



# **RACE MATCH**

## **THE FUTURE OF HUMAN RACING**

[racematch.info](http://racematch.info)

[studio@lenafaber.com](mailto:studio@lenafaber.com)





# The Founder, Silver Medalist @ 2011 World Championships

Trail series



# Problems of 621,160,000 Runners and 150,000 Race Organizers

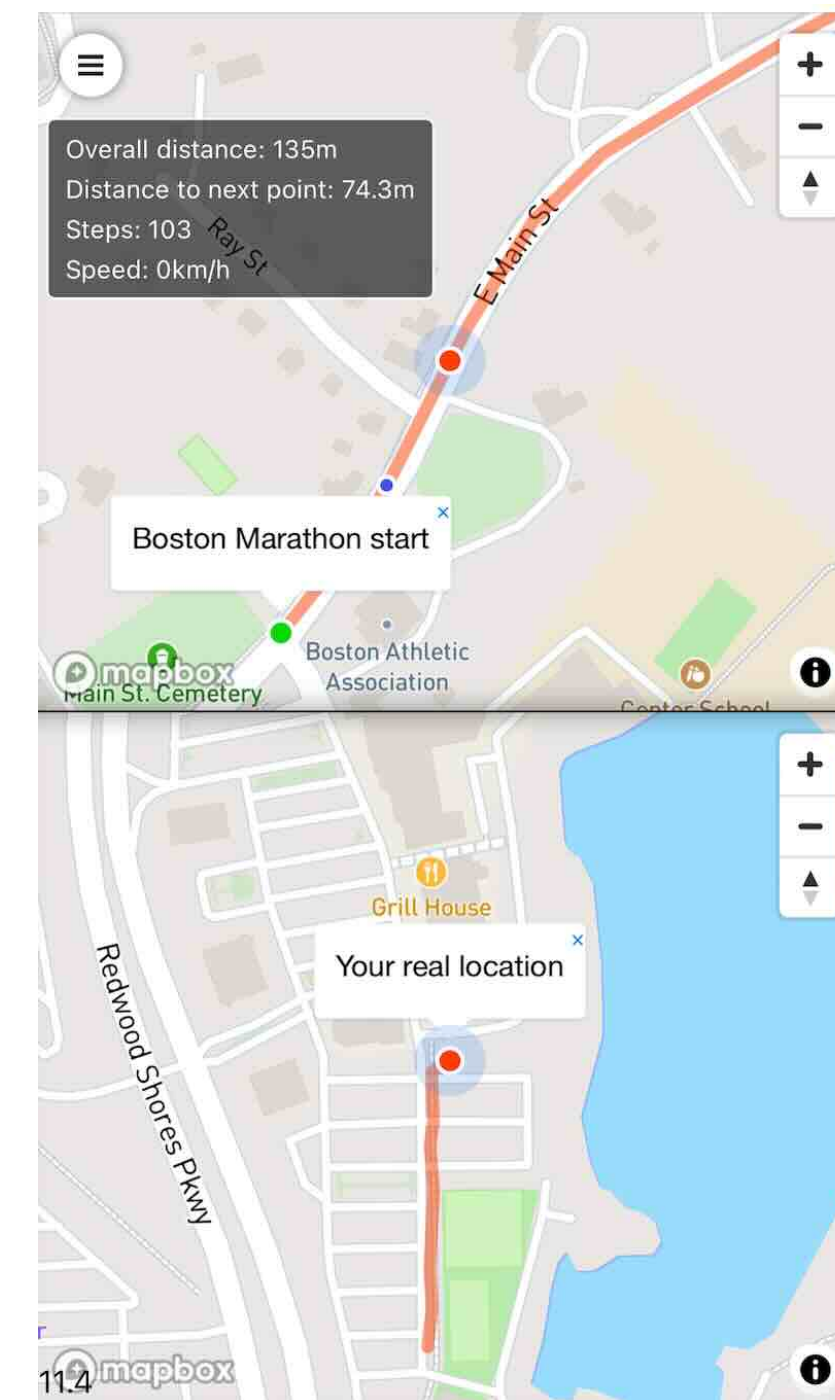
- Fear of missing out: racing one race, you miss another one
- Dilemma: which race to race to increase the chances of winning
- Not all can afford traveling to race locations
- Not all getting qualified for major races
- Logistics limitations of big races
- Not too many racers in local races
- Not spectacular enough

