

01 ATHLETE PLATFORM

BUILT FOR THE JOURNEY. POWERED BY DISCIPLINE.

TRION™ is the operating system that connects every part of an athlete's world. One platform. Every discipline. Every athlete.

This is where progress is built.
This is where **IRONMAN®** lives.



FOCUS

All your tools.
One system.



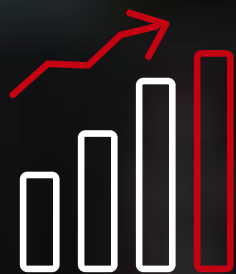
RELIABLE

Built to perform
when it matters.



PERSONAL

Designed around you,
not the average.



ADAPTIVE

Learns, adjusts, and
grows with you.



MEANINGFUL

Purpose beyond
the finish.

TRION™
TRAIN. INSPIRE. RACE.CONNECT.

The Athlete's Operating System

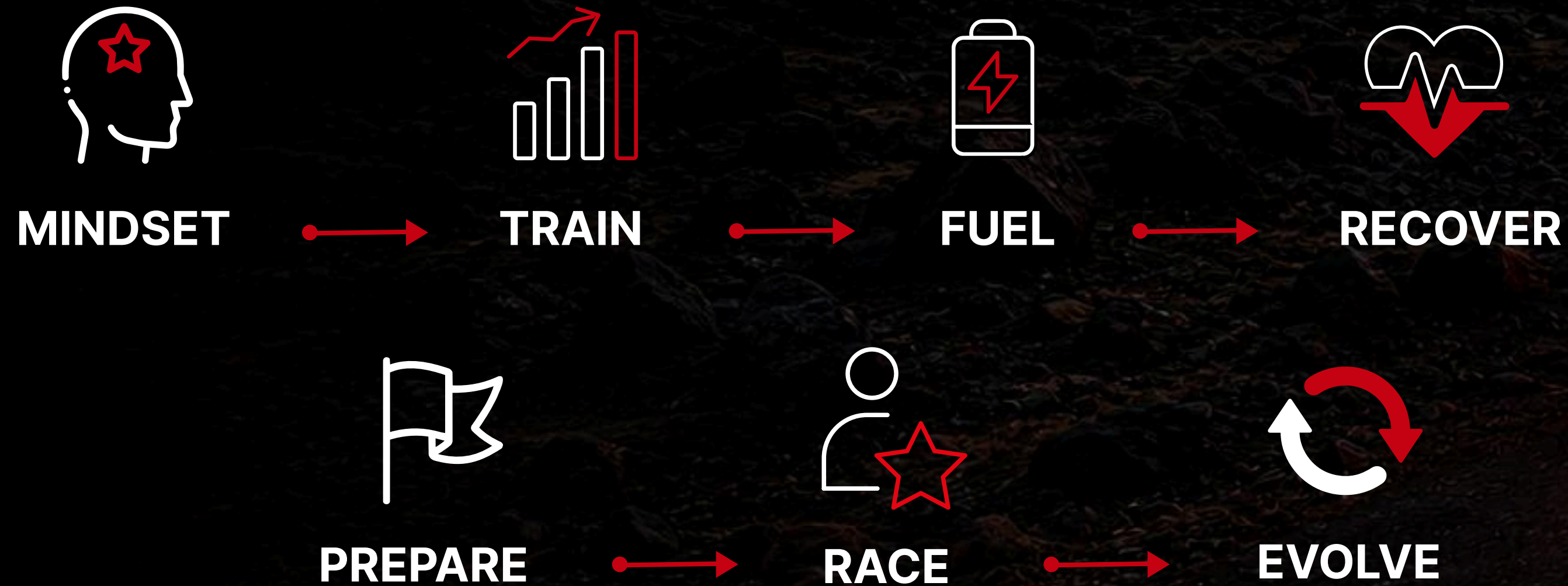
BUILT FOR ENDURANCE.
BUILT FOR LIFE.



02 ATHLETE JOURNEY

THE SYSTEM BEHIND EVERY FINISH.

One continuous loop. Not isolated moments.



TRIONTM
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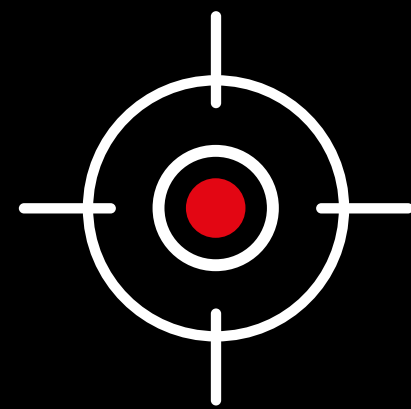
The Athlete's Operating System

BUILT FOR ENDURANCE.
BUILT FOR LIFE.

03 SYSTEM BUILD

NOT BUILT FOR ATTENTION. BUILT FOR **DISCIPLINE.**

Most apps compete for time.
TRION™ is designed to **respect** it.



FOCUS

On what matters.



