

A man and a woman are stretching on a paved path at sunset. The woman is in the foreground, wearing a patterned hoodie and leggings, with her right leg raised and bent. The man is standing next to her, wearing a grey long-sleeved shirt and black shorts. The background shows a hazy landscape with trees and mountains under a warm, orange sky. The title 'FLÖCKBUD SPORTS APP' is overlaid on the image in white text.

# FLÖCKBUD SPORTS APP

PRESS  
KIT



@flockbud



flockbud.ca



facebook.com/flockbudapp



Download on the  
**App Store**



GET IT ON  
**Google Play**

# Do you flöck?

When animals are trying to escape predators or migrating, being part of a big group can bring many advantages. They work towards the same goals, share risks, spread knowledge and contemplate results.

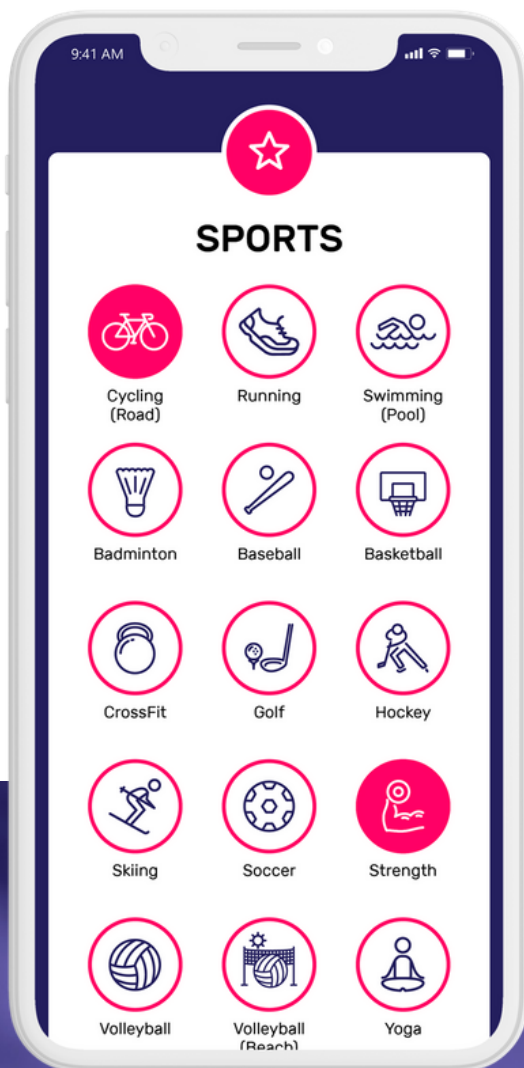
Humans tend to "flock" too. It happens daily, in different situations and environments.

**Flöckbud** was created so you can find your own flocks in the sports world.



Flöckbud came from a guy's wish to meet other like-minded sports people.

# LIVE & BREATHE SPORTS



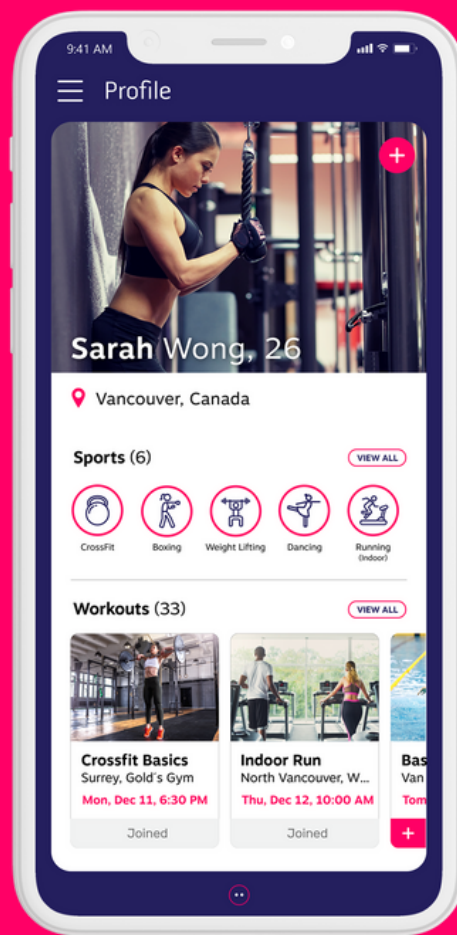
**Flöckbud** is for sports enthusiasts, regardless of the activity. From weekend warriors to pro athletes. For those who workout (a lot or a little) and may enjoy having a training partner, exchanging experiences and making progress together.





**Flöckbud** is also location-based workout finder for people with similar fitness goals.

Our **mission** is to spread the love of sport and become an inclusive platform where people can socialize, share experiences, stay active, get fit and live healthier!

