



PRESENTING SHFT - THE WORLD'S MOST INTELLIGENT VIRTUAL RUNNING COACH

SHFT wants to help runners worldwide improve their running technique and energy consumption by eliminating unnecessary and inappropriate movements in their running pattern and instead, focus on how every body movement can be more efficient, contributing to the maximum propulsion possible. The key word is Efficiency. Watt measurement and real-time voice coaching is the foundation of a new technology that will turn runners into faster, safer and happier runners.

Many runners have a goal driven by the desire to improve themselves. The goal is what drives us to go those extra miles, but it is often in the process and the progress toward the goal that we experience the greatest moments. This is when we fall in love with running as a lifestyle. The process is essential for whether we reach our goal or not. We have observed that many runners around the world do not have the time nor the opportunity to get professional help to progress. From day one, the SHFT-Team's ambition has been to give every runner the possibility to gain access to his or her very own private running coach on a daily basis. The complex combination of intelligent hardware and sophisticated software represents in its simplicity a unique digital running coach whose sole purpose is to turn you into the best version of yourself. All you have to do is to press 'Start Run', and initiate your run, and SHFT will guide you through the process.



UNIQUE REAL-TIME VOICE COACHING

The SHFT technology consists of two pods and a mobile phone App. One pod is clipped on the right shoe and the other pod strapped on the chest. The two pods collect data while running and based on an initial screening run, SHFT puts together a thorough analysis, which is the foundation for the technical runs guided by SHFT. During each coached run, you will receive simple and easy to understand real-time voice coaching commands on how to optimize the current running pattern. The coach instructions are based on a number of 'Running Metrics' such as Steps Per Minute, Body Angle, Ground Contact Time, Body Bounce, Brake Effect, Landing Position and other metrics that can streamline running techniques. "There are plenty of wearables and running apps on the market today with the purpose of collecting various running data and providing post workout feedback. "SHFT developed a product capable of analyzing, translating, and making conclusions based on running data and providing feedback to runners in the shape of real-time voice coaching – we have crossed from wearable to trainable technology, this is what SHFT is all about..."; says SHFT's CEO, Tony Motzfeldt.

INNOVATING THE WEARABLES MARKET

The SHFT-Team has been highly innovative in its approach to developing SHFT. Instead of just collecting running related data and shown this to the runner, SHFT has developed the most unique and innovative coaching for runners. "We do not just collect data. We use this data to show you how to run right and especially to find your own individual optimal running technique. It is all about the interaction between your own virtual running coach and yourself. We could of course just tell you how you should run based on the data we collect, but we want to offer you more than that. We want you to feel the improvement you make. We want you to learn how it feels to run right. Coaching based on your individual running data makes the SHFT coach a unique coaching concept," Markus Blomqvist, Sports Scientist, Personal Coach and Head Coach at SHFT.

THE ART OF PROPULSION

"Propulsion" is in many ways a key word to the team behind the digital running coach. SHFT is accessible to everyone, because the focus is on propulsion as a separate element not dependent on speed or endurance. In other words, how can the runner's performance become as appropriate and efficient as possible? The motion in running is an art form, and with SHFT technology, we have the opportunity to help runners worldwide improve this art form.

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