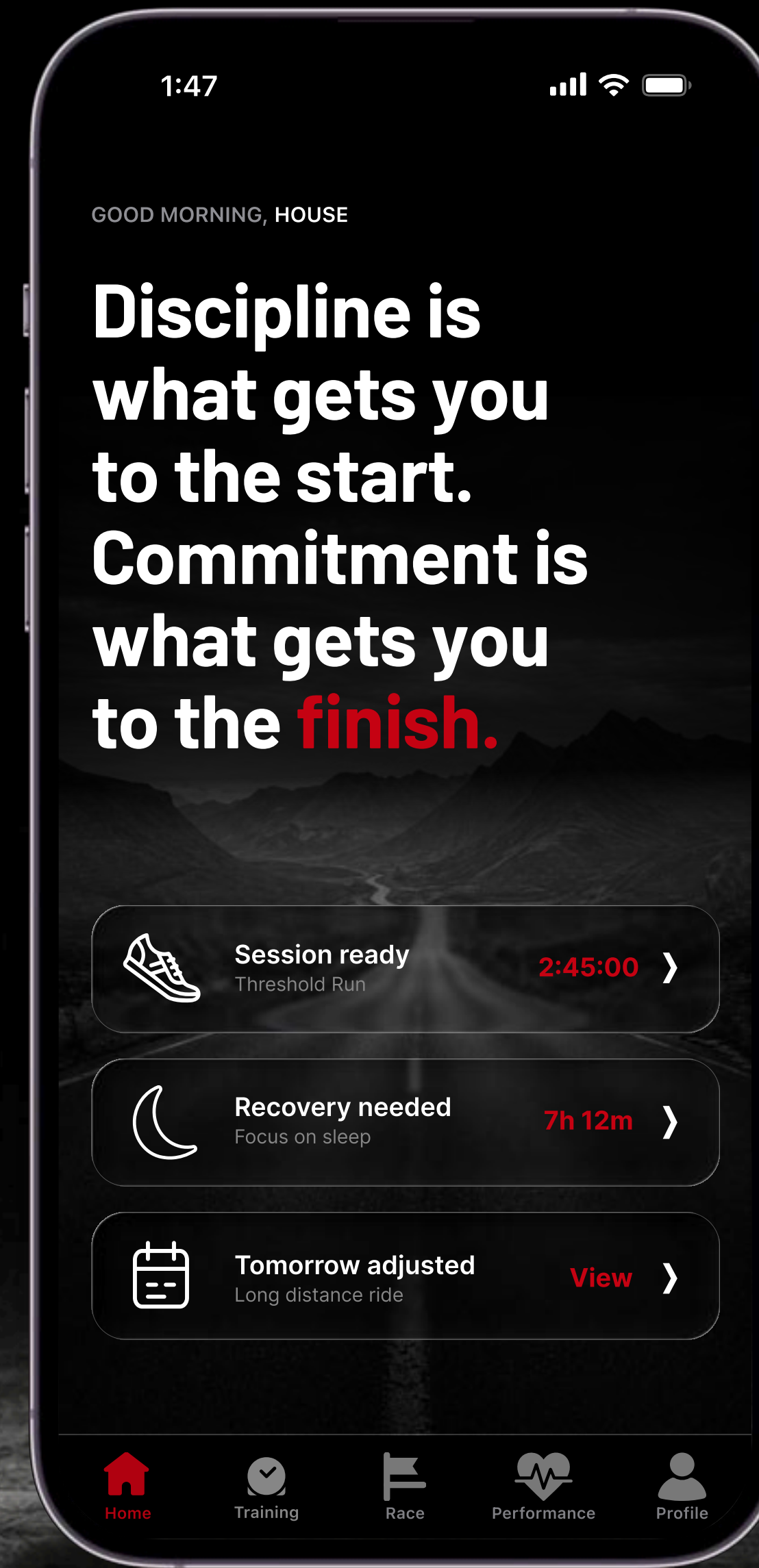
RELIABLE

Always by your side.



PERSONAL

Built around you.



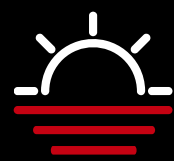
APP DEVELOPMENT

THE ATHLETE'S OPERATING SYSTEM FOR EVERYTHING THAT MATTERS.

The **IRONMAN**® experience does not end at the finish line — and it does not begin there either. This is the athlete's daily environment—a system that supports, guides, and reinforces the decision to continue.

TRION™ unifies inspiration, training, performance, and race-day execution into one seamless platform — built for the full journey, not just race-day.

WHAT IT DOES



DAILY INSPIRATION

Morning-first mindset. Audio, stories, and prompts that ignite focus and reduce friction before training begins.



RACE INTELLIGENCE

Course insights, logistics, and checklists. Everything you need to prepare — long before you arrive.



ADAPTIVE TRAINING

AI-driven programs that evolve with you. Adjusting for fatigue, performance, and environment in real time.



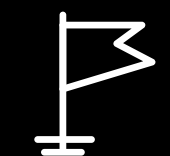
RACE-DAY EXPERIENCE

Live tracking, athlete telemetry, and global spectator connection. Your effort, unfolding in real time.



PERFORMANCE INTELLIGENCE

Unified data from all your devices and platforms. Turned into simple, actionable insights: readiness, stress, recovery.



POST-RACE CONTINUATION

Results, recovery guidance, and reflections. The next starting point. Because the journey never resets — it compounds.

BRAND ROLE

From event organizer → to daily companion.

- Always on
- Deeply personal
- Globally consistent
- Emotionally reinforcing

The app is not a feature. It is the environment where the brand lives between races.



TRION™

TRAIN. INSPIRE. RACE.CONNECT.

TRION™ is the official app ecosystem of **IRONMAN**®. It is where the journey happens — every day. One platform. Every discipline. Every athlete.

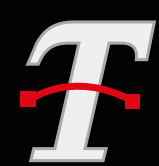


DESIGN PRINCIPLES



BLACK-LED INTERFACE

Clarity through contrast. Athlete-first. Distraction-free.



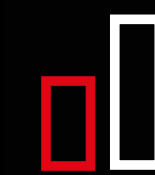
TYPOGRAPHY = STRUCTURE

Barlow variable in every state. Hierarchy drives clarity.



MOTION = PURPOSEFUL

Every transition has a reason. No decorative animation.



DATA = SIMPLIFIED

Complex signals. Clear actions.



EMOTION FIRST

We lead with meaning. Metrics support it.

05 - SYSTEM ENGINE

ONE SYSTEM. CONTINUOUS **LEARNING.**

INPUT

Training
Recovery
Sleep
Fueling
Race Data

TRION™ ENGINE

Adaptive AI
Real-time processing
Continuous Feedback Loop

OUTPUT

Recommendations
Adjustments
Predictions
Race Execution

TRION™
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The Athlete's Operating System

BUILT FOR ENDURANCE.
BUILT FOR LIFE.

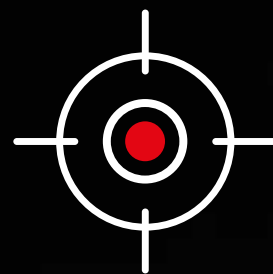
06 - DAILY START

MORNING MINDSET

START STRONG. STAY FOCUSED

Inspiration, perspective, and mental preparation to set the tone for the day. Curated audio. Athlete stories. Motivation that moves you.

The day starts before it starts. TRION's Morning Mindset is built for the 4 AM alarm—the moment no one else sees.



DAILY FOCUS

Topics that match your day.



CURATED AUDIO

A growing mind fuels the miles.



