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ABOUT GPSports SYSTEMS

ALL ATHLETES UNDERSTAND THE BENEFITS OF TRAINING. BUT IT IS MUCH HARDER FOR THEM OR THEIR COACH TO KNOW WHETHER THE TRAINING THEY ARE DOING IS THE RIGHT KIND TO MEET THEIR GOALS.

> GPSports takes the guesswork out of developing training routines with a package of software and wearable electronics that monitor and optimise training. GPSports' technology captures information on an athlete's performance and analyses it to determine an optimal training program. This covers how much work they need to do, how hard and fast they need to do it, and how much time they need to recover.

A REAL COMPETITIVE ADVANTAGE

> Athletes wear a small device, the size of a small mobile phone, which incorporates a heart rate monitor, global positioning system (GPS) receiver and an accelerometer. Together they produce accurate readings on activities such as walking, running and jumping, as well as the force of impacts (such as tackling), and the workload that is being placed on the athlete's body. The information is uploaded to a PC, where GPSports' software conducts a detailed analysis.

> The company's founder, Adrian Faccioni, says better training translates to better performance, whether the athlete is at a professional or amateur level.

> "Today, whether you are an elite athlete or a general consumer, you really have no idea whether you are doing enough," Faccioni says.

DEVELOPED IN THE FIELD

> A track-and-field athlete and qualified sports scientist, Faccioni devised the idea for a GPS-based training aid after meeting the partner

[continued overleaf]

GPSports SYSTEMS



GPS SPORTS SYSTEMS

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— ADRIAN FACCONI, FOUNDER

of a client who was modifying GPS technology for use with windsurfers. They teamed up with Software Engineer David Cameron in late 2000 and by 2002 had developed their first product, a GPS Sports Performance Indicator (SPI).

- > The SPI went on sale in March 2003 and is now available in 18 countries. This achievement netted GPSports a 2005 Exporter of the Year award from Austrade. Faccioni says the team has created the only GPS system that is truly useful for the elite sport market, in terms of accurate positioning and measurement of direction changes.
- > A significant breakthrough for GPSports came in 2004 when it teamed up with the Australian Football League (AFL). As a result 10 of the league's 16 clubs fitted players with its technology. David Misson, the Head Conditioning Coach of 2005 AFL premiership team, the Sydney Swans, has said that the Elite version of GPSports' SPI meant the team was aware of the need to increase the recovery training that players were doing in the lead-up to the finals. Feedback from that trial was incorporated into a team sport version of GPSport's Elite product.

GETTING WITH THE PROGRAM

- > GPSports has also received interest from the New Zealand All Blacks Rugby team, and the New Zealand and English sports academies. Faccioni says his company's current focus is on selling to elite professional team sports, particularly soccer teams, but says the total opportunity is much broader.
- > “Everybody who is involved in fitness might potentially want to know if they are doing enough exercise to be fit for their age,” Faccioni says.
- > GPSports has also developed an online training diary, called PerfectSession, which determines whether a client is training correctly for their age or fitness goal. The first release is available free on the internet. A more advanced version, featuring integration with Google's online mapping product and the capacity to create customised goal-based training regimes, was made available on a subscription basis in late 2005.
- > In addition, GPSports is developing a Java-based training application called FitPhone for use on mobile phones. FitPhone logs and compares

- personal training sessions and can communicate with PerfectSession thus acting as a training reminder.
- > GPSports has also teamed up with a Korean company to develop the first GPS-equipped bicycle speedometer, including an altimeter, which can also be carried by the cyclist.
- > And finally, GPSports has developed GymLogger. This personal logging device, designed for use in health clubs, determines training performance across different equipment.
- > The technology is patented and trademarked, but Faccioni says that speed-to-market and signing deals with famous sporting teams will be GPSports' best form of protection. Distributorships have been created in China, South America and Scandinavia, and GPSports is looking at options elsewhere. GPSports has also signed a deal with fellow GPS technology company Navman, so that company's athletics products will be bundled with PerfectSession.
- > GPSports has received four rounds of funding, including investment from Epicorp, and five grants to get to where it is today.