

# Link My Ride.

## Partner Takeaways

**Link My Ride. for clubs**

**Rides** Upcoming Previous

TITLE	DATE & TIME	DISTANCE	TYPE	LEVEL	AVAILABILITY	INVITATIONS	RIDERS	MAX RIDERS
CGC Sunday <span>Cancelled</span>	2023-08-27 10:30 (Europe/London)	51.553 km	Road	Beginner	Stealth	1	1	50
AUS CYCLING SUNDAY SPINEASY <span>Cancelled</span>	2023-08-27 10:30 (Europe/London)	66.876 km	Road	Beginner	Stealth	1	1	100
Cafe du Cycliste	2023-08-27 11:00 (Europe/London)	41.441 km	Road	Beginner	Stealth	1	1	50
Sunday Spin <span>Cancelled</span>	2023-08-27 11:00 (Europe/London)	62.473 km	Road	Beginner	Stealth	1	1	25
Sigma Sunday Ride with Matt Stephens	2023-08-30 09:30 (Europe/London)	51.553 km	Road	Beginner	Stealth	1	1	50
RAM Sea Otter Ride Out <span>Cancelled</span>	2023-08-30 10:00 (Europe/London)	29.766 km	Gravel	Intermediate	Stealth	1	1	50
est	2023-08-31 09:00 (Europe/London)	47.694 km	Road	Intermediate	Stealth	1	1	100
MS SINGAPORE SUNDAY RIDE	2023-08-31 10:30 (Europe/London)	47.694 km	Road	Intermediate	Stealth	1	1	100

