

TAREN GESELL

CEO MōTTIV



Almost all our competitors who are trying to grow an endurance sports training app lack a well-rounded background to lead a startup; either coming from a coaching background but lacking any business knowledge, or having technical business knowledge but having little to no understanding of the desires of endurance athletes. I have an overlap of high-level industry expertise, financial and business management experience, leading a company to sale, and a track record of building process automation tools.

INDUSTRY EXPERIENCE "Triathlon Taren" 2015 - Present

My success in this area is a result of two factors: first I have a deep understanding of the needs and desires of endurance athletes and talent for creating products that satisfy these needs, second, I have a strong business orientation that has allowed me to turn a relatively small social media following into a nearly seven-figure business.

- 2nd largest triathlon focused YouTube channel in the world
- Largest triathlon podcast in the world
- Author of four of the most highly-rated triathlon training books in the world
- Strong connections to leaders at companies like Outside Inc, Zwift, and the Professional Triathletes Organization
- Access to fellow influencers who can promote our brand

FINANCIAL MANAGEMENT EXPERIENCE "Financial Services" 2008-2015

I know how to run a business for growth while being a good steward of investor resources; I've demonstrated that by bootstrapping our business to six-figure revenue. As a financial analyst and certified financial planner I've learned all about business financial management.

- Small business growth financing banker at Scotiabank and BDC
- Built and sold a \$15m AUM investment management practice at CIBC Wood Gundy
- Built an internal tool that used Bloomberg stock data to create a Warren Buffet style value-investment approach that drove our portfolio management process
- B.Comm degree. CFP, CIM, and FCSI designations

BUSINESS MANAGEMENT EXPERIENCE "Visions Kitchen Showcase" 2010

I understand how to get a company acquired. In 2010 I joined our family business as General Manager to prepare the company for sale and execute the sale of the business. Within a 12 month period the business was "re-worked" and "polished" so that it would be attractive to a third party; upon marketing the business for sale an offer was accepted within three months.

- Re-reported financial statements to unlock hidden value
- Increased revenue by 25%
- Implemented procedure manuals to ensure a turnkey changeover
- Built an automated job costing program that cut quote turnaround time by 87.5%
- Increased business valuation by 54.5%