2024 Kickoff Webinar

January 11, 2024

RunSignup TicketSignup GiveSignup

Agenda

2023

- Business Review
- Product Highlights
- Next Gen Components

2024

- Business Momentum
- Strategic Components
  - Email V2
  - Websites V2
  - Memberships V2
- RunSignup 2024 Product Roadmap
- GiveSignup 2024 Roadmap
- TicketSignup Roadmap

RunSignup TicketSignup GiveSignup

2023

| Year	Transactions	Growth	Cumulative Total
2010	$253,324		
2011	$1,110,314	338%	$8,723,236
2012	$2,700,141	143%	$4,063,778
2013	$12,945,182	379%	$17,008,960
2014	$37,337,751	188%	$54,346,711
2015	$95,400,532	156%	$149,747,244
2016	$156,466,533	64%	$306,213,777
2017	$170,475,905	9%	$476,689,682
2018	$212,742,449	25%	$689,432,131
2019	$270,381,466	27%	$959,813,598
2020	$217,912,959	-19%	$1,177,726,557
2021	$311,463,113	43%	$1,489,189,670
2022	$398,474,540	28%	$1,887,664,210
2023	$468,268,980	18%	$2,355,933,190

Transactions per Year
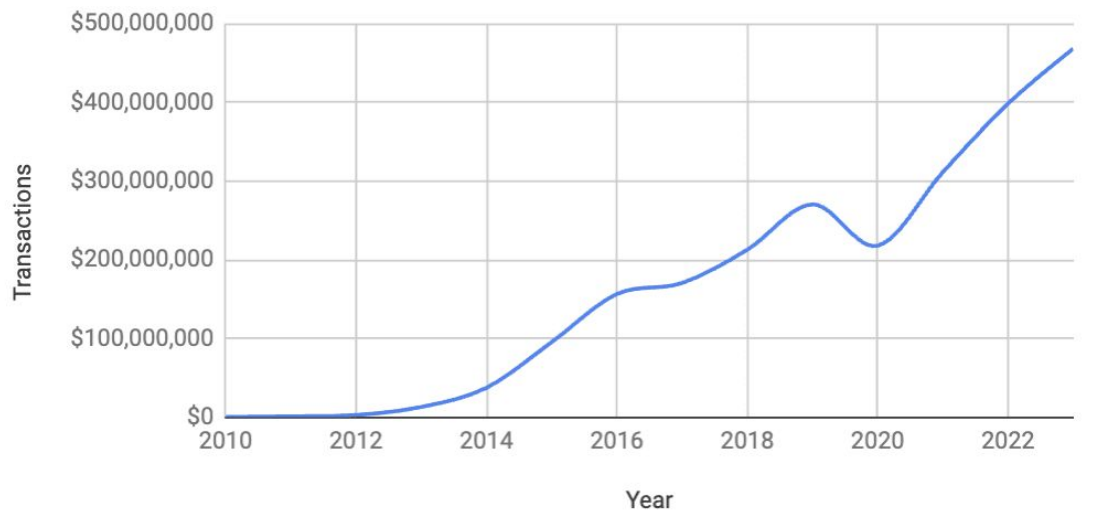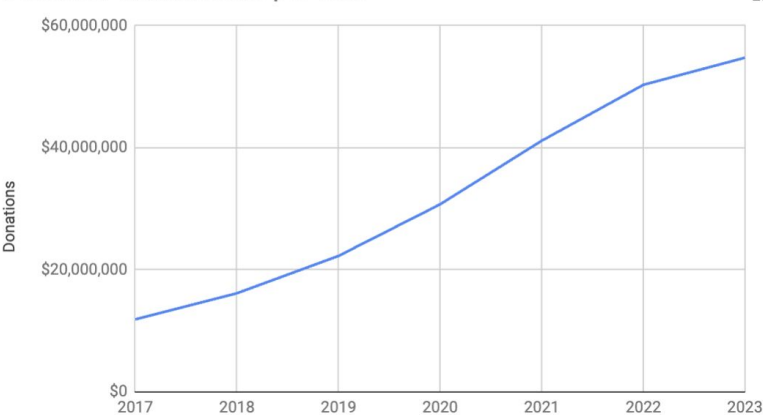
2023 Businesses