1 2 ... 6 7 8 9 10 > Showing 91 to 100

**Club**

**Brighton Plodders**  
Brighton, UK • 1236 Members

A cycling club that accepts anyone regardless of skill or equipment

Member @brightukplodders

Noticeboard Rides Members

**Upcoming Rides**

**Brighton Plodders**




25th May

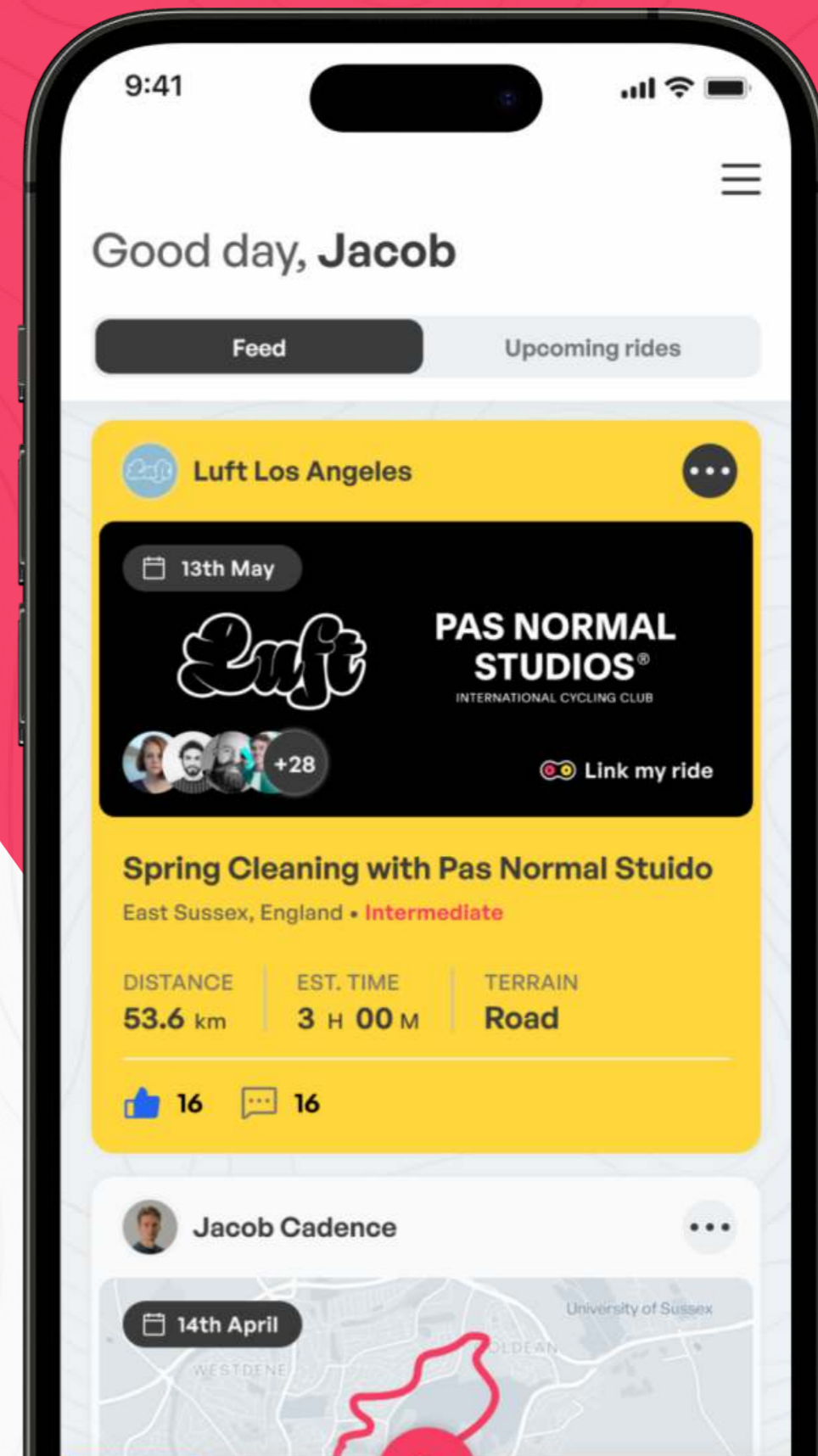
University of Sussex

Team Plodder Plod  
East Sussex, England • Intermediate

DISTANCE	EST. TIME	TERRAIN
105.5 km	2 HR 30 M	Road

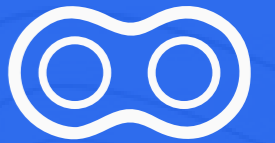
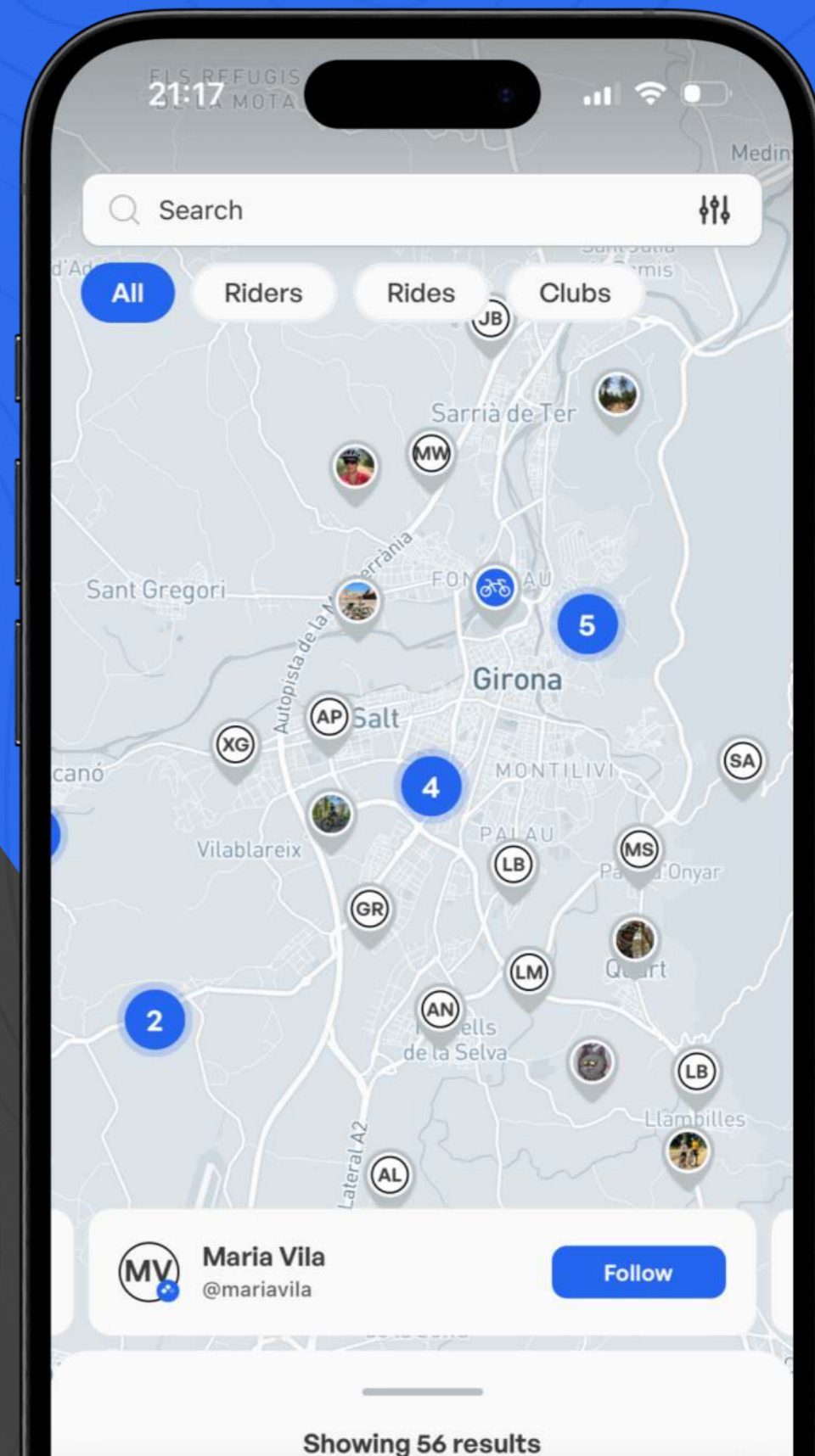
# Why should you be organising social events?