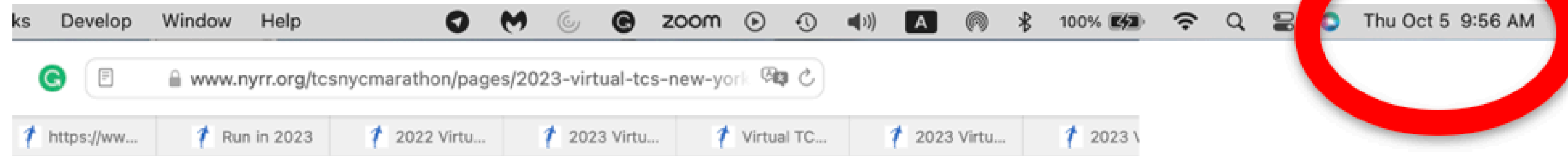
# Race Match is B2B2C SaaS Solution

## Merging Reality & Virtuality in Hybrid Racing

- Race multiple races simultaneously
- Race any race around your block
- Attend major races with your pace
- Race virtual qualification races and get qualified for real majors
- No limitations in number of racers
- Gamification of racing

PATENT PENDING





## Guaranteed Entry

**Entry:** \$155 NYRR members | \$180 non-members

**Spots:** Limited Capacity | First come, first served\*

**More Info:** The Guaranteed Entry Tier is the same as previous years and must be completed in one activity during race week.

### Registrants receive:

- Digital race day toolkit
- 60-day Strava subscription\*\*

### Finishers receive:

- Guaranteed, non-complimentary entry to the 2024 TCS New York City Marathon
- Virtual TCS New York City Marathon finisher medal and keychain
- Strava digital finisher badge
- Printable finisher certificate



