

miCoach



Hybrid Offering	
Brief description	The miCoach system is a joint offering by adidas and Samsung. It is a real-time training system designed to motivate, inspire and enable athletes at all levels to reach their training goals. The whole system comprises of five components: the adidas co-branded miCoach Samsung mobile phone (F110), a heart rate monitor, a stride sensor chip that fits regular running footwear, compatible adidas apparel and the miCoach website that helps one create tailored training programs.
Hybrid offering's industry	Fitness
Company details	
Adidas Group www.adidas.de/	adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories. The company was founded in the year 1949 in Herzogenaurach, Germany and is one of the biggest sporting goods companies in the world. The adidas group consists of the three brands adidas, Reebok and Taylor made.
Company's industry	Sporting goods
Country of origin	Germany
Dimensions	
Product dimension	miCoach consists of several products. It consists of a Samsung mobile phone (F110) with earphones, a heart rate monitor and a stride sensor chip that fits regular running footwear.
Service dimension	Two services are used in the miCoach system. The first service is software on the mobile phone which gives real-time feedback to the runner. By measuring the heartbeat the system gives the user instant feedback through the attached earphone to make sure that one does not over-exert or under-perform. In addition to that, the software selects music that is most suitable to the current running speed. The other service is the website that is used for storing, reviewing and evaluating the information that was gathered during the runs.
Other links	
Other Crucial Dimensions	
Hybrid orientation	Product Oriented
Community as service	No
Target market	B2C
Revenue model	One time payment at purchase

Images

Product dimension



Service Dimension