-  Activation and brand awareness in an industry that is active helps you stay relevant to your audience.
-  Put your brand in front of the right people.
-  Keep employees engaged within the community and better the understanding of the industry as it is.



# What sucks right now?

- Event management, organisation and engagement is distributed across multiple platforms and it is painful for customers to be jumping through several hoops.
- It is hard to find events or rides to join as a cyclist.
- Difficult for brands to engage & communicate with the community just as it is for the community to do so with the brand.
- Building a community that is dispersed across multiple clubs and multiple platforms.
- Non-activity specific event management.








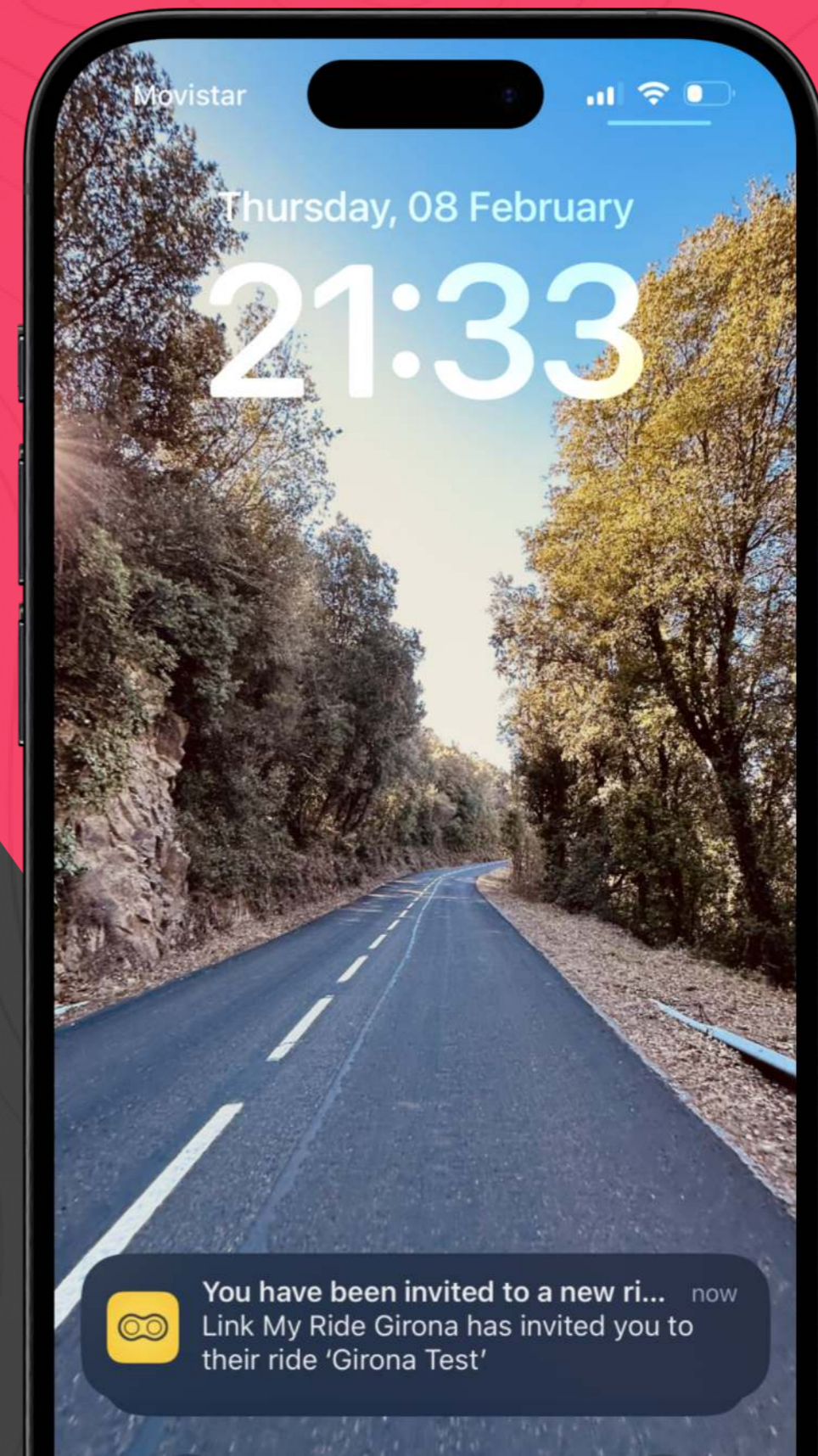
# Why now?

