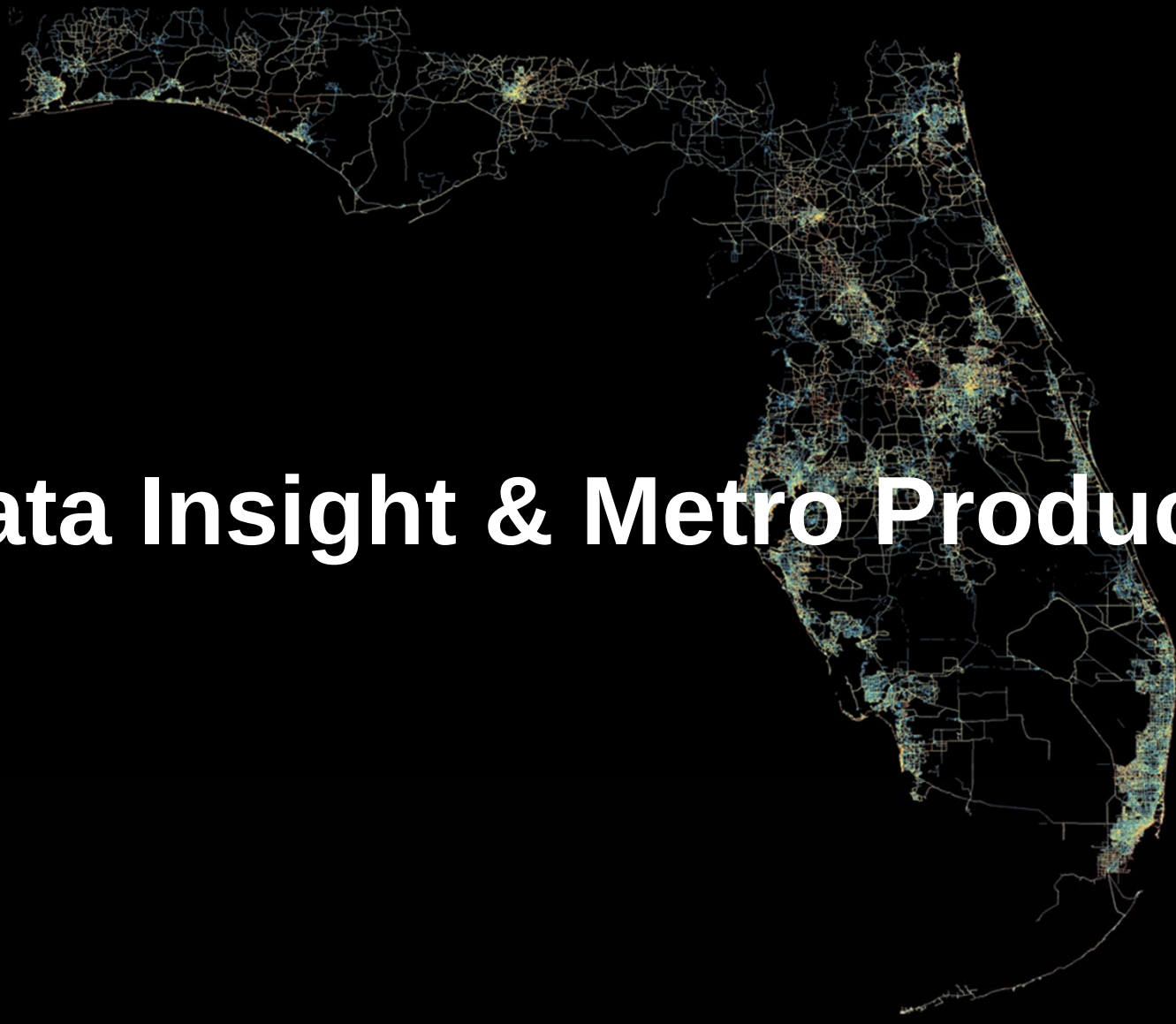
Strava Metro By The Numbers

448,473

**Strava athletes
under license**

90,423,417

**Population in
licensed areas**



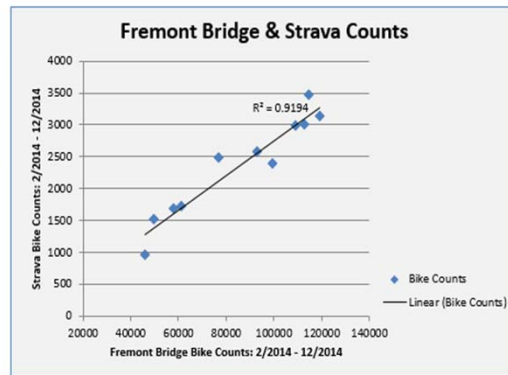
Data Insight & Metro Products

Correlating Strava to Counting Programs

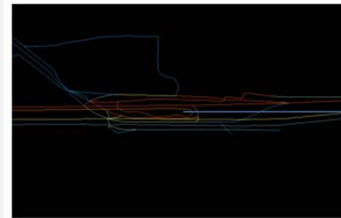
