

## The times of meaningless marketing phrases in the sports equipment market are finally over

**The Munich-based start-up TRYUP! enables sports fans to test their equipment without obligation before buying it. The test products can be easily booked online and are delivered on time to the desired address. The intensive testing helps to find the right equipment and ultimately supports the purchase decision. At the same time, TRYUP! wants to give innovative manufacturers a stage to present their products and also build close customer relationships and offline touchpoints in a world of online retail.**

In sports, everything revolves around the experience. However, this is usually lost before the purchase. Customers are often only expected to make their purchase decision based on a few product images and pompous marketing platitudes - there is no chance to be sure that the sports equipment actually meets one's expectations. The flexible test service from TRYUP! is designed to make precisely this pre-purchase experience possible - anywhere and at any time. The offering is designed to turn sports fans into testers - and then into convinced buyers. Users can order the equipment they are interested in online and have it sent to their home or wherever they would like to test it. If a purchase is made later, the test fee is credited in full or partially.

TRYUP! sees itself as a platform that aims to give young innovative brands and their products a stage. Innovation needs trust. And probably the best way to build this trust is to focus on the product and give all interested parties the opportunity to convince themselves. A strong product does not need unverifiable promises or costly marketing campaigns. With the test offer, manufacturers reach potential customers throughout a whole market. Especially for pure direct-to-consumer brands that sell their product mainly through online channels, this opens up completely new opportunities. In addition, the test data and customer feedback can provide important clues for further product development. All this results in closer customer loyalty, from which both sides benefit in the long term.

### **Advantages for brands**

- Scalable test service
- Greater reach and visibility
- Structured product feedback

### **Advantages for end consumers**

- Real product experience
- Easy and on-demand booking
- Riskless purchase decision

### **About the company**

TRYUP! is a young start-up and was founded in Munich in 2020. The company sees itself as a service provider for its partners and works together with some former ISPO award winners - for example Tripstix (ISPO Product of the Year 2020) or Alterego Surfboards (Brandnew Selection 2021).