- 👁️ More distributed and dispersed communities are finding it hard to connect with each other.
- 👁️ People are feeling isolated and non inclusive.
- 👁️ If we don't act soon, then it will be increasingly difficult to share experiences with these people and we will fail to connect community.
- 👁️ Current situation leads to greater dispersion, isolation and barrier to entry and may even lead to people "leaving" the community/ industry.



# What if nothing changes?





-  Communities remain dispersed across platforms and this continues to grow.
-  People become isolated.
-  Multiple platforms lead to confusion and extra efforts from brands to coordinate events.
-  People miss ride starts (frustrating for brands/clubs/stores/riders).
-  Becomes increasingly difficult to connect riders within their communities.

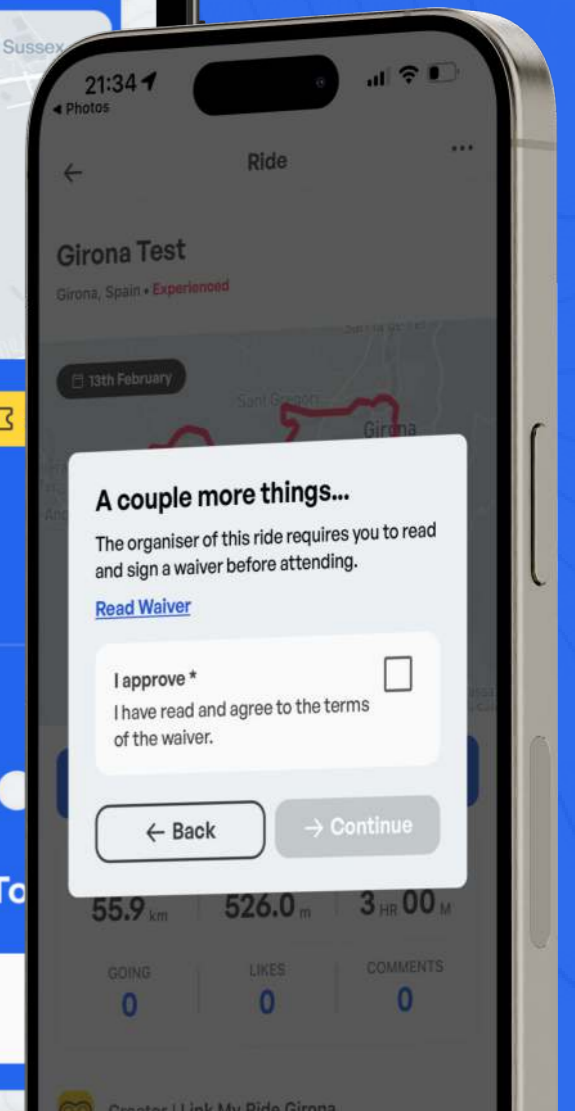
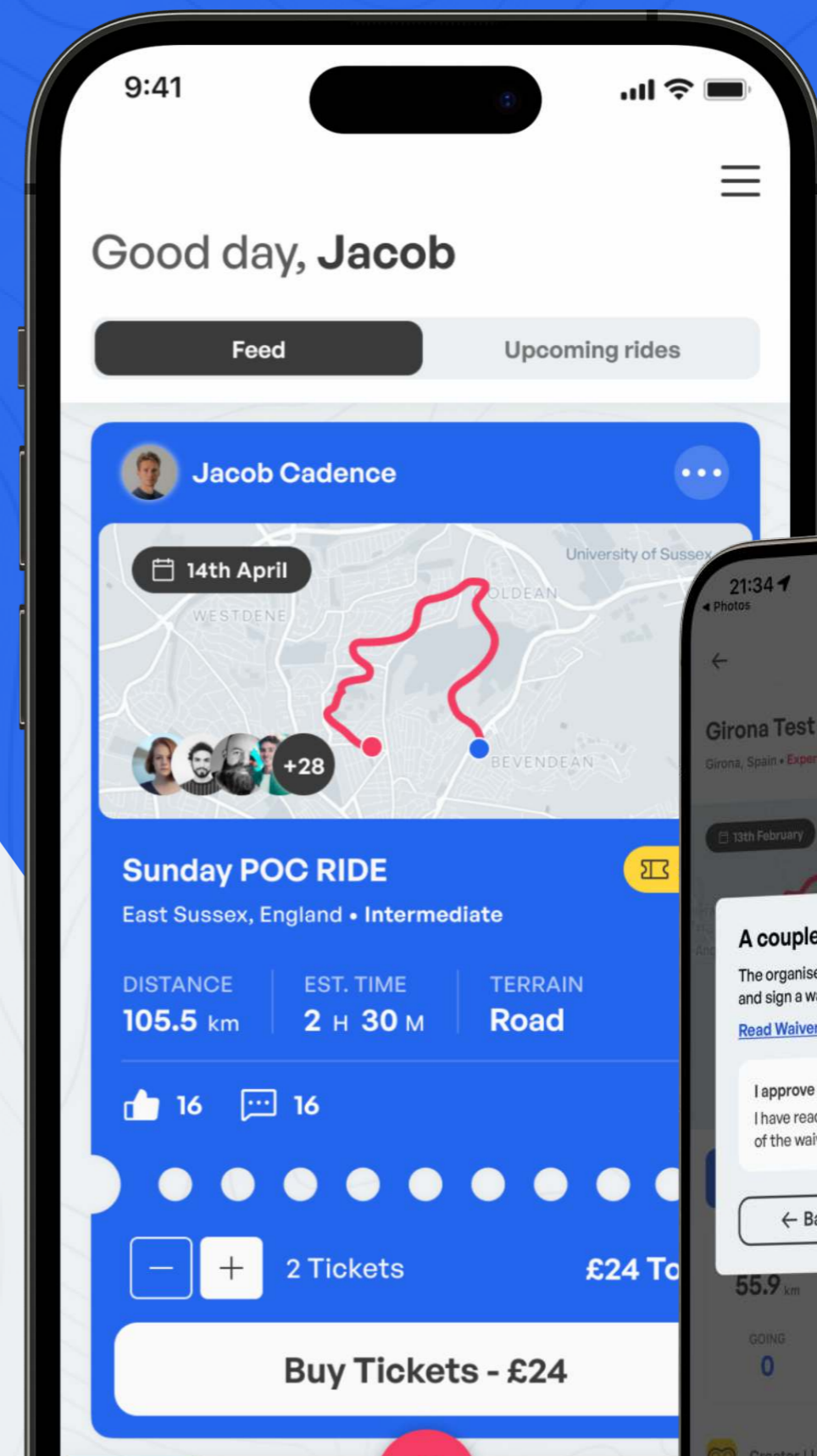


# How does Link My Ride solve this?



Link My Ride is an active participation platform. All Link My Ride users are active and relevant in the market and are waiting to connect.

