Insights

on the ISPO Collaborators Club

The following information gives a cross section of our users with the most important facts and figures, and personal views afrom our users.



Demographic data

Facts and figures. Our registered users with an average age of 27 mostly live in Germany, Austria and Switzerland. The percentage of international users is currently 18%, and rising.

Qualified users

All our users have one thing in common – a passion for sport. Some voices from the community:

> I am a passionate **climber** (about 2–3 times a week), **diver** (about 1–3 times a month) and **runner** (5–7 times a week).

Degree in **Sports Studies from the German Sport University Cologne** and an active long-distance runner in fun runs and international competitions.

I've been a personal trainer for many years (home and outdoor training). As a trend setter, both in my main job as a **fashion consultant in a management consultancy** and as a blogger, I know what the customer of tomorrow wants. "What expertise do you have that qualifies you as a tester?"

I studied **Sports Management** and work at VfL Wolfsburg. I have always had a great interest in sports equipment, and I regularly read up on new products. Of course, when doing this, I often want to contribute my own ideas.

Industry designer and R&D manager for a bicycle company. I am responsible for **product testing and quality assurance** (over 20 years of practical experience).

Doctor, sports medicine specialist, Doctor of Mountain Medicine, mountain rescue doctor, mountain guide.

Interests

Experience in all areas of sport marks our community out. Every member qualifies by completing a survey, and brings their own individual expertise as a consumer expert.

48% of users have an interest in the area of Product Testing,
19% in Co-Creation and
33% in both areas.







Water sports

21%	56%	24%

lots of experience | no experience

Social media activity

There are over 250 bloggers in our network! With a reach of over 35,000 visits per month. From runners to skiers and cyclists, there is a wide range of sport bloggers.

I study sports engineering and hope to work in product development for sports devices and equipment, so I find the idea of these Open Innovation projects very interesting. I also play a number of different sports myself, and the opportunity to exchange ideas about future products with other sports enthusiasts really motivated me to take part in Open Innovation projects.





(...) Of course, the chance to thoroughly test an innovative product that has not previously been available to buy is particularly appealing. The manufacturer can also benefit from crowdsourcing as they have access to feedback, ideas, opinions, and suggestions for improvement from a relevant target group at an early stage.

Hubert Spieß, mountaineer & blogger

I enjoy taking part in these projects because I like making things better. And the best way to achieve this is for both sides – manufacturer and consumer – to work closely together. You get the opportunity to see behind the scenes, while expressing not only your wishes, but also your criticisms. This helps to achieve the best possible result for everyone involved.

Katrin Schneider, triathlete & blogger



77% of users are active on Facebook,40% on Instagram and28% on Xing.

25% LinkedIn, 24% Google +, 16% Pinterest, 10% Snapchat, 7% Twitter. Only 4% of users are not active on any social media channels.

Do you want to evolve and test new products together with our users? Our qualified community at **ispo.com/collaborators-club** is looking forward to new exciting projects and new tasks.

Contact us to arrange a free initial consultation: innovation@ispo.com