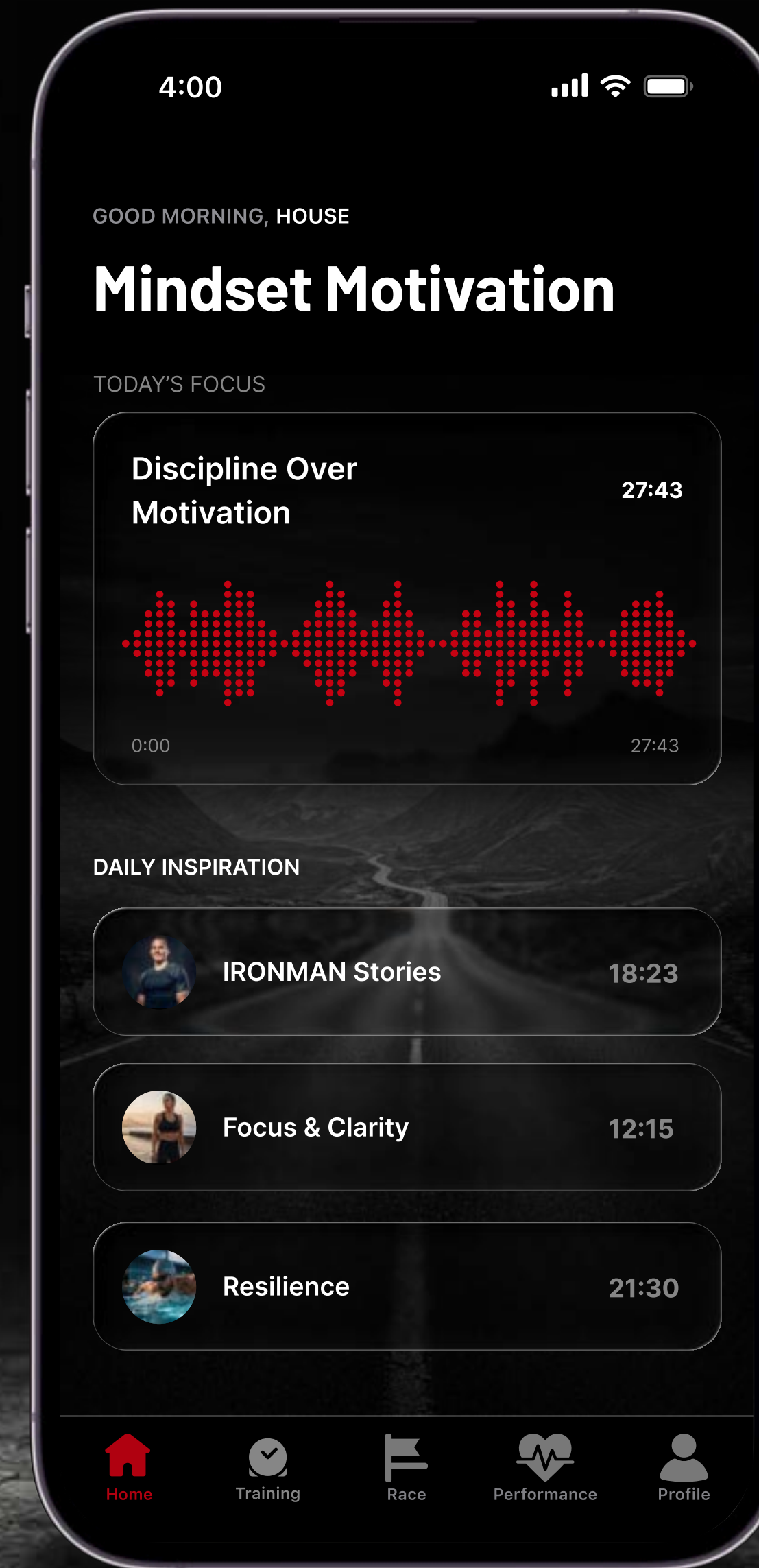
MENTAL EDGE

Better you means better performance.



CONSISTENCY

Small daily wins build unstoppable discipline.



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The Athlete's Operating System

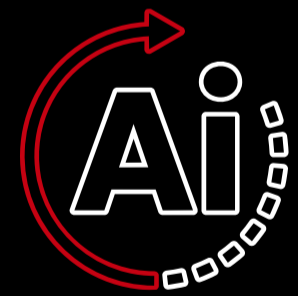
BUILT FOR ENDURANCE.
BUILT FOR LIFE.

ADAPTIVE TRAINING

PLANS THAT EVOLVE WITH YOU

AI continuously adjusts your plan based on your performance, recovery, and life.

The right workout. The right time. Every time.



AI ADAPTIVE

Adapts in real time to you, and life.



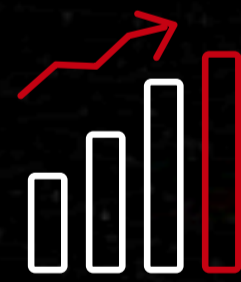
SMART LOAD

Balances training and recovery.



PROGRESSIVE

Built for today, not just next week.



PERFORMANCE

Better decisions. Better outcomes.



NUTRITION & FUELING

FUEL SMARTER. PERFORM BETTER

Personalized fueling strategies built around your body, your plan, and your goals.

What, when, and how much.
No more guessing.



PERSONALIZED

Fuel your body and goals.



TIMING

Right fuel. Right moments.



PERFORMANCE

The fuel that finishes the race.



HYDRATION

Dialed in. Always ready.



RECOVERY INTELLIGENCE

RECOVER BETTER. COME BACK STRONGER

Advanced recovery tracking reveals what your body needs — before you push again. Because improvement happens when you rest.

TRION™ tells you when to go hard and when to back off — before the decision costs you.



RECOVERY SCORE

Understand your readiness.



SLEEP INSIGHTS

Quality sleep. Better days.