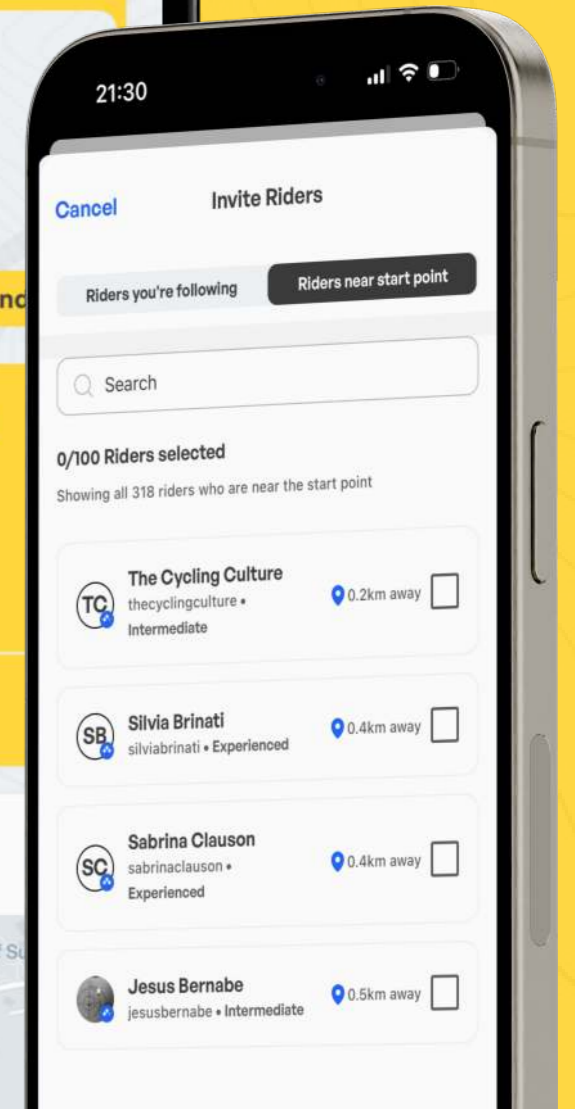
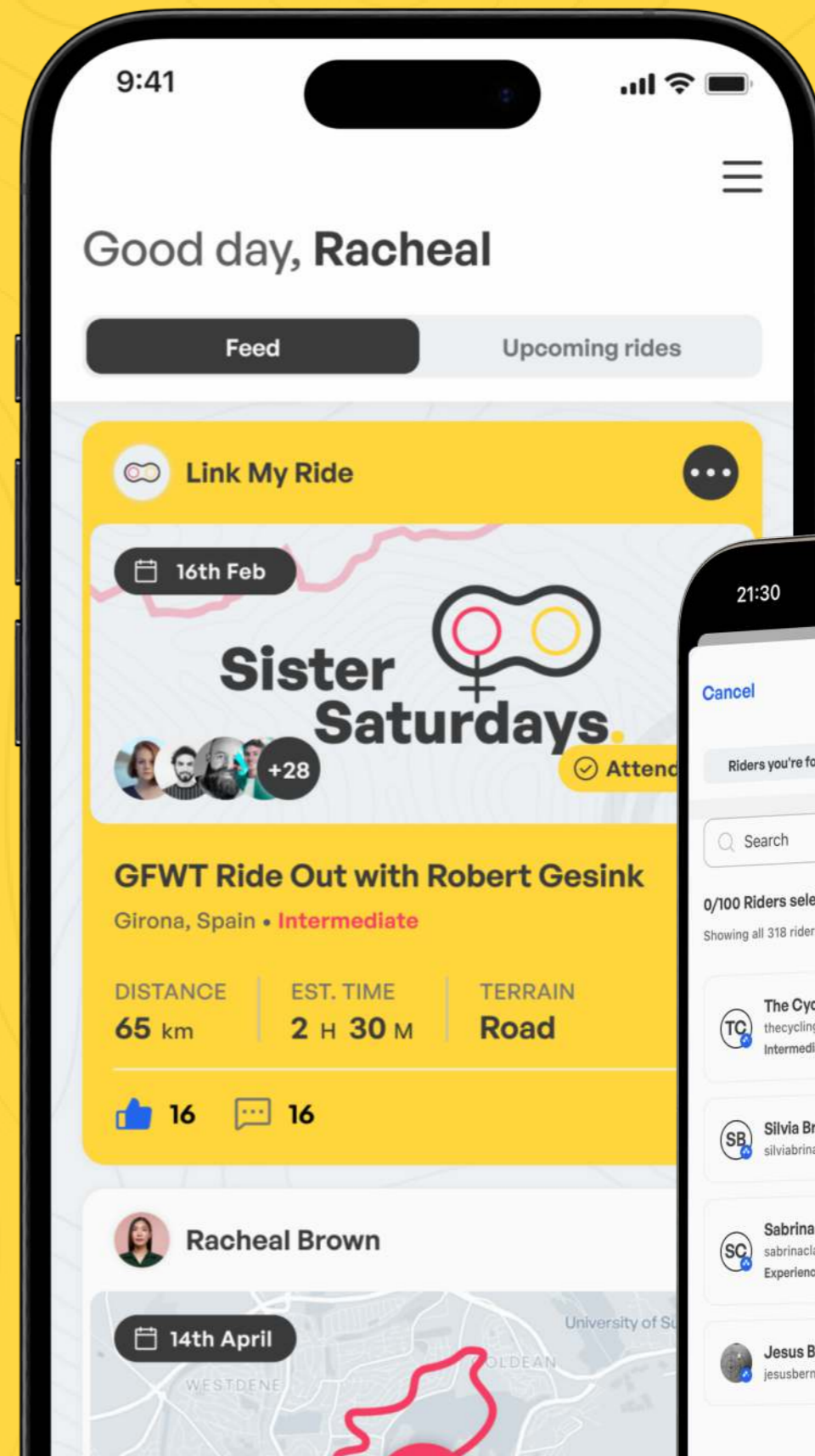
## One stop shop