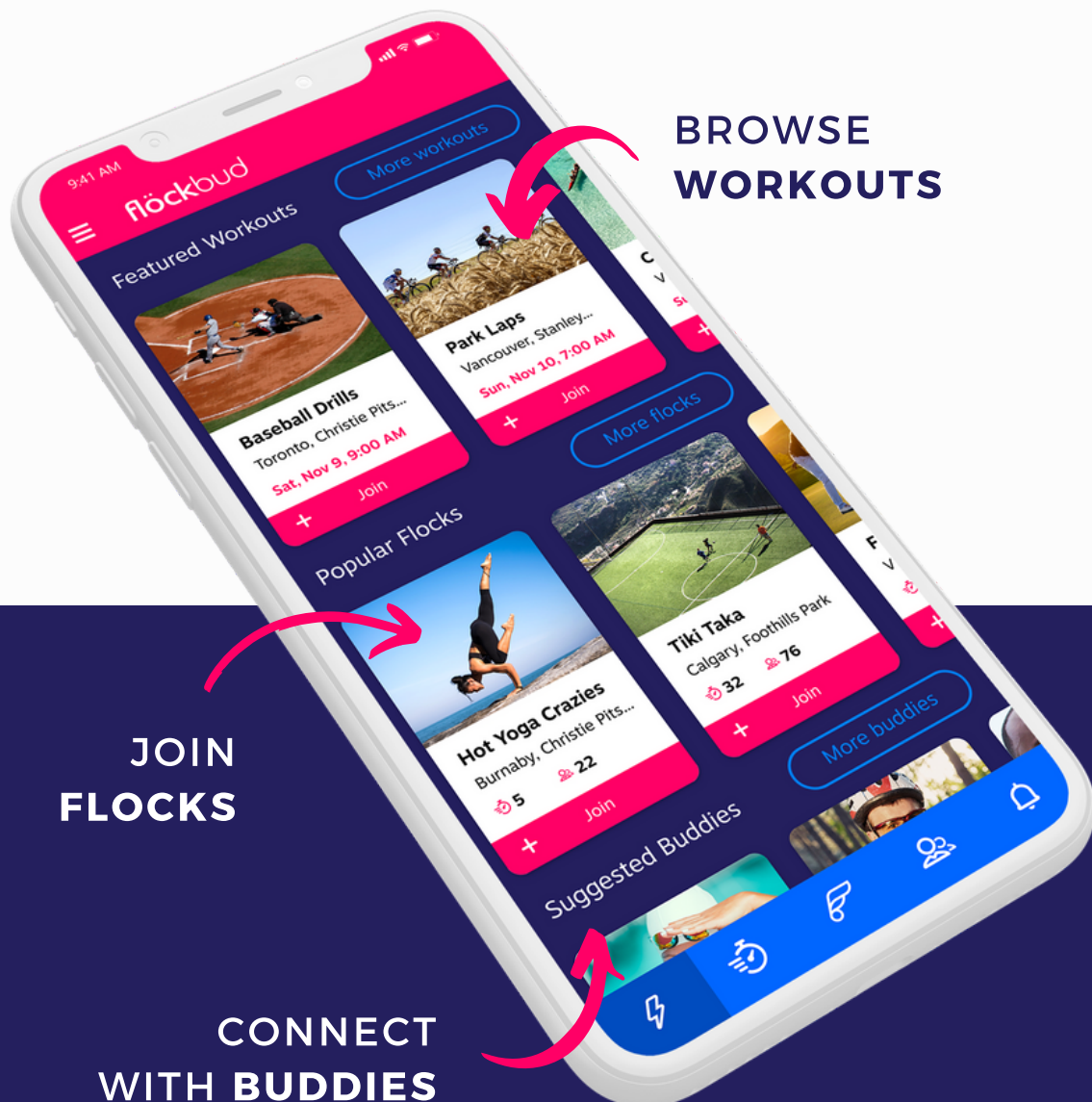


**Watch our  
promo video**



# DISCOVER & CONNECT

Browse featured workouts, join popular flocks and connect with suggested buddies. The discovery screen always has something exciting for you! **Easy as 1,2,3.**







# Why should I workout with a buddy?

We think having training partners is the best thing in the world! But don't take our word for it...here are some facts:

## It increases **MOTIVATION**

According to recent studies, individuals who engage in aerobic training with a partner achieve higher performance levels and increased motivation.

## It keeps you **ACTIVE**

Flöckbud allows users to find partners with similar goals and promotes an opportunity for people to socialize and keep active anytime, anywhere.

## It feels **REAL**

Instead of competing against virtual partners or remote athletes, interact with real people! It can feel more natural, be more fun and engaging.