Registration Transactions per Year **RunSignup**
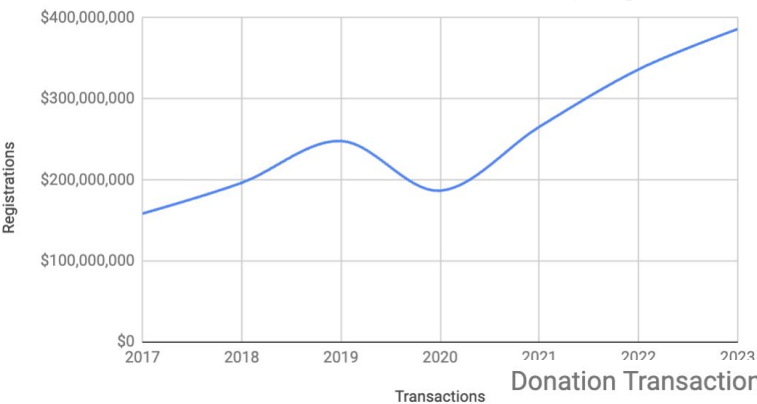
Ticket Transactions per Year **TicketSignup**
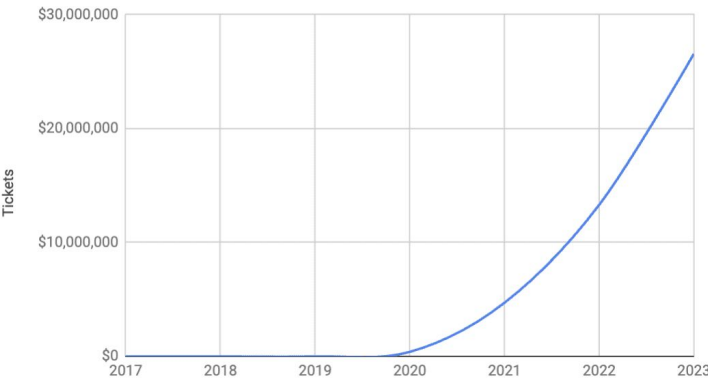
Donation Transactions per Year **GiveSignup**

Recovery and Growth

Race Participation

Races in Both 2022 and 2023	2022 Registrations	2023 Registrations	
January	140,736	141,603	1%
February	243,079	250,590	3%
March	283,965	297,140	5%
April	399,523	444,052	11%
May	344,325	364,481	6%
June	255,394	270,416	6%
July	266,188	292,489	10%
August	222,560	237,135	7%
September	363,594	396,492	9%
October	353,121	368,962	4%
November	1,023,525	1,166,491	14%
December	249,545	281,156	13%
Total	4,145,555	4,511,007	9%

RunSignup

2023 - Full Year	2023	2022	Growth
# of Events with over 3 Registrations	28,522	24,782	15%
Registrations	8,496,591	7,485,965	14%
Tickets	668,529	442,178	51%
Page Views	320,399,654	253,380,107	26%
$ Transactions	$468,268,980	$398,474,540	18%
Donations	$54,788,378	$50,009,984	10%

| 2023 - Full Year	2023	2019	Growth
# of Events with over 3 Registrations	28,522	20,575	39%
Registrations	8,496,591	6,214,747	37%
Tickets	668,529	0	NA
Page Views	320,399,654	207,533,159	54%
$ Transactions	$468,268,980	$270,381,466	73%
Donations	$54,788,378	$22,279,927	146%

Technology Platform

- Common Infrastructure and Payments
- "Next Gen", "V2", "Generic Entity"
  - Email V2
  - Image Gallery
  - Website V2
  - Store
  - Questions
  - Waivers
  - Memberships
- Power of "Generic Entities" visible in Memberships

=> Ability to Release More and Better Software

Releases

	Platform	Event Day
Q1	566	12
Q2	522	15
Q3	519	22
Q4	514	14

Test Library
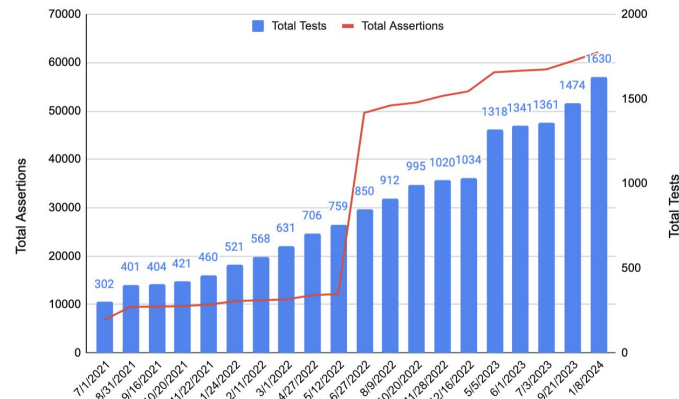
2023 RunSignup Product Recap

