

# IT HAS NEVER BEEN SO EASY TO PRACTICE SPORT !

**PRESS KIT**

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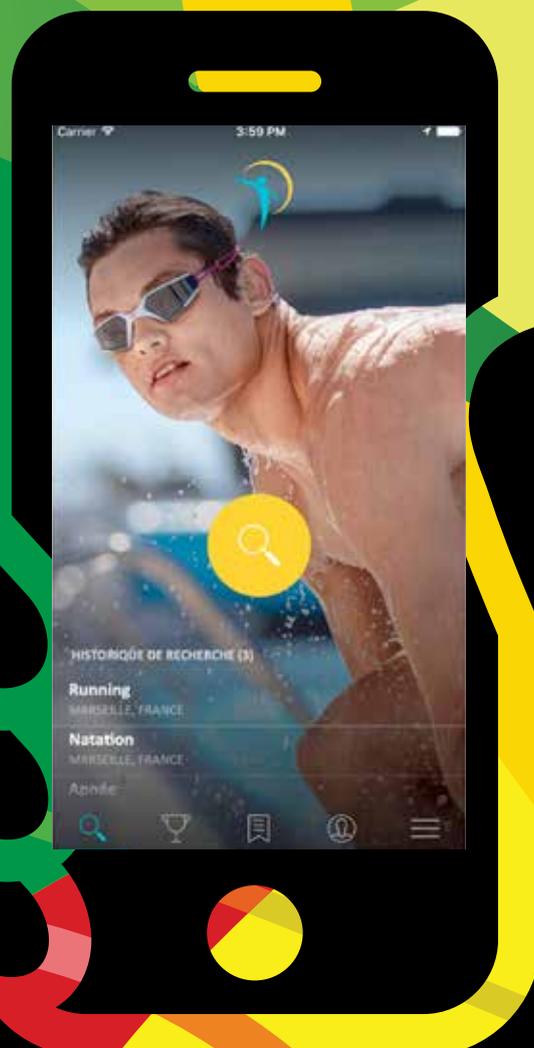
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**win even**

**IT HAS NEVER BEEN SO EASY TO PRACTICE SPORT !**

## A LITTLE GOLD NUGGET FROM THE FRENCH TECH SECTOR SETS OUT TO CONQUER LAS VEGAS: «THERE WILL BE THE SPORT! «

The start-up **WINEVEN**, which lets athletes find and book a coach in most major sports, was selected to represent France at the upcoming **CES in Las Vegas**, to be held from 5 to 8 January 2017.

This selection by the Consumer Technology Association (CTA) is a **recognition on an international scale**. The CTA is one of the most powerful and influential organizations in the field of new technologies.

### **WINEVEN: a unicorn start-up, made in France?**

Even before its launch, **WINEVEN** had made its way into highly exclusive club of the most promising startups. **WINEVEN aims to become the «world champion» app for sports coaching** and is setting its sights on creating a community of 750,000 members, put into contact with 550 champions and 15,000 professional coaches by 2018, with a **projected turnover of \$22 million**.



## The WINEVEN concept :

The app **helps athletes connect with a coach** (ski instructor, tennis teacher, riding instructor etc).

***With WINEVEN, it has never been so easy to practice sport !***

**WINEVEN, the first platform for multidisciplinary athletic coaching**, lets you find, pay and book a coach tailored to your needs in just a few clicks, so you can learn, train and improve. Nearly 550 coaches in more than 100 sports are available via geolocation throughout France.

Plus, WINEVEN is also the first app in the sport field that can offer you:

- Live coaching sessions by video call. This is a 3.0 version of traditional coaching that lets you improve by 20-minute sessions.
- A Coaching Champion: WINEVEN makes the inaccessible accessible! In France, 50 champions are already available in more than 30 sports... and that's only the beginning. Swimming (Florent Manaudou), running (Benoit Z, Antoine De Wilde), mountain biking (Julien Absalon), skating (Sarah Abitbol), squash (Grégory Gaultier), rugby, gymnastics, motorcycle racing, handball, volleyball, athletics, but also less mainstream sports such as modern pentathlon (Elodie Clouvel), paragliding, Thai boxing, BMX, ski-cross, fencing, karate and more!