# WE ♥ VANCITY



Designed in  
Vancouver, Canada

**Why is Vancouver the starting point of our journey?**

**The answer is easy, really.**

"Vancity" is considered by many the most active city in Canada! It has 130+ yearly runs, amazing bike trails, and because it's located right between ocean and mountains, it's also a great place for hiking, kayaking, sailing, and all other sorts of watersports.

Oh! And there aren't many big cities in the world with great skiing and snowboarding within 30 minutes of downtown.

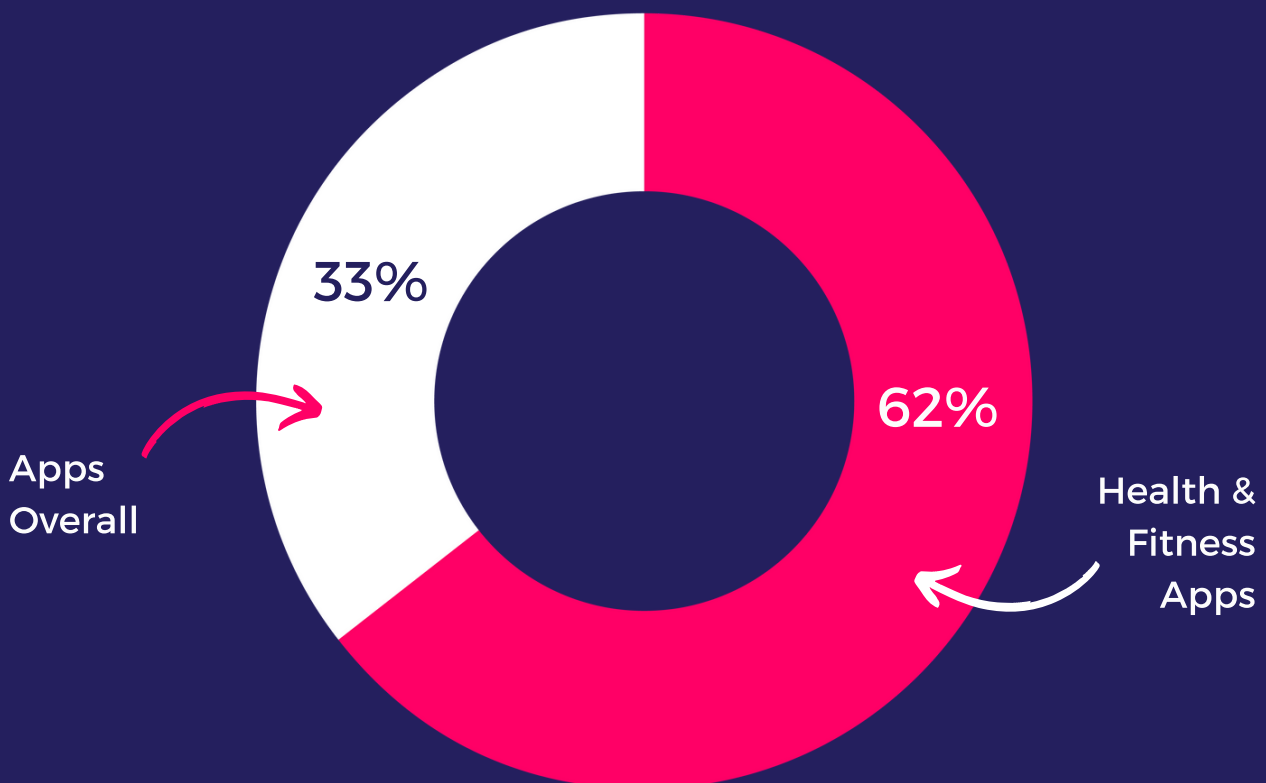
# LET'S GROW TOGETHER

According to a 2016 report from **Flurry** analytics, sports apps recently became the second fastest growing mobile app category. That means general social and sports mobile apps usage has grown around 40 percent in recent years.

The results were obtained by tracking approximately 940,000 apps across 2.1 billion gadgets with more than 3.2 trillion sessions.

Between December 2013 and June 2014, health and fitness apps grew 62 percent in usage, compared to apps overall growing just 33 percent.

**Average Daily Usage App Growth**  
(Dec 2013 - June 2014)



Source: Flurry Analytics



# ABOUT US



**Luiz** is a designer and sports enthusiast who loves living an active life. He started at an early age with judo and tennis, and after discovering triathlon in 2009, he was hooked.

He is a fan of his son Benjamin, Thai food, bold espressos, chocolate, and Canada.



We're a design studio located in beautiful **Vancouver, Canada.**

We love branding and we believe that it takes time, dedication, and hard work to achieve something meaningful (just like in sports).

**[spinn.co](http://spinn.co)**



Can't find what you're looking for? Send an e-mail to **[workout@flockbud.com](mailto:workout@flockbud.com)** and we'll respond in a timely manner.