- Race Renewals Refresh
- Next Gen Waivers - Multiple Waivers
- Refresh Custom Questions
- Race Insurance
- Google Analytics 4
- Updated YOY Graphs
- 290 New/Refreshed Help Pages

- RaceDay Scoring V4 - 42 Releases
- RaceDay CheckIn - 9 Releases
  - Results Kiosk, Medical Tent, Fast Related Registrations, Waiver Signing
- Mobile Timing App - Backup Mode
- RaceJoy Native Maps
- RaceDay Photos Infrastructure
- Improved Results View

2023 Product Recap

- Apple Pay and Apple Wallet
- Email V2 - 165 issues completed
- Website V2 - 217 issues completed
- Zapier Integration

TicketSignup

- Season and Event Passes
- Self Serve Ticket Management
- Ticket Reporting
- Notifications
- Sales Tax and Admissions/Amusement Tax
- Question Response Limits for Table
- Mobile Ticket App - 10 Releases
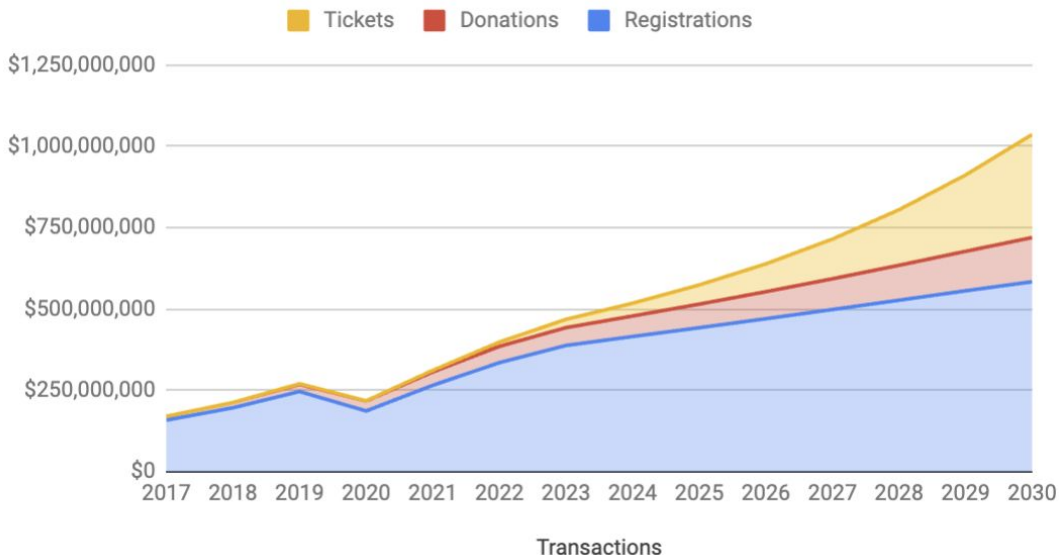- TicketInsights
- Waiver Signing App

2024
The Road Ahead

RunSignup TicketSignup GiveSignup

2024 Business Momentum

- Strong Product Offering
- Lower Prices
- Increasing Organizational Efficiency
- No Known Churn entering 2024
- RunSignup - Continued gradual growth
- GiveSignup - 6 large new P2P events
- TicketSignup - Market awareness
- Stability of Employee Owned Company

Total Transactions

Legend: Tickets · Donations · Registrations

Y-axis: $0, $250,000,000, $500,000,000, $750,000,000, $1,000,000,000, $1,250,000,000

X-axis: 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

Transactions

EMail V2 2024 Plans

- **600 Million** Emails sent for **FREE** in 2023

Coming this month

- Full transition to Email V2 in races
- Sponsor component

Leverage new Email V2 infrastructure to invest in powerful and automated Email capabilities:

- Super Lists
- Partner Email V2
- Email Triggers
- Analytics
- Fundraiser Email, Volunteer Email
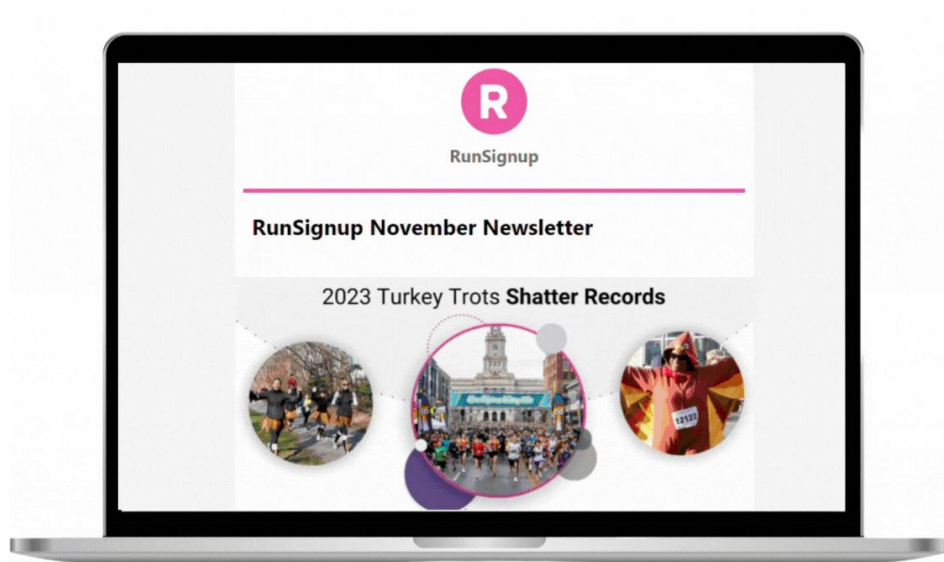
Websites V2 2024 Plans

- Websites V2 for Races in Q1
  - Next-Gen Membership, Partners
  - Time to transition content and toggle between legacy and V2

- Image Gallery (across events + Email V2)
- More components, including layout options
  - Donation Goal across P2P/races/tickets
- New easy-build website template options
- Multi-Language
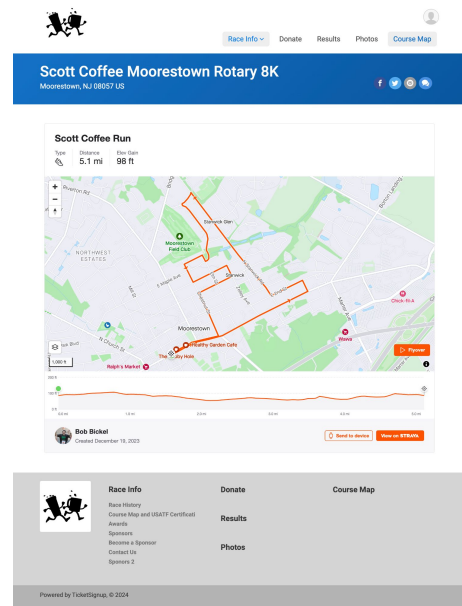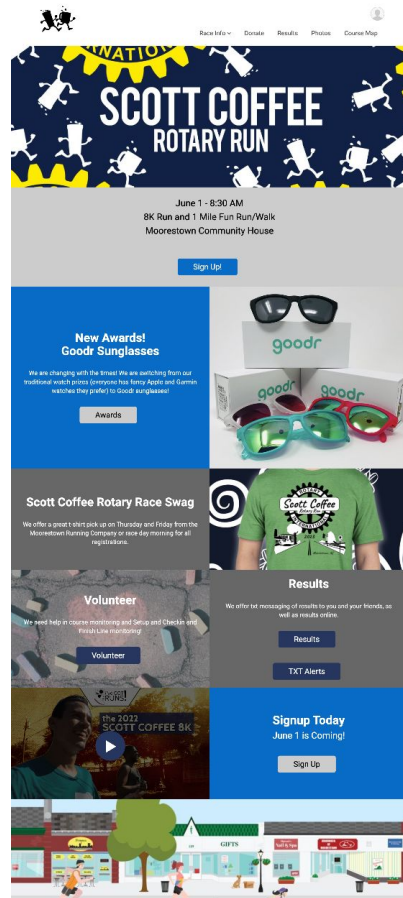
Next Gen Memberships

- Flexible Membership Durations, Levels, Pricing

- Next generation components for website, email, donations, questions and store

- Automated Renewals with Saved Credit Cards

- Easy Remember Member Capabilities
  - Similar to Remember Ticket
  - Member Cards and Apple Wallet