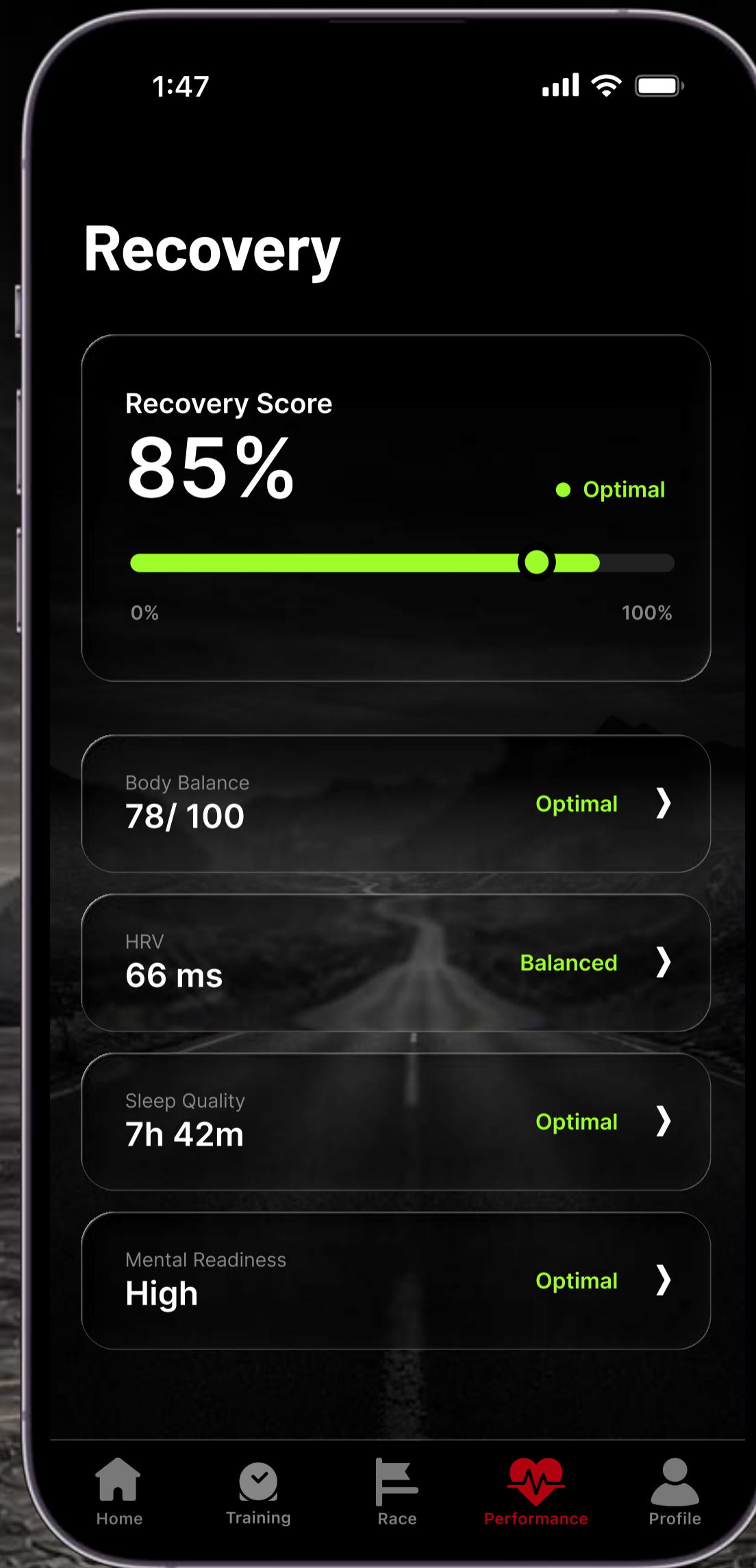
STRESS TRACKING

Manage stress. Improve recovery.



HRV MONITORING

Heart rate variability. Know your balance.



YOU TRAIN ALONE. YOU'RE NOT **ALONE.**

TRION™ connects you to athletes who push as hard as you do. Your coach. Your people. The people who make the miles matter.



TRAINING GROUPS

Train with athletes who match your level and goals.



COACH INTEGRATION

Your coach inside your platform. Always in sync.



SHARED GOALS

Set targets together. Celebrate them together.



PROGRESS VISIBILITY

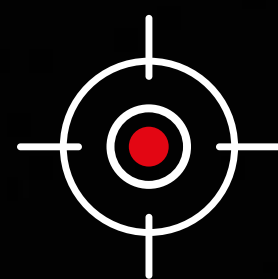
See how you stack up. Stay motivated by the people around you.

RACE INTELLIGENCE BEFORE ARRIVAL

Every course. Every transition. Every advantage.

TRION™ analyzes the course, conditions, and your readiness — so you know exactly how to race it.

No guesswork. Just a plan built for your best day.



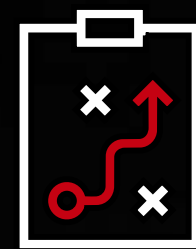
COURSE AWARE

Detailed insights for every mile of the course.



CONDITIONS READY

Live forecasts and real-time updates.



