

# STAGES SOLO™

## Overall Indoor Cycling Trends

- No longer sufficient to simply have studio with bikes
- Customers want to have access to multiple cycling experiences
- Data for everyone – fun and relevant stats + tracking
- Cycling is the #2 most popular fitness modality after walking

## Audience – Target Audiences

- Fitness clubs – solo bike option in addition to group cycling studio
- Schools & athletic programs
- Multi-family establishments
- YMCAs/JCCs/community centers
- Corporate facilities
- Fire, police, or other municipalities
- HVLC (High volume, low cost) facilities

## Competitors

	E-Spinner	Peloton	Espresso	Stages Solo
Gamification	✓		✓	✓
Leaderboard	✓	✓	✓	✓
Effort gauges	✓	✓	✓	✓
Ride variety	✓		✓	✓
Quality bike				✓
Accurate power meter				✓

## Solo Features BIKE

- Floor of the club commercial performance bike
- Maintenance-free CarbonGlyde drive system
- Maintenance-free magnetic resistance
- SprintShift for quick resistance changes in addition to traditional resistance dial
- StagesFit system for fast, safe, comfortable fit adjustments
- 3 handlebar options – Aero, Hoods, Drops
- Phone holder included
- Stages Power standard

## Solo Features PROGRAMMING

- Library of ride experiences based on style (Beats, Mix, Coach) and desired length (15, 30, or 45 min)
- Pre-populated ride library stored locally does not require large bandwidth

- Over-the-air auto-updates delivered during non-business hours
- Video and music library accompany ride profiles
- Quick Start, Select Ride, Fitness Test, Sign In, New to Solo menu options
- Rider metrics include Total Distance, Total Kcal, Heart Rate, FTP, Effort Gauge, Accuracy & Total Accuracy Points, Watts, and Power Zones
- Three, 8, and 20-min FTP calculator rides
- AUX headphone compatibility
- USB charging
- Heart rate strap compatible
- After a 30-second effort, Solo personalizes the workout based on the rider's fitness level
- Riders sign up for a free Stages Flight account to store their profiles and enable ride tracking – motivation for coming back for the next ride

## Multi-Modal Experiences

- Rhythm based rides – Stages Beats (Music and beat-driven rides)
- Rhythm + Power hybrid rides – Stages Mix (Music driven rides mixed with training elements)
- Power based rides – Stages Coach (Rides focused more on metrics, data, and the rider's power output)

## Lowest Maintenance

- Maintenance free CarbonGlyde drive system
- Maintenance free magnetic resistance
- Power meter with auto-zero reset
- Solo tablet auto-performs over-the-air updates during non-business hours

## Questions and Objections

Question/Objection	ANSWER
What if I already have a cycling studio? Why do I need more bikes?	Solo offers an entertaining, powerful alternative to riders who may not care for group classes, might be intimidated by the studio experience, or can't make class during set time slots.
Why am I paying an ongoing subscription?	We make significant investments in R&D to continually improve the Solo experience and add features and rides to keep growing the member experience. Stages Solo also comes with full support through our internal support center.

I have an issue. Where can I get help?	All Solo customers have access to our online FreshDesk help portal and our live Customer Service team.
How do I get updates and new rides delivered?	If subscription is current, all Solo bikes are updated and new content is delivered wirelessly over the air during non-business hours.
What if my members don't care about training with power?	Stages Solo offers rides that appeal to a broad range of riders – from people who only care about the entertainment aspect of their workouts to people who are training with a coach or for an event.
Are Solo rides live?	No. Based on sound cycling physiology, all rides are pre-designed to entertain, motivate, and attain maximum results by the skilled Stages Master Educator team.

## Subscription Information

The Solo library can grow over time if the customer desires. Regular updates to content and software are delivered wirelessly. Clubs choose from a 1, 2, or 3 year subscription for Stages Solo. Year 1 is included in the initial bike purchase. Subscriptions include:

- Regular software updates delivered over the air during non-business hours. Club admins determine when minor updates get done, and Stages pushes any updates needed for security reasons.
- Rider compatibility with the Stages Flight ecosystem. Registered riders can upload their workouts to their free Stages Flight accounts. They can view and track Solo, Flight studio, and Flight mobile workouts together in their rider dashboard.
- Unlimited Stages Flight accounts for all riders

## Resources

**Support:** support@stagesindoorcycling.com