SOLD OUT

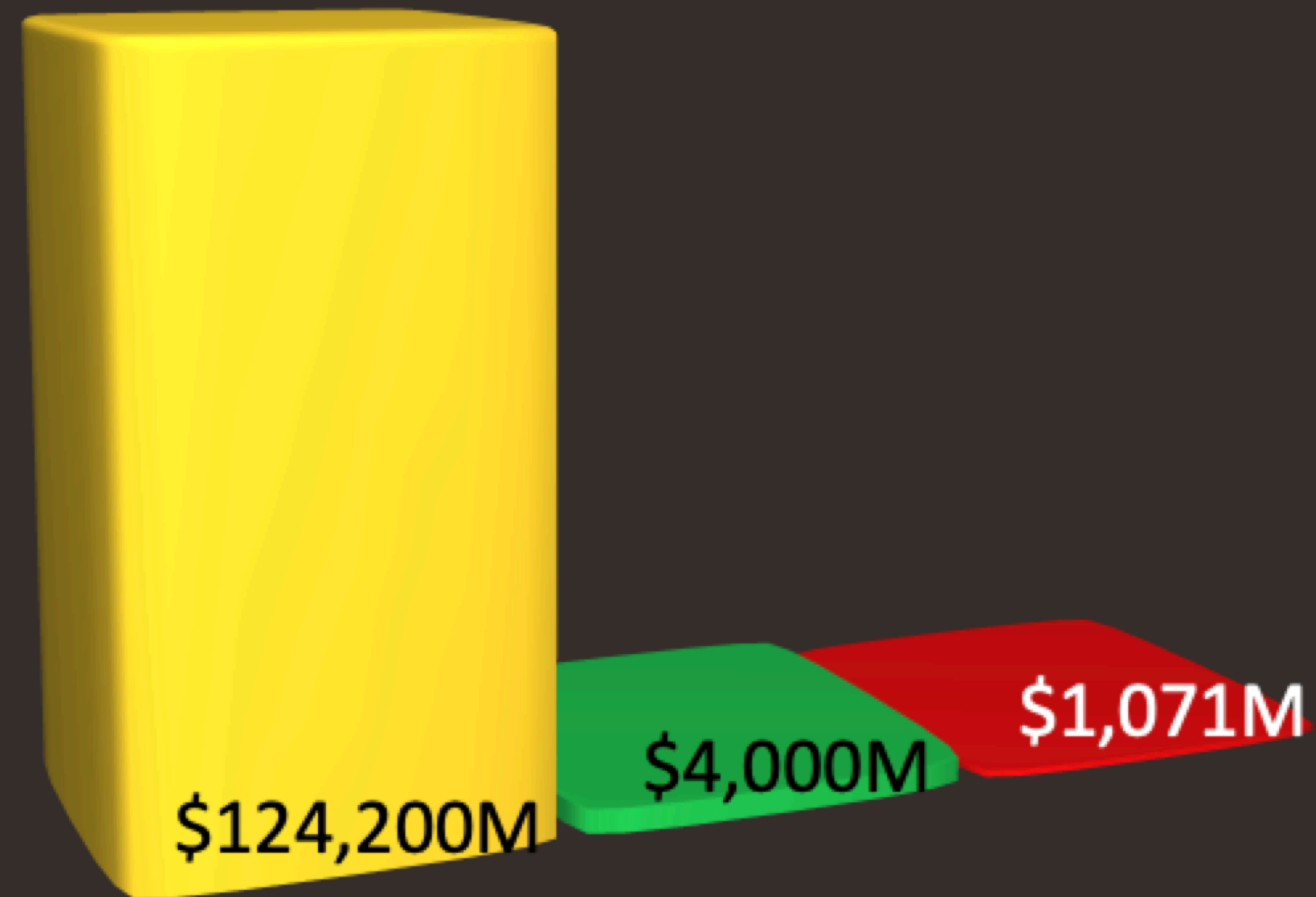
# MARKET VALIDATION

NYC VIRTUAL MARATHON

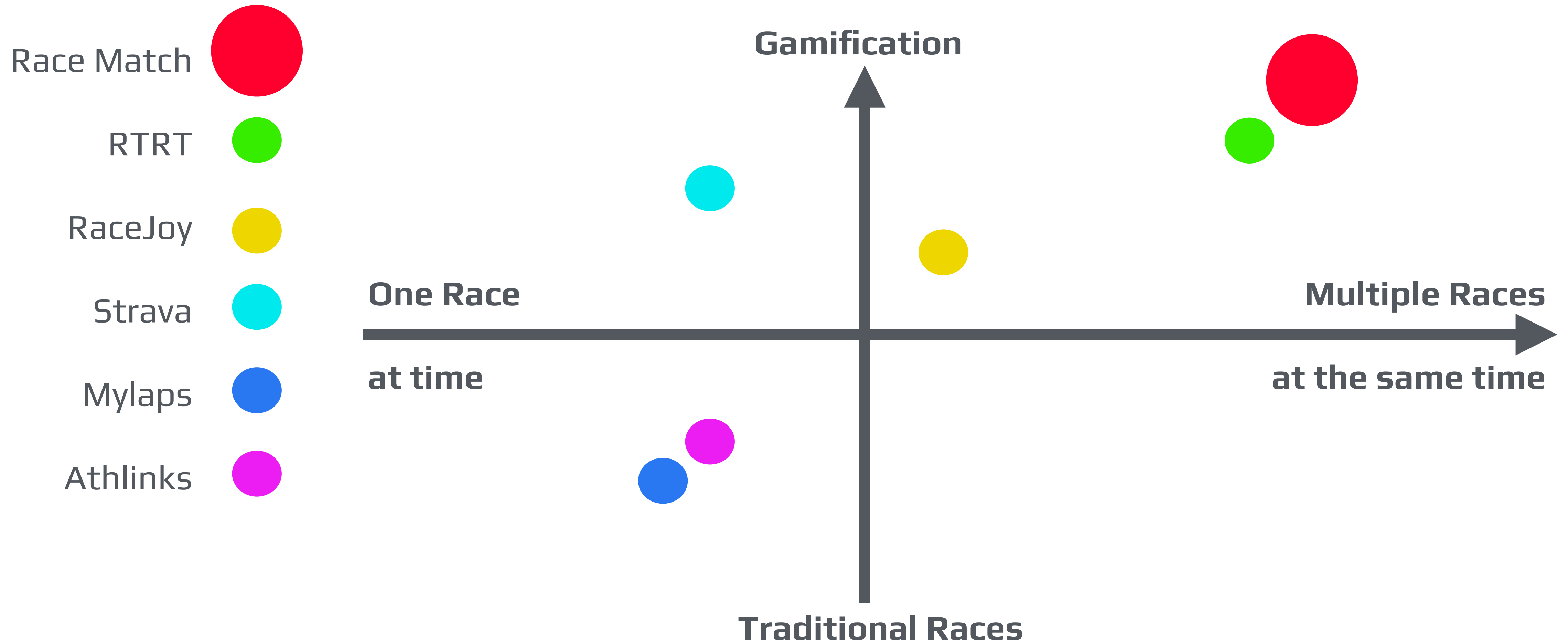
SOLD OUT  
IN  
56 MIN

# 2024 MARKET ESTIMATIONS

■ TAM ■ SAM ■ SOM

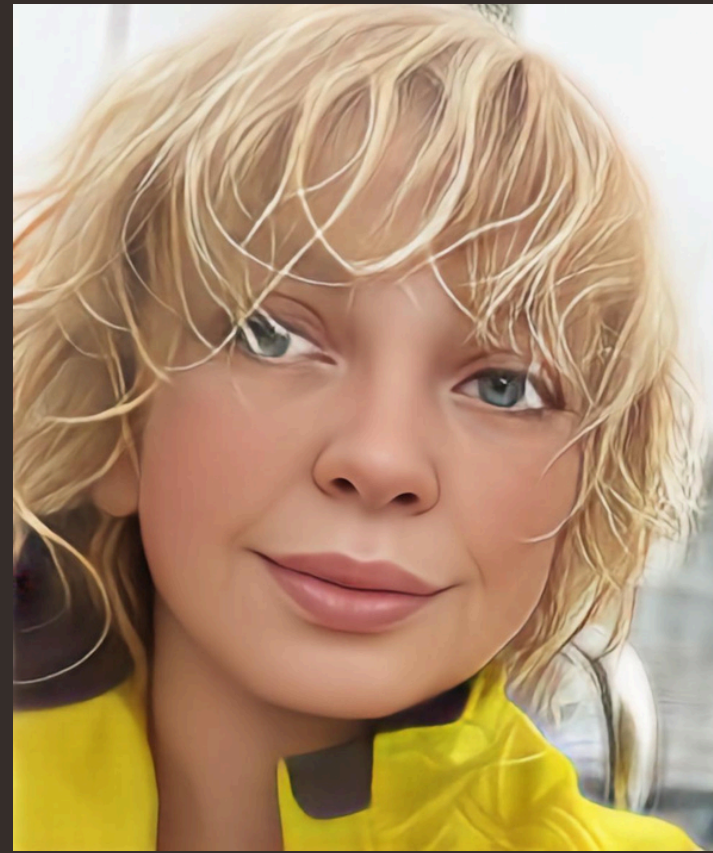


# Competition





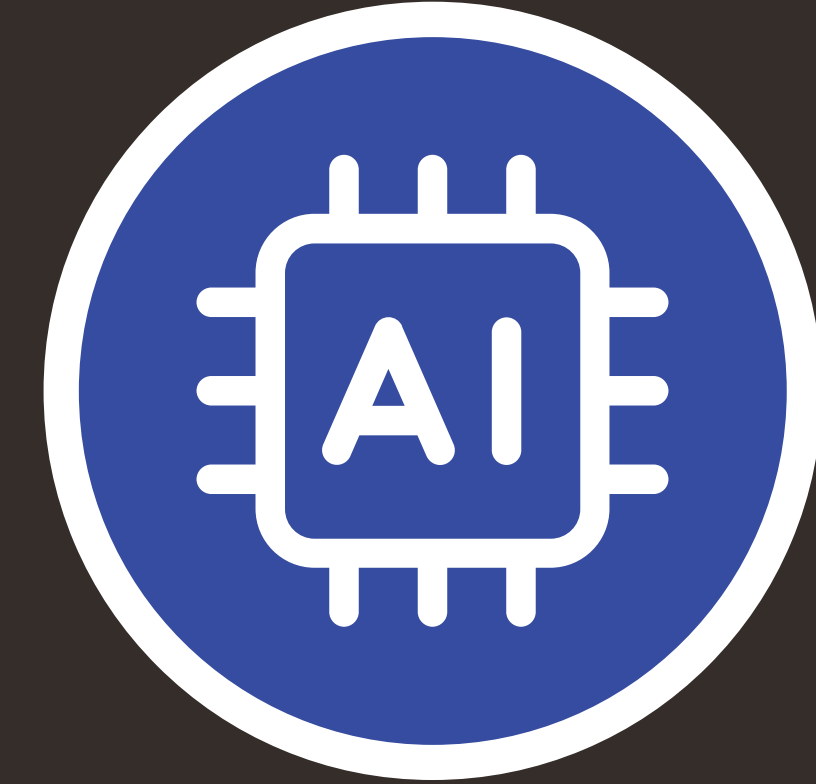
# EEWWF



*LENA FABER  
FOUNDER/CEO  
MSC, MA  
SCIENTIFIC  
RESEARCHER  
ENGINEER,  
JOURNALIST,  
WORLD  
CLASS  
RUNNER,  
BESTSELLERS  
AUTHOR*



*MAX NOVIKOV  
FRACTIONAL  
CTO  
SOFTWARE  
ENGINEER 10  
YEARS DEV,  
SPECIAL  
PROJECTS  
TEAM-LEAD,  
FANTASY  
SPORTS &  
GAMIFICATION*



*MANAGEMENT*



*INFORMATION:  
YIRS, USPTO  
SBDS*



*EXPERTISE  
&  
EXPERIENCE*





**Join us in our mission  
to make all races accessible  
to everyone  
around the Globe!**



A large crowd of runners is captured in motion during a marathon. Many participants are wearing bright green shirts, some with "MARSHA" printed on them. The runners are diverse in age and appearance, and the scene is filled with energy. In the background, a yellow sign is visible with the text "Except For Construction Traffic" and "Marshall Road".

# THANK YOU!



STUDIO @  
LENAFABER.COM  
(207)-358-9305