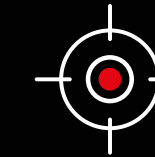
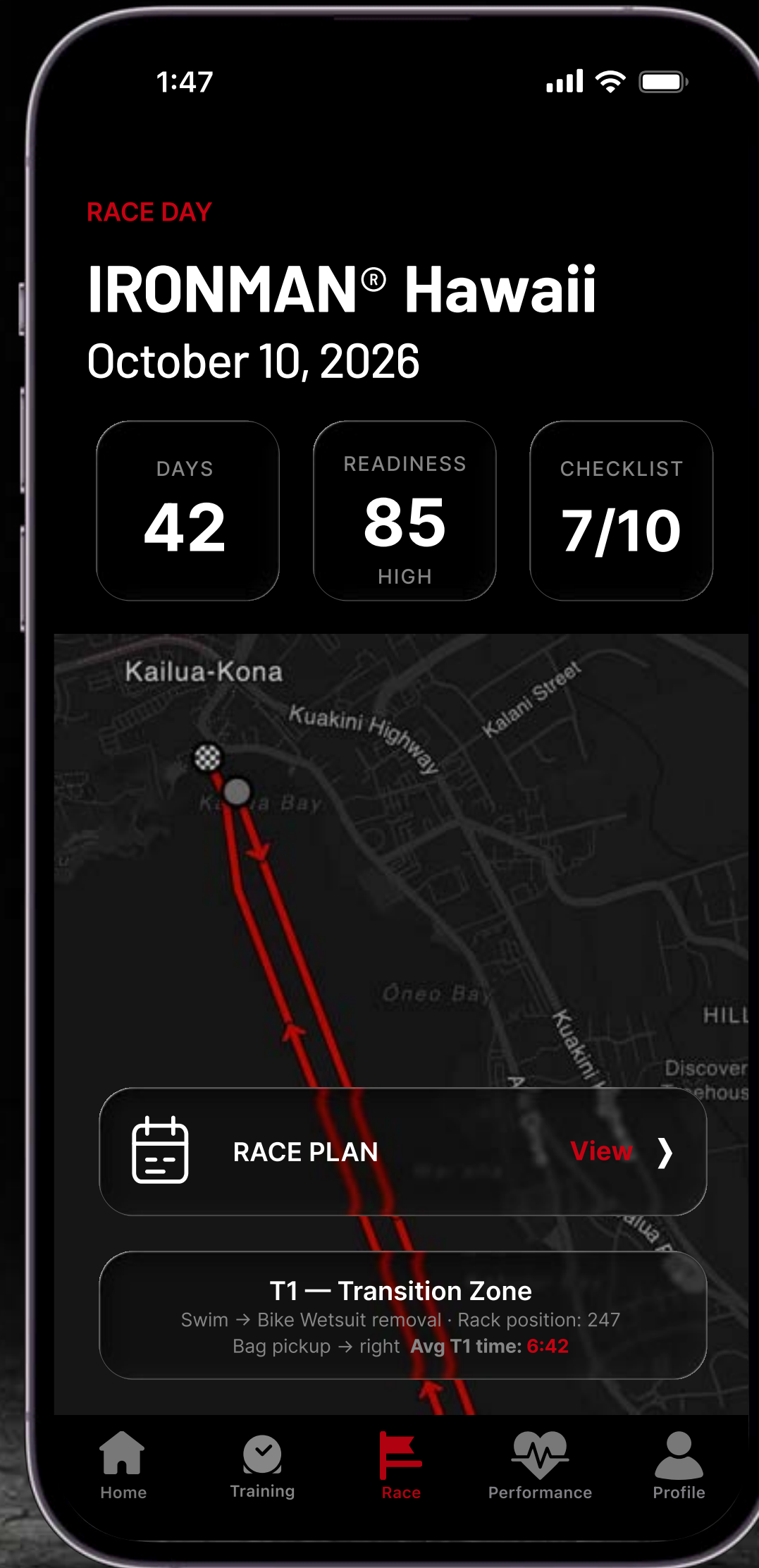
STRATEGY BUILT

Pacing, fueling, and effort — dialed in.



CONFIDENCE EARNED

Arrive prepared. Race with clarity.



COURSE INSIGHTS

Segment-by-segment breakdown with key terrain and effort zones.



WEATHER INTELLIGENCE

Accurate forecasts and wind analysis for smarter decisions.



FUEL & HYDRATION PLANS

Personalized fueling strategy based on you, the course, and conditions.



RACE DAY CHECKLIST

Everything you need. A blueprint for a personal best.



EXECUTION CONFIDENCE

A plan you can trust. So you can perform.



TRANSITION WALK-THROUGH

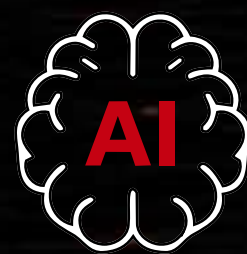
Visualize your T1 and T2 before race morning. Interactive layouts, gear placement guides, and a step-by-step flow so nothing surprises you on the day.

PREDICTIVE AI

SEE AHEAD. STAY AHEAD

Our AI analyzes your data, patterns, and progress to predict outcomes and prevent setbacks.

Smarter forecasting. Better decisions.
Stronger performance.



PREDICT PERFORMANCE

Forecast race outcomes based on your data.



PREVENT INJURIES

AI flags risks before they happen.