-  Event planning, management and communication tool.
-  Hybrid Digital/In Person Community Management tool.
-  Two way engagement between brand and user.
-  Ability to have in app ticketing and insurance waivers.



# Link My Ride Shaping the Future.







-  Community growth of active, relevant users within the platform is massive.
-  Offering highly engaged athletes within the cycling community leading to high retention of users so they keep viewing a brand & product offering.








# User Specific Benefits.



## B2B

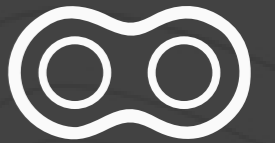
-  Direct contact and engagement with the riders.
-  Simplicity of setting up and sharing a social ride. It takes less than 2 minutes to create a ride.
-  Ride creation, management and communication happens all on one platform.
-  Activate your brand in multiple locations with Link My Ride Featured Rides.
-  Trust in the platform - multiple brands, federations, stores already using Link My Ride - direct, personal support from Link My Ride team through webinars and one to one meetings.
-  Personal support and onboarding through webinars etc with your Link My Ride account manager.

## B2C

-  Direct contact between the brand and user - additional personal touch and engagement point.
-  One stop shop solution. (find, plan, share, join) - users know they can get everything from Link My Ride.
-  Real time info on all the ride plans (location, route, distance, other joiners).
-  Build strong bonds within the community and under the brand.
-  Easily notify users of any changes with immediate push notifications.



# Management Team .



## JACQUES SAUVAGNARGUES

### Co-Founder & CEO

Ex Pro Cyclist: Team Wiggins  
Team Trinity.  
Health and Wellness  
Entrepreneur  
Applications



## TOM PIDCOCK MBE

### Co-Founder & Director

Pro Cyclist For Ineos Grenadiers  
Investor  
Olympic Gold  
Tour de France Stage Win  
World Champion  
European Champion  
National Champion  
MBE



## BEN THOMPSON

### Growth and Strategy

Ex Komoot



## OBI WINTER

### CMO

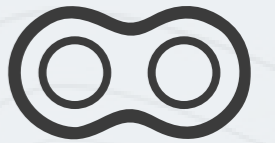
Ex Zwift



## MATT STAMATIS

### Head of Sales & Partnerships

Passionate cyclist, Entrepreneur, Extensive  
Industry Network



**Watch our tutorial on getting started with Link My Ride.**

[Watch the video](#)