Fremont Bridge Bike Counts



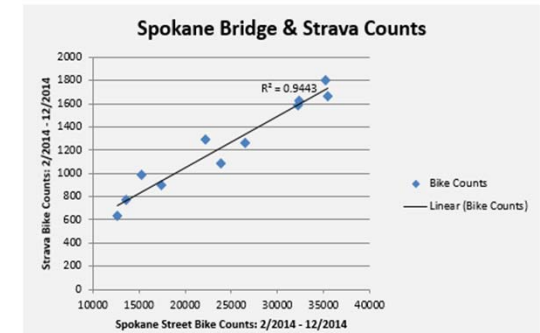
Strava: 25,980
Fremont Counter: 939,386
Percent of Strava to Population: 2.77%
R2: 0.9194



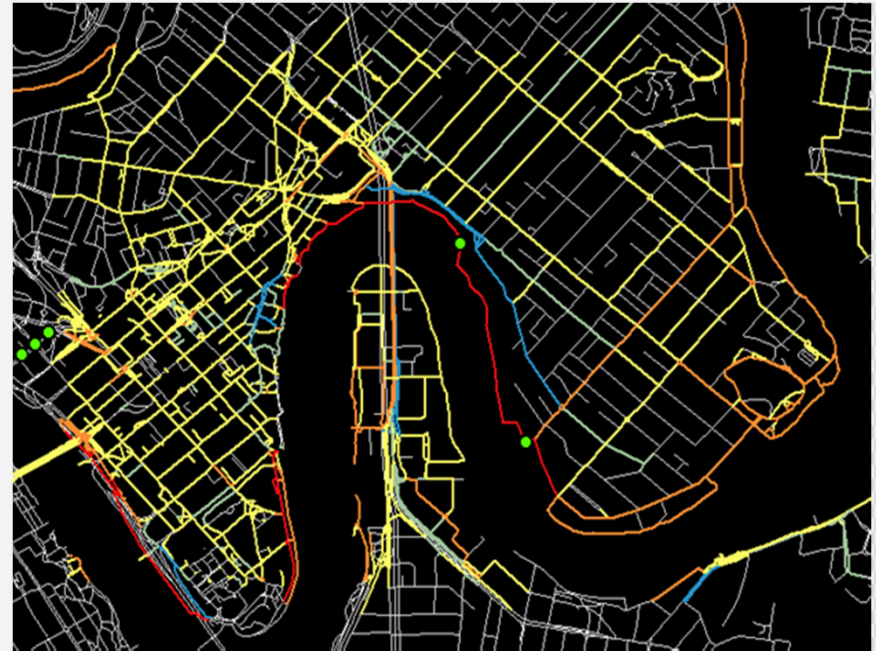
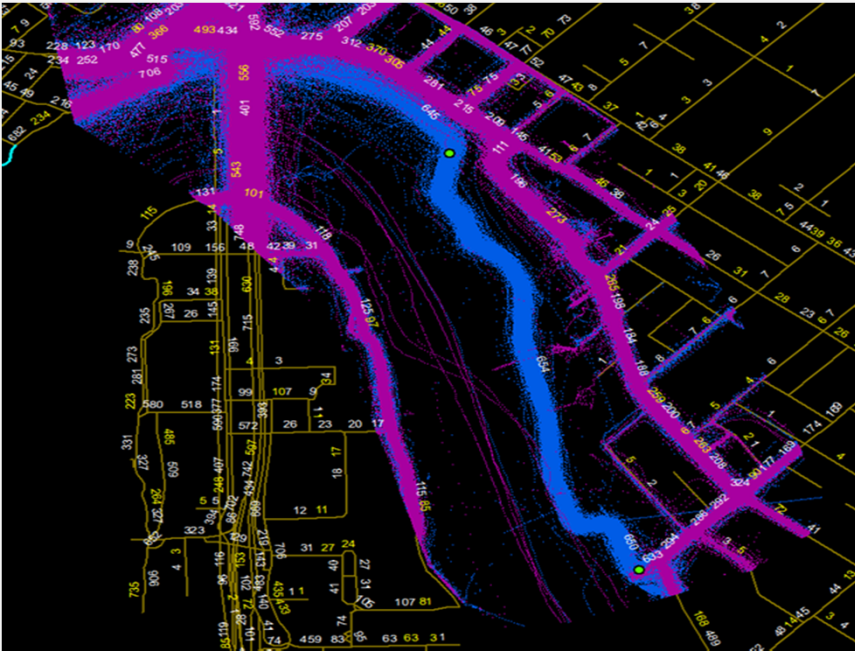
Spokane Bridge Bike Counts