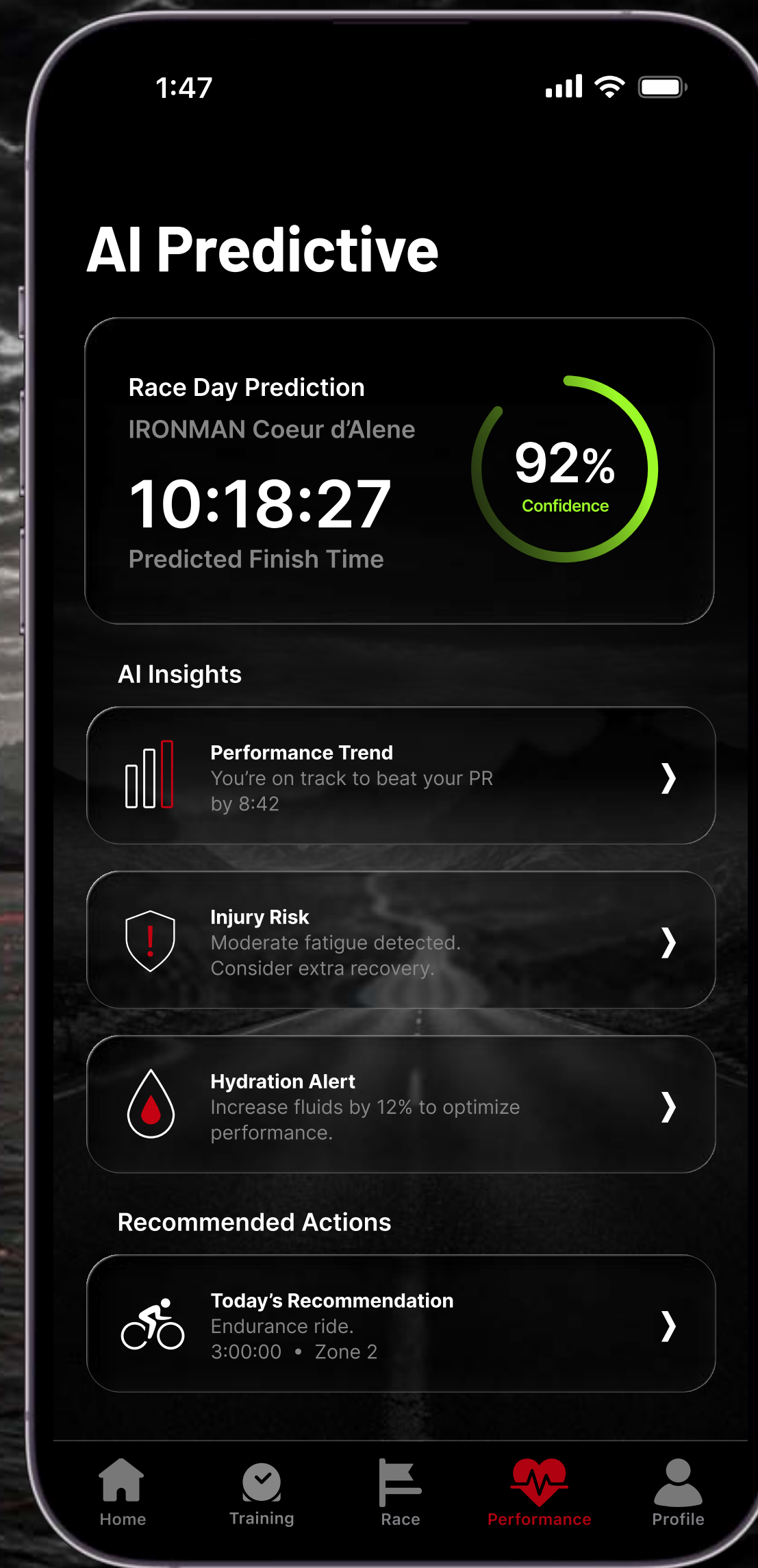
OPTIMIZED TRAINING

Get the right workouts at the right time.



PERSONALIZED INSIGHTS

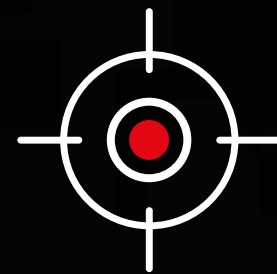
Actionable recommendations tailored to you.



DATA THAT PERFORMS.

TRION™ turns complex data into clear, actionable intelligence.

Real-time insights. Simplified.
So you can make better decisions, faster.



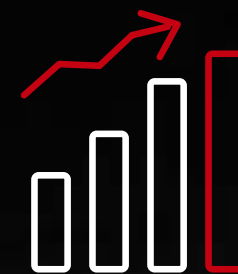
REAL-TIME

Live data.
Right when it matters.



FILTERED

Only what's relevant.
— none of the noise.



IMPACTFUL

Better decisions.
Stronger outcomes.



ACTIONABLE

Insights you can use.
Plans you can trust.



PERFORMANCE SCORE

One simple number to measure your readiness to perform.



KEY METRICS

The most important indicator, always front and center.



TREND INSIGHTS

Track progress over time and spot what's working (and what's not).



SMART RECOMMENDATIONS

Personalized guidance based on your data, your goals, your context.

RACE DAY. STAY AHEAD. IN CONTROL.

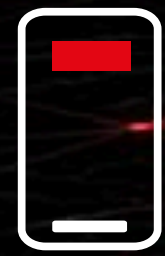
Live tracking, real-time insights,
and instant adjustments.

Everything you need,
when it matters most.



LIVE TRACKING

Follow your progress
in real time.



REAL-TIME INSIGHTS

Know what's happening.
Adjust in the moment.