**WINEVEN is a completely new offer like no other !**



Sport is the favourite pastime of the French, ahead of reading, television and even music! Whether it's in a club or individually, over 30 million French people have a regular sport activity. 30 million! France has nearly 267,000 public and private sport facilities across the country (source: French Ministry of Sport). Our private sport sector (sport clubs, sport facility management, sport lessons etc.) employed more than 116,000 employees in 2013 (source: ACOSS: the central agency for social security funds in France).

8% of French people say they'd like to start a sport activity in the coming months (Nomadéis Survey TNS Sofres 2015).

The dynamism of the sector can be seen internationally, as illustrated by the global market for sporting goods, representing more than 277 billion euros in 2013 alone! (Source: French Ministry of Sport).

The one thing that all regular athletes have in common is their desire to continuously improve their performance, which is a source of pleasure and fulfilment for them.

Whether it's to pass a course, motivate or to simply have someone accompany them, **the coach is inseparable from the sport activity**, be it a ski instructor, riding instructor or tennis coach etc.



## What app users say :



### **Marion, mother of a 14-year-old boy and an 8-year-old daughter..**

*«When we were on vacation in the south of France and rented a villa with pool, I decided it was high time that my youngest learned to swim. But finding a swimming teacher in a place I didn't know seemed like finding a needle in a haystack. But with Wineven, in one click, I could select a coach, check his profile (diplomas, skills) and above all see the ratings from other members. Having seen the comments from other mums, I knew even before he rang the bell that I'd found the perfect swimming teacher for her! Thanks to Wineven, Manon now swims like a fish!»*

### **Sebastian, 42.**

*«My wife and I regularly go on little jaunts at the weekend. Recently, we went to Deauville. For some reason, the thalassotherapy session I had that Saturday morning really woke me up. With Wineven, at the last minute on Friday night – at midnight –, I was able to book a tennis coach to play with at 10 o'clock the next morning. And I knew by looking at his profile and especially from the comments that I was going to play a proper game and make a really nice acquaintance the next day.»*

### **Albane, 35.**

*The paragliding was my passion since my childhood. I fly every week. I love participate to international competitions, I follow since many years the path of Honorin Hamard (world champion), I have a great admiration for him. We've met each other few times, but I didn't dare to talk to him. Thanks to Wineven to gave me the opportunity to speak with Honorin Hamard, I could talk with him and to profit of his advices ! Furthermore, during the last championship, he came to salute me, it was a big surprise ! I couldn't believe it !»*



### Testimonial from a scientist:

#### Prof Pierre DANTIN

Laboratory Director  
Sport MG Performance  
Aix-Marseille University  
and Vice-Dean of the Faculty of  
Sciences and Sport of Marseille



*«Sport is an enchanted garden for everyone, and the digital revolution has had a windfall effect on democratising access to the champions, and to the inspiring values they can transmit. If the business side of sport sometimes damages its image a bit, the magic of its myth can never be extinguished. That's why the stories about champion athletes remain universal stories, carriers of positive values, and for anyone who enters into contact with such champions, it can be a luminous moment, and another way to open the doors to their own lives. I have the pleasure of working with great coaches and athletes. Together we look into the determinators of performance, the values of brotherhood and into transferring the best practices of high-performance coaching to societal needs.*

*We are looking into the best levers for disseminating the values of use and esteem from elite sport to health issues, entrepreneurial determination and innovation. **WINEVEN is a rare and valuable tool for this economic and social ambition».***



## Testimonial from an athlete :

### Florent MANAUDOU

World champion in swimming (50m freestyle, 50m butterfly, 4x100m freestyle relay), gold medallist at the 2012 London Olympics in 50m freestyle



*«I decided to join in the WINEVEN adventure as a partner because I believe in sharing. A champion is not made alone. Even in swimming, which may seem like the most individual discipline of them all, you've got people all around you. In sport, look or even a few words can change everything and give you the strength to perform, and thus to achieve in life, because what we learn in sport is useful to us elsewhere. Beyond the pleasure of signing autographs and meeting fans, I wanted to do more and give back some of what others had so generously given me. The online exchange makes it possible to have a true, sincere and constructive relationship. I give little tips and tricks, depending on the individual level, but mostly I feel that this relationship is about boosting motivation. It's a fantastic experience for both sides...»*



**Join us at the 50th CES in Las Vegas from 5 -8 January  
at booth # 51657 Eureka Park.  
To illustrate your articles, photographs on request.**

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