

Runna Overview and User Segmentation

Core Value Proposition

Runna makes race training structured, adaptive, and confidence-building — without the cost of a personal coach.

Key Value Proposition

a. Personalised Structured plans

Provides structured training plans built by expert coaches and tailored to a runner's goal, current fitness, schedule, and experience level.

b. Adaptive Plans

Dynamic plan adjustments based on your progress and provide coach-like feedback without breaking the plan.

c. Prescriptive race guidance

AI-powered insights (predictive race times, Runna Score, performance benchmarks).

Beginner and Recreational Runners

Behaviour

- Starting from zero or returning after years off
- Want to "become someone who runs"

Use Case

Train for their first 5k or their first half marathon

Pain points

- Plans feel aggressive in early weeks
- Pace targets feel unrealistic

Advanced Runners

Behaviour

- Chasing PRs, ultras, aggressive mileage
- Already knowledgeable
- Often data-driven (Garmin, Strava heavy users)

Use Case

- Build toward aggressive goals (100-mile dream)
- Maximize performance

Pain points

- Weekly mileage cap (~112km)
- Limited advanced tweakability

Race focused runners

Behaviour

- Training for first or next long race
- Goal-oriented(hitting PB)
- 12–20 week structured cycle.

Use Case

- Structure long-term training
- Improve race times
- Stay consistent across months

Pain points

- Limited flexibility in mid-plan adjustments
- Hard to adapt after illness or missed weeks
- Burnout after months

Returning / Health focused Runners

Behaviour

- Coming back from injury
- Returning after long break
- Running for mental health / weight loss

Use Case

- Regain consistency
- Improve health & body confidence

Pain points

- Intensity not always aligned to fitness goals

Competitive Landscape

Parameters	Runna	Coopah	Nike Run Club	Runkeeper	MapMyRun
Pricing	Premium Pricing	Affordable	Free	Free + Paid Plans	Free(with Ads)
UI/UX and Onboarding	Highly personalized onboarding with visual cues.	Cluttered UI	Easier onboarding but no control over the structure and rescheduling	User friendly +saved popular routes	Powerful mapping and route discovery
Plans & Coaching Depth	Adaptive Coaching with audio guidance	Audio guidance with lesser adaptability	Limited personalization	Generic plans	Coaching not as personalized as Runna
Community	Larger engaged community after Strava acquisition in April 2025	Limited	Only campaign driven community but weaker training related communities	Community is not a strong differentiator	Community around routes and challenges but less sticky than Strava
Integrations	Integrates with all wearables and strava.	Good integration with wearable and Strava.	Limited	Limited integration with wearables	Limited integration with wearables
Analytics	AI-powered post-run analysis, predictive race times, performance benchmarks	No in depth analysis Tracks only essential running metrics	Minimal Analytics like pace , distance.	No in depth analysis . Tracks only essential running metrics	No deeper training insights or coach-style feedback
Gamification	Runna has introduced Levels where users earn points for training actions	Limited gamification (streaks and race day countdown)	Heavy Gamification achievements & badges, levels, streaks, full-screen challenges, timed events, leaderboards, social sharing.	Personal record race badges (5K, 10K, HM, marathon, distance, elevation)	Gamification mostly campaign-driven and marketing-led rather than deeply integrated with coaching.

Opportunities & Recommendations

Running apps market size is expected to reach ~US\$1.44B by 2030 at 14.2% CAGR yet ~70% of the users drop after 90 days

Post-Run AI Insights & Adaptive Coaching

Current State Runna AI Insights

Runners can access a pre-run workout briefing that explains the session's purpose, target zones, and execution tips before they start.

Proposed Enhancement

Expand the AI-powered insights to include post-run analysis like pace execution vs plan and adaptive recommendations that appear immediately after completing a workout.

Eg: "You've completed 3 hard sessions this week with elevated HR. We're dialing back intensity for the next 2 runs to prevent overtraining."