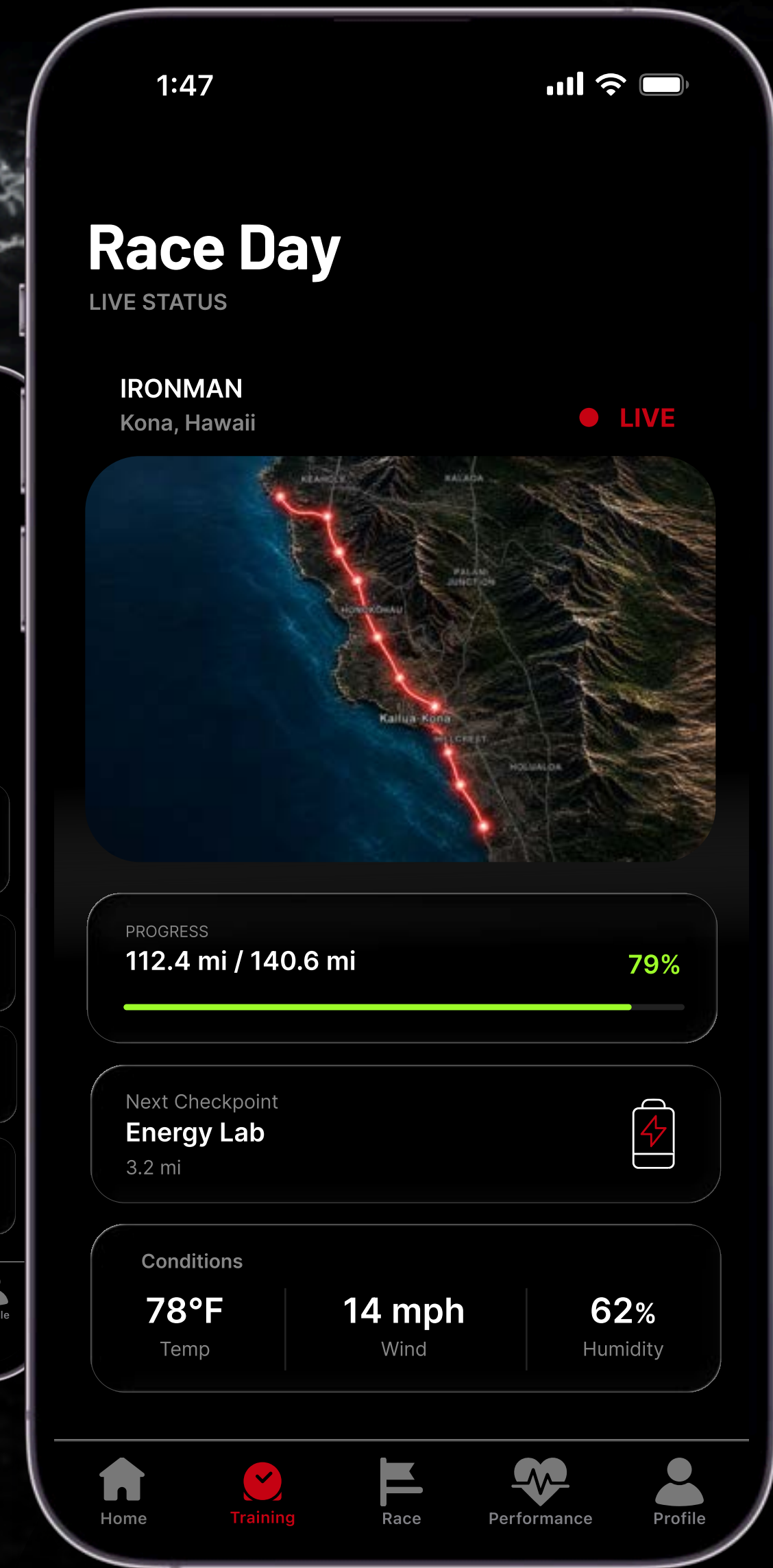
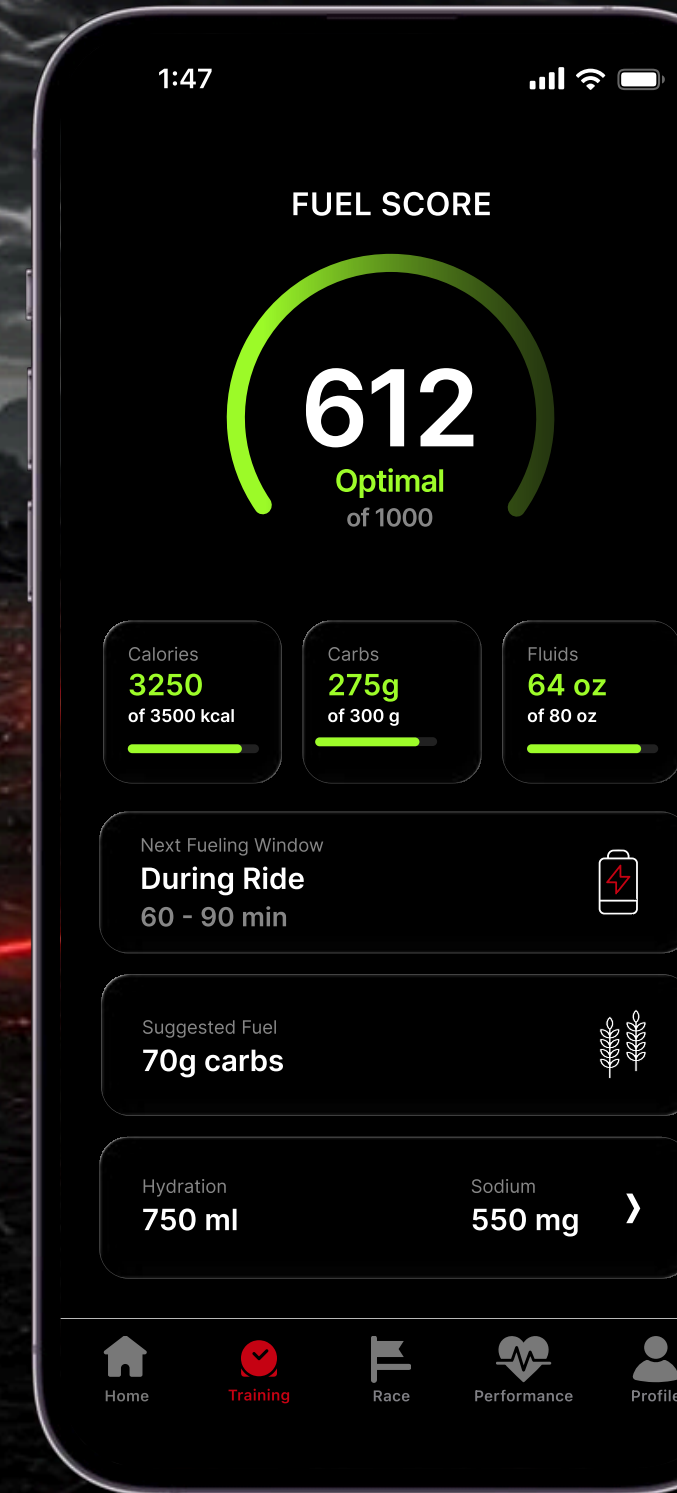
SMART NAVIGATION

Course guidance.
No guesswork.



CONNECTED SUPPORT

Your crew. Your coach.
Always connected.



POST-RACE

REFLECT. CELEBRATE. EVOLVE

Every finish line tells a story.
Relive your race, celebrate your wins,
and unlock insights for what's next.

You earned it. Own it.

Your finish line moment: auto-generated, social-ready—before you even reach the recovery tent.



RACE SUMMARY

Your performance.
All in one place.



ACHIEVEMENTS

Celebrate milestones.
Every win counts.



