



STRIDE & STRENGTH

THE RUN READINESS PARTNERSHIP





**WRONG SHOES.
WRONG STRENGTH.
SAME RESULT:
FRUSTRATION.**

Runners often buy
the right shoes but
don't build the
right strength.

Or they train hard
but in the wrong
shoes. Both lead to
injury, wasted
money, and
frustration.

INTRODUCING

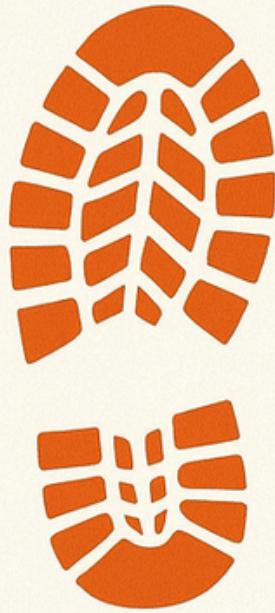
THE STRIDE & STRENGTH LOOP



BETTER RESULTS

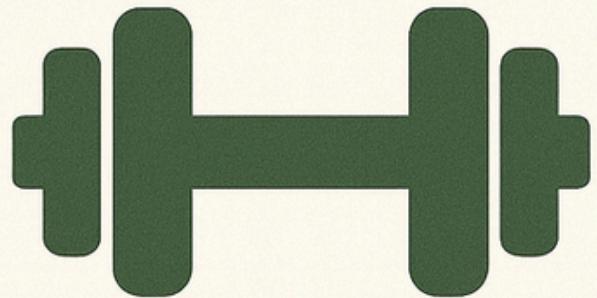
A continuous loop where clients move seamlessly between both brands, getting smarter shoes, smarter training, and better results each time.

COMPLETE PERFORMANCE SOLUTION



ROAD RUNNER

Technical Foundation
(gait & shoes)



FRED FITNESS

Physical Foundation
(strength & mobility)

1

ROAD RUNNER FITZONE

TECHNICAL FOUNDATION



GAIT SCAN

3D FOOT SCAN

FOOTWEAR RECOMMENDATIONS



2

FRED FITNESS EXPERIENCE

PHYSICAL FOUNDATION



**AI POWERED STRENGTH & MOBILITY
ASSESSMENT**
BODY COMP
FLEXIBILITY



ONE STORY. TWO EXPERTS. YOUR BEST STRIDE



Precision footwear fit



Targeted strength
& conditioning



Injury prevention +
performance

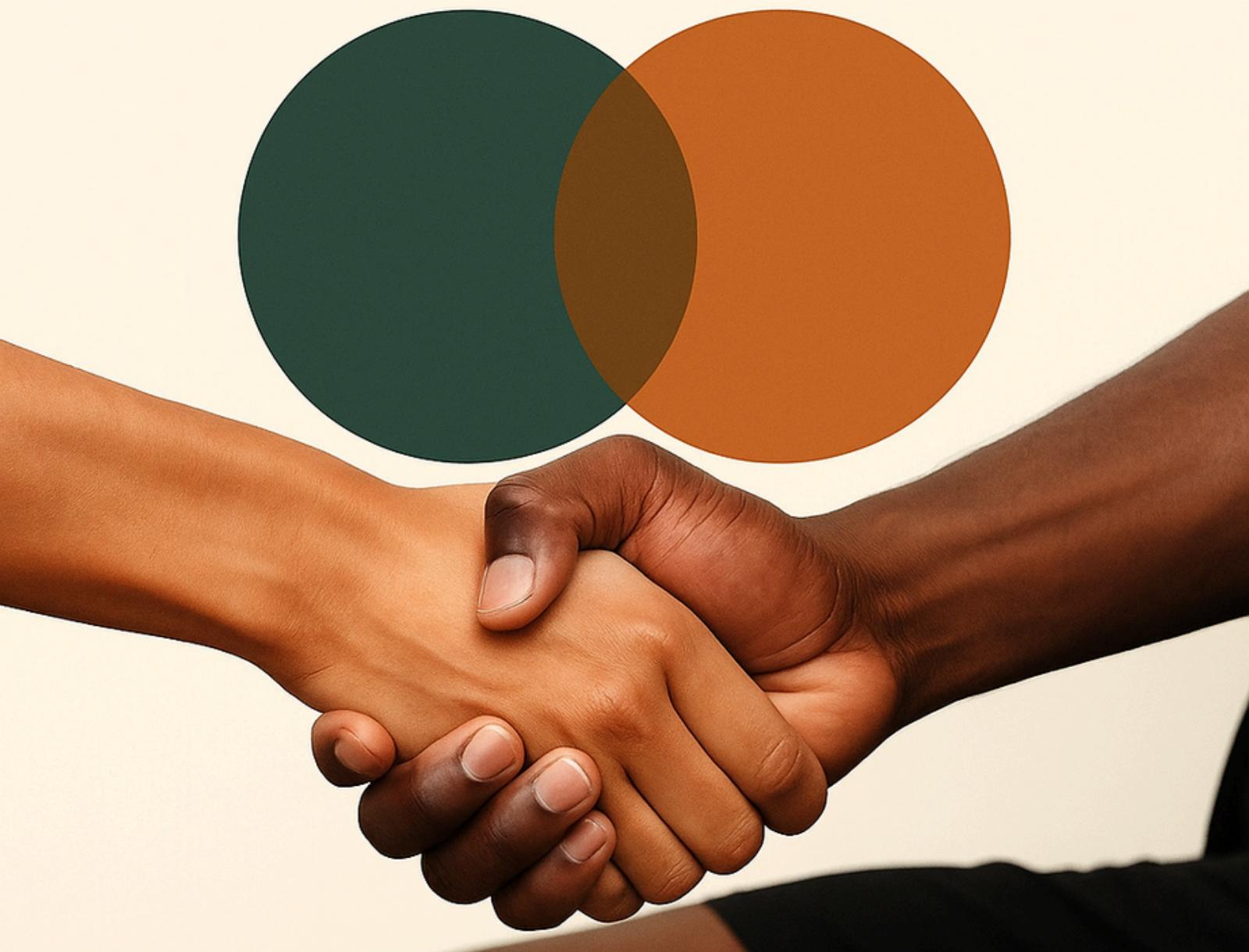


BRAND BENEFITS

MORE TOUCHPOINTS = MORE CUSTOMER LOYALTY.

CROSS-REFERRALS = NEW TRAFFIC AT NO EXTRA COST.

CUSTOMERS ASSOCIATE BOTH BRANDS WITH PERFORMANCE EXPERTISE, NOT JUST PRODUCTS OR GYMS.





LIMITED EDITION MERCH



STRIDE & STRENGTH

YOUR NEXT STEP
TO PEAK PERFORMANCE

Complimentary Strength
Assessment & Training Consultation
at Fred Fitness

Building on your
Road Runner gait analysis



JOIN OUR COMMUNITY

The Fred Fitness Run Club

-  Weekly Group Runs
-  Quarterly Assessments
-  Priority Event Access
-  Injury prevention + performance



THANK YOU