- Cross-promotion discounts for club members with tickets as well as races

- Member Purchase option when buying tickets or registration

- Member Engagement
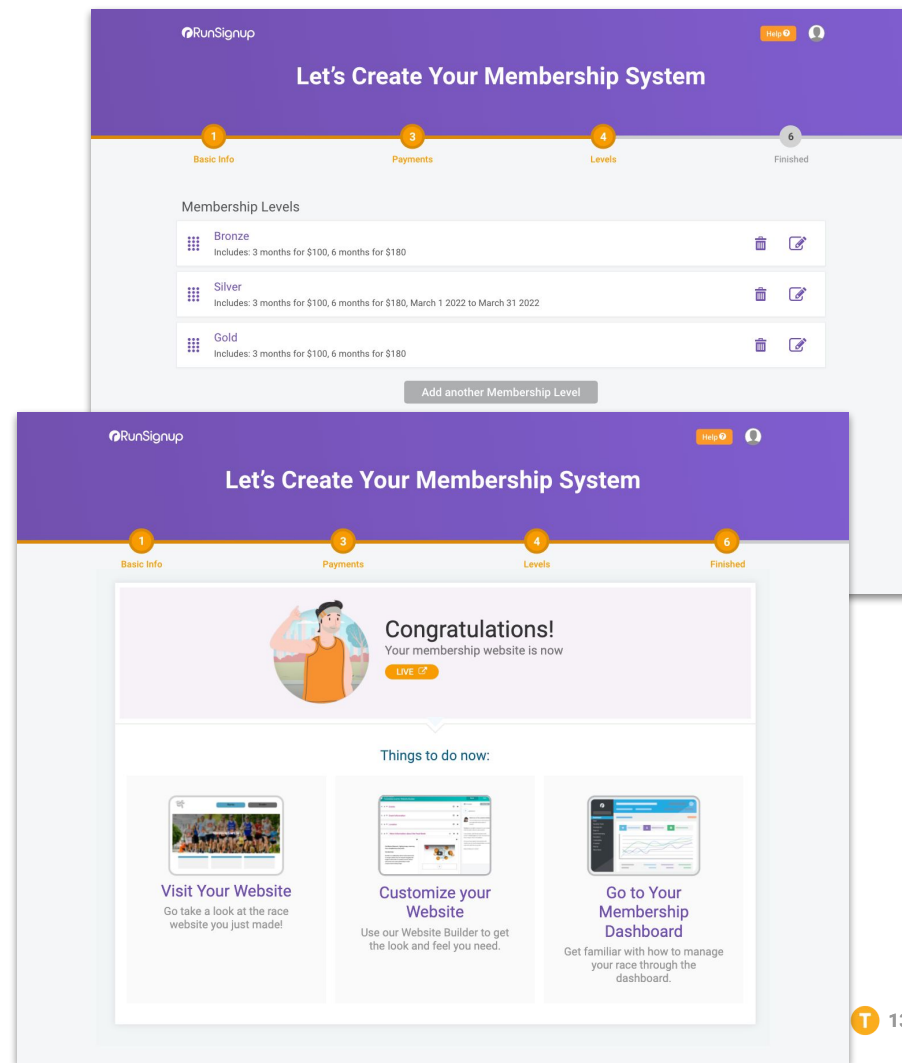
RunSignup 2024 Product Roadmap

2024 RaceDay Technology

- Series Scoring
- RaceDay Scoring Streaming with RaceJoy
- Race Progress/Monitoring
- RaceDay Scoring Report Builder V2
- Race Result Integration
- MyLaps Cloud Middleware
- Athlinks Results Posting
- Improved XC & Lap Races
- Relay Teams V2
- Mobile Timing App Improvements
- RaceDay CheckIn App Improvements
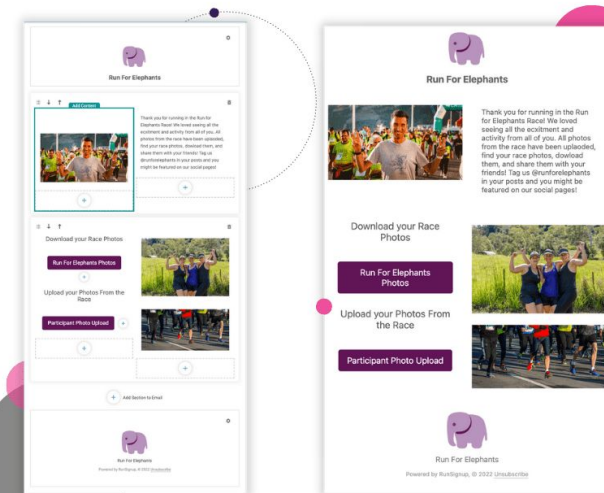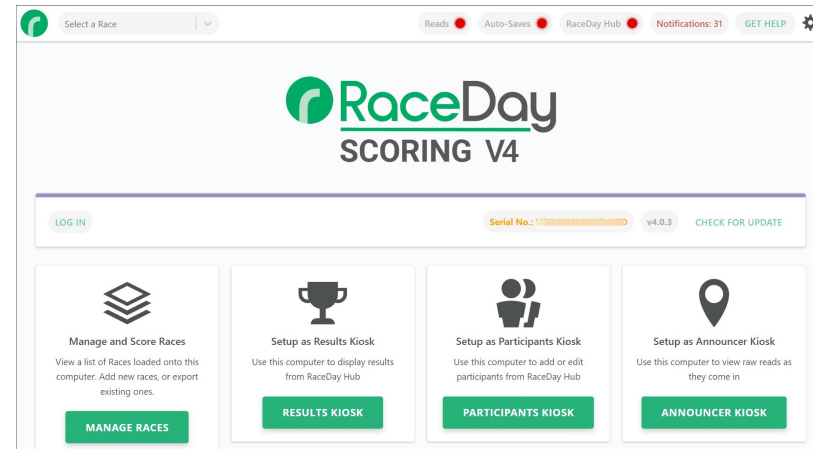
2024 RunSignup Platform Plans