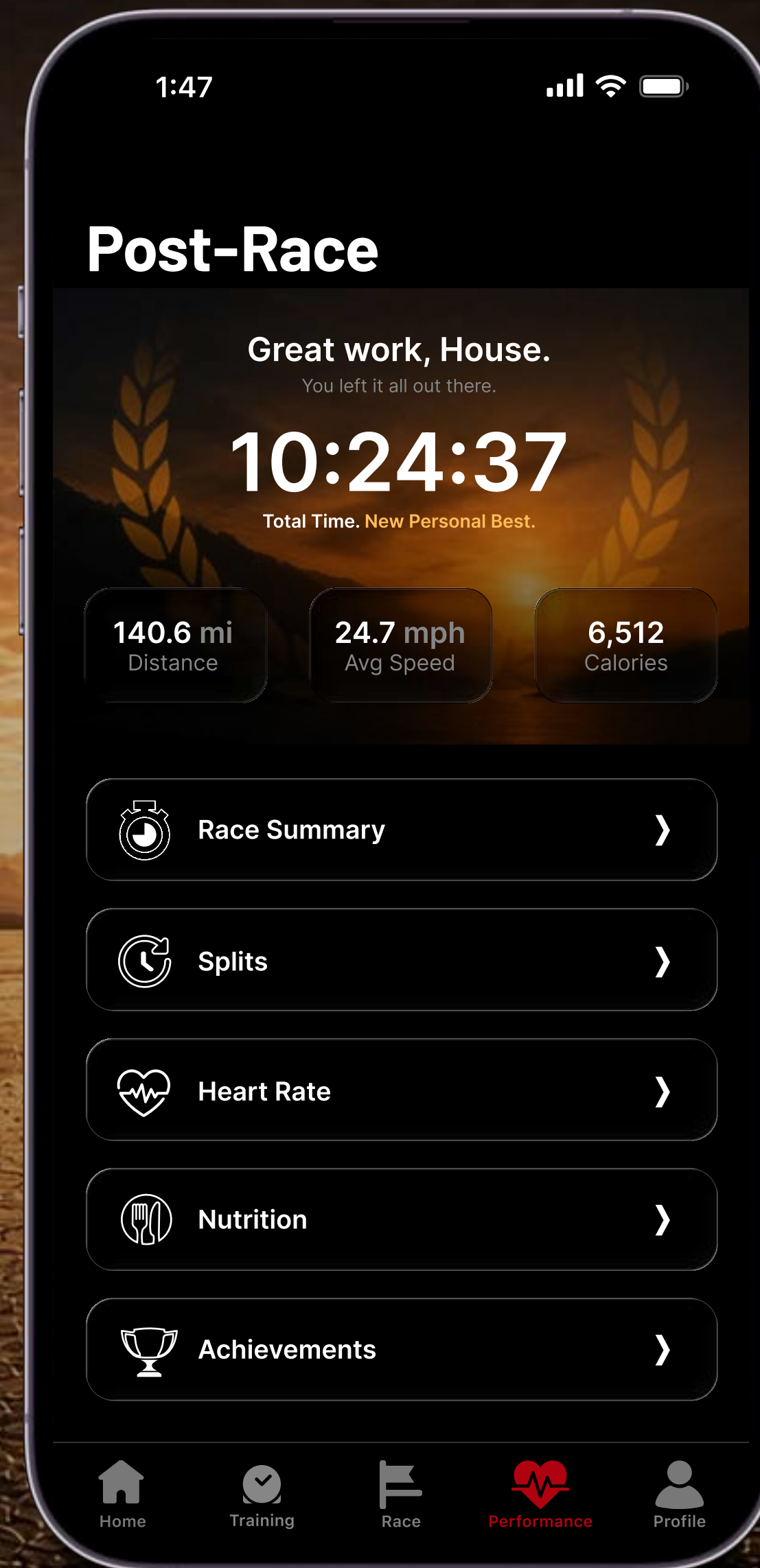
DETAILED INSIGHTS

Understand what
made the difference.



WHAT'S NEXT

Smarter training.
Stronger performance ahead.



POWERING PARTNERSHIPS. DRIVING IMPACT.

TRION™ creates meaningful connections between partners and athletes.

Access the right data. Reach the right athletes. Drive real results.

Stronger together. **Built for performance.**



PARTNER BENEFITS



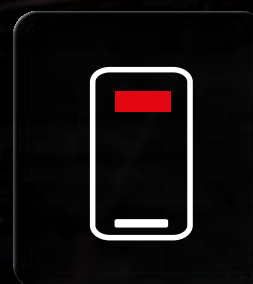
PREMIUM ACCESS TO ATHLETES

Reach a global community of highly engaged, goal-driven athletes.



ACTIONABLE INSIGHTS

Access aggregated, privacy-safe data to understand behaviors and trends.



IN-APP BRAND PLACEMENTS

Native placements in key moments across the athlete journey.



MEASURABLE IMPACT

Track campaigns in real-time with clear metrics that drive ROI.



CATEGORY EXCLUSIVITY

Stand out with exclusive partnerships in relevant categories.



LONG-TERM PARTNERSHIPS

Align with a brand and platform built for endurance. Built for life.

BUILT WITH ATHLETES. GLOBAL GROWTH.

TRION™ is more than a platform — it's a **movement** of athletes, by athletes.

Real engagement. Real data. Real results.
And we're **just getting started.**



TOTAL ATHLETES
128,460

and counting

↑ 18.6%

vs last 90 days



RACES COVERED
276

IRONMAN & 70.3

↑ 24.3%

vs last 90 days

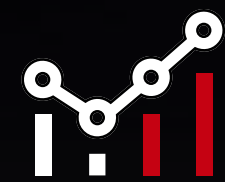


COUNTRIES
112

athletes represented

↑ 15.7%

vs last 90 days



TOTAL ACTIVITIES
3.8M

tracked & analyzed

↑ 27.1%

vs last 90 days

PHASE 1 RESULTS (JAN - MAY 2026)



TRAINING SESSIONS

2.6M

Logged



RECOVERY SESSIONS

1.1M

Logged



FUELING ENTRIES

1.7M

Logged



RACE DAY ACTIVITIES

45,892

Completed



RACE COMPLETIONS

24,742

IRONMAN & 70.3



PODIUM FINISHES

3,912

Top 3 Overall

GLOBAL REACH



TOP 5 COUNTRIES

United States	36,2K
Germany	9,8K
United Kingdom	7,6K
Australia	6,1K
Canada	5,9K



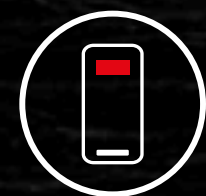
92%
Athlete Satisfaction
Platform NPS Score

ROADMAP

BUILDING THE FUTURE OF ENDURANCE

We're on a mission to empower every athlete with the most intelligent, connected, and adaptive platform in endurance.

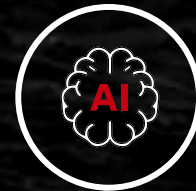
More innovation.
More insight.
More you.



01 FOUNDATION COMPLETED

Core tracking, training insights, and athlete ecosystem.

COMPLETE



02 ADAPTIVE TRAINING

AI-driven programs that evolve with your performance, fatigue, and environment — in real time.

Q4 2026



03 NUTRITION INTELLIGENCE

Personalized fueling plans and real-time nutrition tracking.

Q4 2026



04 COMMUNITY & CONNECTION

Group challenges, athlete leaderboards, mentor matching, and the global IRONMAN community — all in one place.

Q1 2027



05 BEYOND LIMITS

Expanding the ecosystem with AR race overlay, coaching marketplace, and wearable integrations beyond the wrist.


FUTURE



THIS IS WHY YOU START.


EVERY TRAINING SESSION. EVERY SACRIFICE. EVERY STEP.
LEADS TO THIS.



 140.6
DISTANCE

 10:24:37
TOTAL TIME

 142 BPM
AVG HEART RATE

 6,512
CALORIES



BUILT FOR
ENDURANCE.
BUILT FOR
LIFE.

 Download on the
App Store

 GET IT ON
Google Play

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