Problem it Solves

- Immediate feedback about pacing, effort, and progression.
- Plan adapts to user's performance which can minimize the risk of injuries in future
- Prevents burnout especially for half / full marathon runners

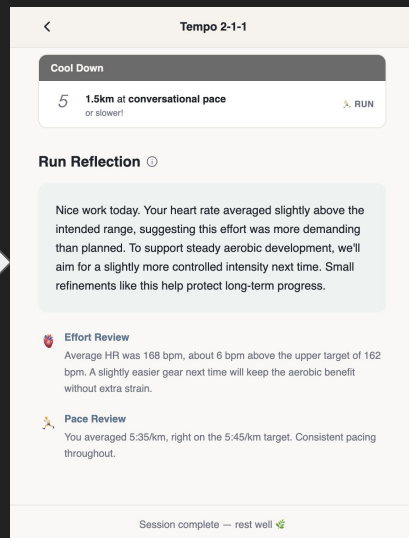
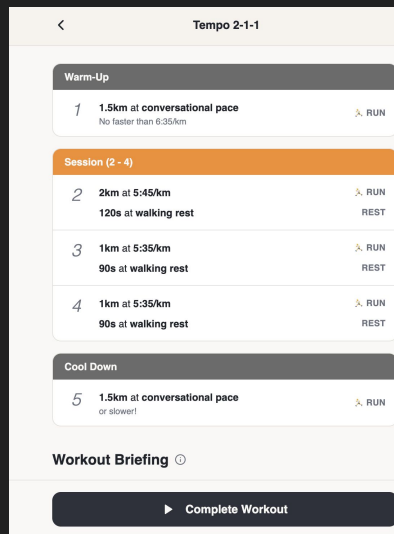
Metrics to be tracked

North Star Metric :

% increase in retention rate over 30 days driven by AI insights feature.

Expected Impact :

- Increase long term retention
- Increase in time spent on the app which increases engagement
- Increase in plan completion



Opportunities & Recommendations

Runners who get poor sleep are 2X more likely to get injured ; ~83% women report menstrual cycle negatively impacting their training

Not Feeling 100 % Plan

Current State

When runners get sick, injured or are in their menstrual phase they miss sessions. Without adaptive adjustments, the plan feels too intense, leading to drop-off.

Proposed Enhancement

"NF100%" is an adaptive plan mode that lets runners temporarily reduce training intensity when life disrupts their routine. Users select their state, choose an intensity level (no activity, easy runs only or strength only), and Runna automatically adjusts the next 3–14 days.

When ready, the plan ramps back up progressively (lower mileage, no paces initially, gradual intensity return) with injury-risk guardrails.

Problem it Solves

- Prevents plan-abandonment.
- Reduces injury risk from training through poor recovery states.
- Motivates the runners to resume their plan through gradual progression.

Metrics to be tracked

North star metric :

Increase in plan completion rate

Secondary metrics:

% of users who use on "NF100"

Repeat usage rate

Expected Impact :

- Reduce churn rate
- Higher lifetime value (LTV)
- Increase in subscription renewal.

What's going on?
Select a reason and we'll adjust your plan to keep it safe and sustainable.

- Feeling unwell
Cold, flu, or general illness
- Poor recovery
Sleep issues or fatigue
- Niggle or pain
Minor discomfort or lightness
- Life got busy**
Work, travel, or schedule clash
- Menstrual cycle
Period symptoms or hormonal fatigue

How long do you want to adjust your plan for?
This doesn't need to be exact. Your adjustment can last up to 14 days and can be edited at any time.

February 2026

M	T	W	T	F	S	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March 2026

M	T	W	T	F	S	S

Your adjustment will last 9 days

How do you want to adjust your plan?
Choose what feels right for you during this time.

- Easy runs only
Keep running but at a comfortable effort.
- Strength training only
Replace all runs with strength & mobility work.
- Short runs only**
Reduce distance but keep running regularly.
- No running
Take a full break from running.
- Reduce difficulty
Lower intensity and volume across the board.
- No workouts
Full rest. Zero training load until return.

How do you want to return to full training?
Choose how quickly you'd like to return to full training, and we'll tailor your plan to keep it safe and sustainable.

- Slowly
Gradual return over several weeks.
- Balanced**
Moderate ramp-up back to full training.
- Quickly
Get back to full training as fast as possible.

Your adjusted plan
Review the changes below. You can override anytime.

Weekly Mileage
17 km -40%

Return ramp
Gradual return after adjustment

ADJUSTMENT: Short runs only RETURN: Balanced

You can revert to your original plan anytime from Settings.