- Website V2
- Invoicing
- ACH
- Next Gen Store
- Multi-Language
- Infrastructure
  - Payments Upgrade
  - Improved Code Review Process
  - Improved testing
  - Beyond the next decade

GiveSignup 2024 Product Roadmap

Product Plan - GiveSignup

New P2P and Donation Features

- Umbrella Teams
- Custom Question Fundraiser Badges (live!)
- Fundraiser Incentives
- Donation E-cards
- Incremental Improvements

Onboarding Improvements

TicketSignup 2024 Product Roadmap

Product Plan - TicketSignup

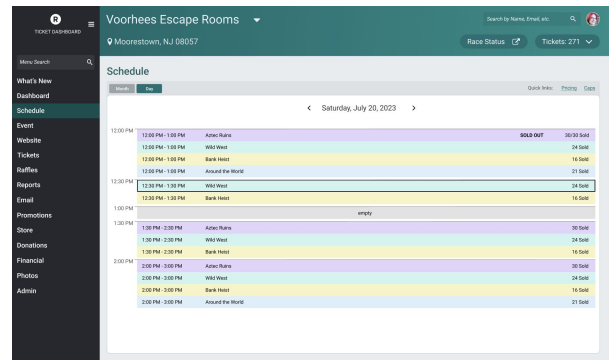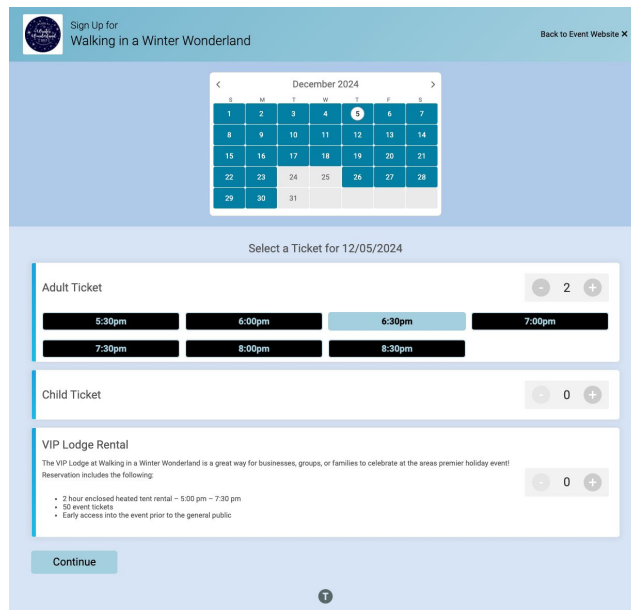**Next-Generation Timed Ticketing and Admissions**
- Patent-pending highly efficient database to generate and edit time slots
- Calendar UI
    - Dashboard & Purchase

More Self-Serve Ticket Management Options
- Add store items, Transfer tickets to a friend

Ticket App
- More management capabilities within the CheckIn App

Summary

- Strong Price/Performance Position in each Market
- Balance of Stability and Growth with 3 Markets
- Efficiency of Single Platform and V2 Components
- Moving forward Faster and Better
- Virtuous Cycle with Customers

Thank You!
from our Employee-Owners

RunSignup   TicketSignup   GiveSignup