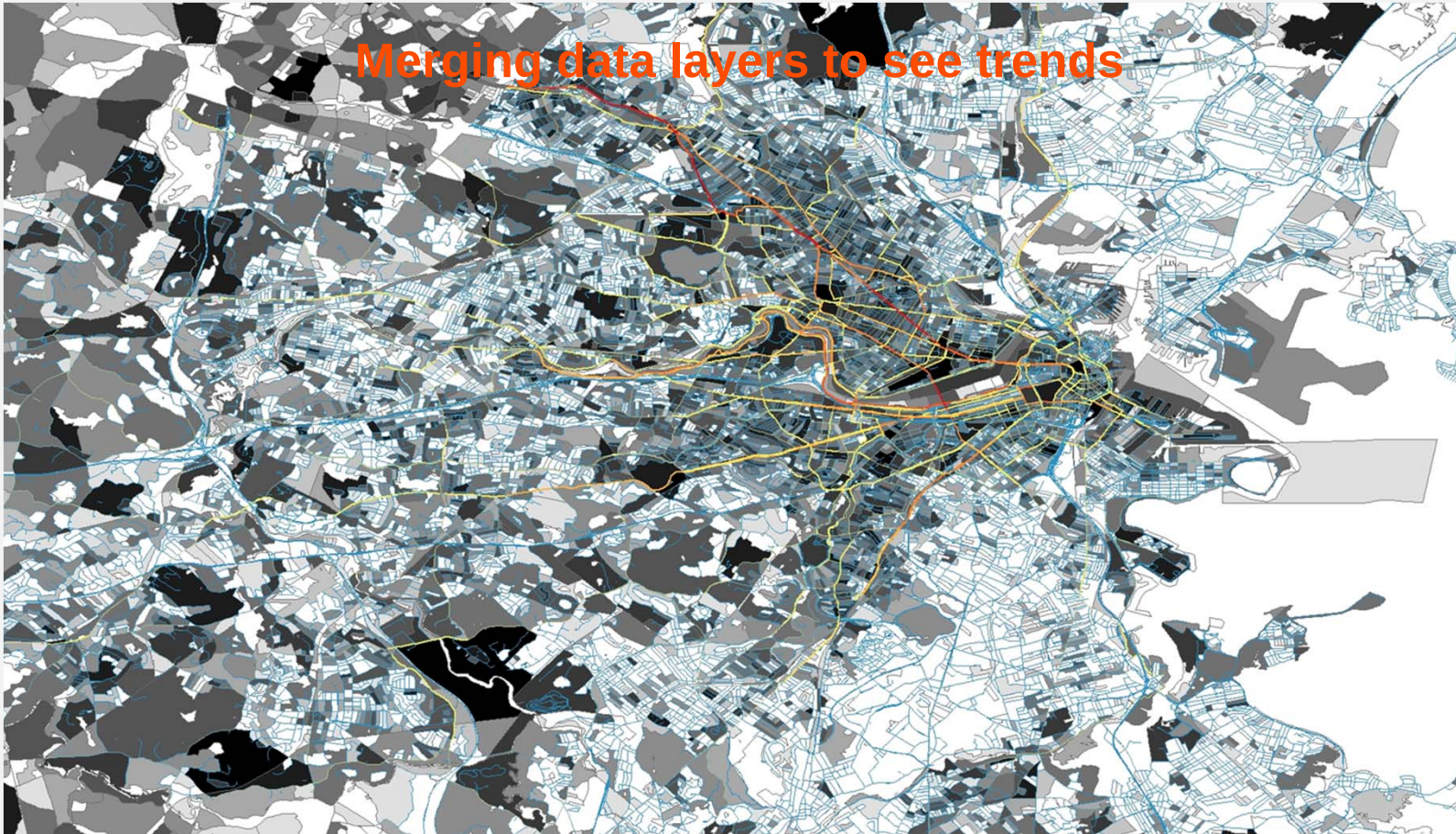
Strava: 13,602
Fremont Counter: 266,850
Percent of Strava to Population: 5.10%
R2: 0.9443



Strava Metro Validating Investment in Cycling Infrastructure



Merging data layers to see trends





Bill McNeel
<http://www.flickr.com/photos/whiteknuckles/4650249800/>

“To do good you actually have to do something”

Yvon Chouinard

**Strava Metro is changing the way
the Cycling and Pedestrian
Industry looks at data and makes
investments.**



The background is a solid orange color. Overlaid on this is a pattern of white, irregular, wavy lines that resemble topographic contour lines on a map. These lines are more densely packed on the right side of the image and more spread out on the left.

Thank you!