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Peer-to-Peer Coaching for Endurance Sports

Bereda is where endurance athletes help each other improve

We're happy to announce an exciting new direction for our company and a new look on endurance sports training. Our new peer-to-peer coaching platform combines modern, 1-to-1 messaging with access to training data and future plans, bringing context to conversations about training between, athletes, their peers, and coaches.

"We're stoked to help Bereda Training in their Peer-to-Peer Coaching development!"
- **GC Coaching**

"Triathlon can be overwhelming at times and I think Peer-to-Peer Coaching can help people make their first steps into the sport."
- **Guy Jones** Head Coach, Transcend Multisport

"We are excited for the prospects that Bereda's new direction brings, and believe it will be a great asset to our community"
- **TeamODZ** Online Training Community

"If the execution of Bereda 1.0 is any indication of how the next phase will be, then we are in for a real treat!"
- **Justin Wagner** Endurance Lab Coach, Zwift Team Worlds Champion

Goal-oriented cyclists, runners, and triathletes have a fundamental need for guidance, but pre-made training plans are too rigid for the realities of everyday life, coaching is cost prohibitive for most, and learning through content is time-consuming and overwhelming.

There's another significant and somewhat obvious solution for guidance:

Talking to a friend.

As wearable devices become more and more affordable, everyday athletes are using their data as context to have conversations about improvement with their peers online. This leads not only to better results but better experiences for athletes in these lifestyle sports.

Bereda believes that Peer-to-Peer Coaching can help athletes:

- Figure out what they should do in their training
- Feel confident their plan will help them achieve their goals
- Get the support, encouragement, motivation, and accountability that comes with have people involved with your training.
- Learn from each other, get more enjoyment from training, and share in each others' success.

If a coach or mentor wants to get any significant insights into a client or friends training, why should they have to ask for their password or buy a special coaching account?

Bereda makes it easy for athletes to connect and collaborate with their peers and coaches. Users are in control to easily give access to those who can provide support and guidance.

Great athletes have peers around them who help them improve. We want to enable that for **every** athlete.

About Our Company:

In 2017 Bereda was an annual planning tool redesigned for the dynamic nature of athletes' lives. Over the following year, Bereda had been listening to their 4,000+ users.

They began hearing stories about how these athletes got started in endurance sports and learning what methods improved their results to where they are today. It was the feedback that started the idea of a Peer-to-Peer Coaching platform. Bereda is on a mission to grow these amazing sports by increasing athletes' access to the support and guidance they need to improve their performance, achieve their goals, and confidently self-direct their training.

