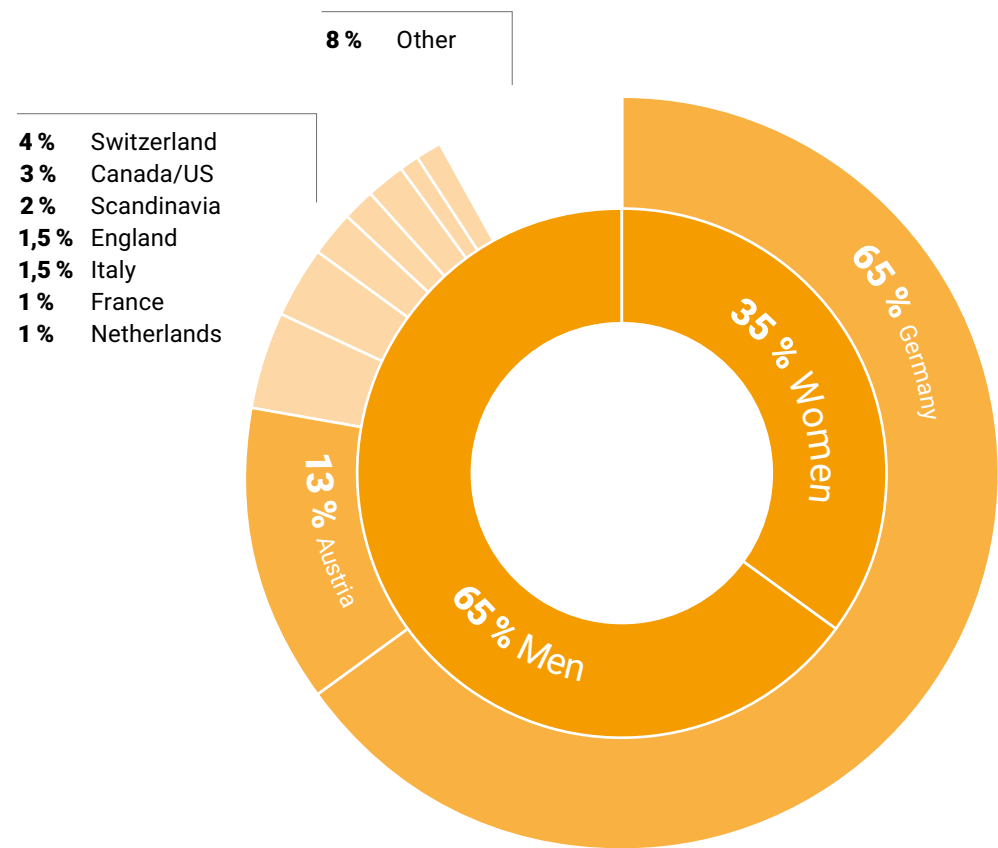


Insights

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

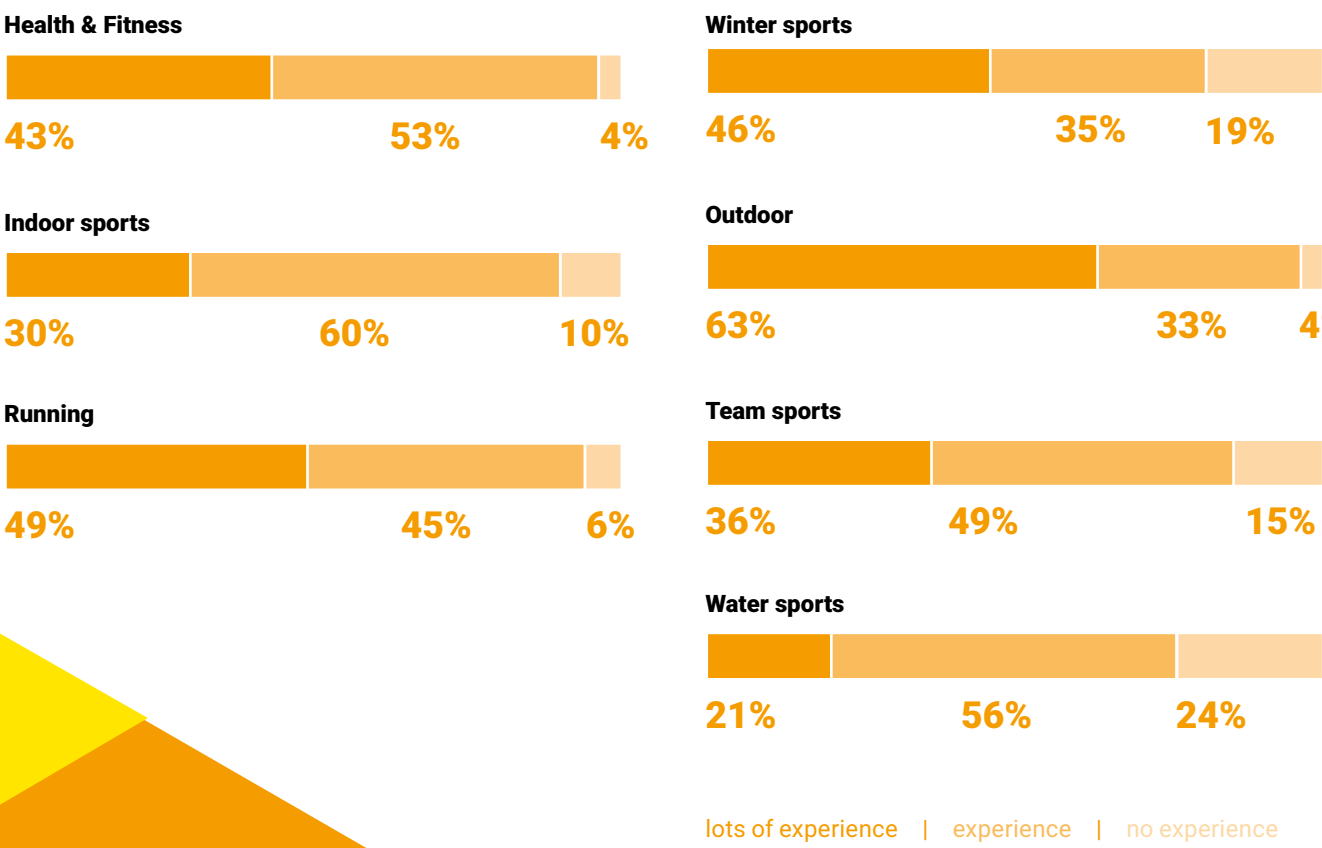
All our users have one thing in common – a passion for sport. Some voices from the community:



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.



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."

Franziska Hoell, student & sports enthusiast



"(...) 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 and **28%** 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

