

**ATC Tech Tour  
July 12**

**GUEST**

[Congressman Lamar Smith](#)

**AGENDA**

**Schedule** (note: this is a very tight timeline)

10AM

- ! Site Visit      MapMyFitness w/ Co-Founder Kevin Callahan  
                          610 West 5<sup>th</sup> street, Suite 605, Austin, Texas 78701  
                          512.360.8700  
                          *(attendees listed below)*

10:30

- ! Site Visit      Mutual Mobile w/ CEO John Arrow  
                          206 E 9th St, Austin, TX 78701, 14<sup>th</sup> floor  
                          877.815.7124  
                          *(attendees listed below)*

10:45-11:15

- ! ATC Innovation Community Discussion at Mutual Mobile  
                          *(attendees listed below)*

**Attendees**

10AM Site Visit: MapMyFitness

- ! Congressman Lamar Smith
  - ! Mike Asmus, District Director, San Antonio, TX
  - ! Susan Heckmann, Community Liaison, Austin, TX
- ! Kevin Callahan, Co-Founder, MapMyFitness
- ! John Arrow, CEO, Mutual Mobile
- ! Susanne Bowen, CEO, PeopleAdmin; Chair, ATC Community (STEM) Foundation
- ! Julie Huls, President, ATC
- ! Grover Bynum, Senior Advisor, ATC

10:30 Site Visit: Mutual Mobile

- ! same as above

10:45 ATC Innovation Community Discussion at Mutual Mobile

- ! same as above with the addition of
  - ! Adam Berman, CEO, TVA Medical
  - ! Joseph Kopser, CEO, RideScout
  - ! Eddie Garcia, VP of Information Security & Services, Gazzang

## **TECH BRIEF**

### **MapMyFitness**

Headquartered in Austin, Texas, MapMyFitness is a health and fitness technology company that powers the internet's largest social network of fitness enthusiasts as well as a wide array of B2B enterprise solutions. The MapMyFitness suite of website and mobile applications, under the MapMyRun and MapMyRide flagship products, use built-in GPS technology to provide fitness enthusiasts worldwide with the ability to map, record and share their exercise routes and workouts in an online database. In addition, users have access to a searchable database of over 70 million global routes, online training tools, nutrition tracking, fitness calculators, event listings, and the ability to easily share their activities with friends. The MapMyFitness B2B enterprise platform is a comprehensive product offering for businesses of all sizes, from corporate wellness solutions to the development of custom fitness oriented apps.

### **Co-Founder and Vice President Kevin Callahan**

*610 West 5<sup>th</sup> street, Suite 605, Austin, Texas 78701  
512.360.8700*

Apropos [EMBARGOED UNTIL 15JUL]

MapMyFitness is announcing a major partnership with Brooks Running on July 15.

! MapMyRun and Brooks Running Company are announcing a new partnership centered around the mission to inspire runners everywhere, through innovative gear that keeps them running longer, farther and faster and motivational technology that allows friendly competition, prizes, and a sense of community. The Brooks Run Happy philosophy - a quest to celebrate and champion the sport of running - will now be directly integrated into the MapMyRun platform on both the website and mobile applications.

! This 3-year program is completely customized from start to finish and is the first example of a fully integrated end to end customer relationship management program between a major consumer sportswear company and MapMyRun. The program unites Brooks, local specialty running stores, and consumers through native Groups and Challenge programs, while also bringing exclusive new features to MapMyRun, the original mobile app for runners.

! At the heart of this program is a deep, data driven mobile-social-local strategy that is the first of its kind in customer relationship management (CRM) and loyalty programs. By building user communities via mobile and online, through deep retail store level interaction, the program bridges online and offline experiences seamlessly and throughout the entire lifecycle of a fitness oriented lifestyle.

### **Mutual Mobile**

Creates rich user experiences that reinvent how businesses engage the world through mobile. Combining deep design, development, and domain expertise, Mutual Mobile's custom software solutions help clients connect people, processes, and data, from the back office to the point of sale and everywhere in between.

Mutual Mobile has helped many of the world's leading brands – including Audi, Cisco, Google, and Philips – uncover new revenue opportunities and increase the demonstrable value of mobile through ongoing innovation and measurement.