

A S T E R . F O R O R G A N I S E R S

LIVE TRACKING, DELIVERED.

Phone-first. No long-term contract.

No hardware to rent. No platform fee.

T H E L I V E E X P E R I E N C E F O R C Y C L I N G .

astertrack.app · partnerships@astertrack.app



YOU RUN AN EVENT.

Your riders' families want to follow them. Your sponsors want to see their riders ride. Your safety team needs an SOS dashboard. Your event website needs a tracker page that doesn't feel like 2009.

Marquee gravel races

Phone backbone, optional satellite bridge for back-country.

Bikepacking ultras

Multi-day, dead-zone tolerant. SOS that holds even when the live ride stalls.

Multi-day stage races

Day-by-day leaderboards, auto DNF/finish at the cut-off you set.

Club + Team events

Free for events under 50 riders, when run by a Team account.



THEIR PHONE IS THE TRACKER. NO EXTRA HARDWARE TO RENT. NO EXTRA BATTERIES TO BABYSIT.



Their phone is the tracker

No £300+ Spot device to buy, no rental fleet to ship and recover.



Family follows from a watch-link

No app required to watch. Plain web link, opens anywhere.



Honest staleness

"Last ping 3 minutes ago" — not a fake green status when signal is gone.



SOS with two-way chat

When cell coverage is there, SOS reaches you and your safety team in seconds.



On-course visibility

See the back of the field. Know where the broom wagon should be heading.



LIVE, TODAY.

What ships in your dashboard now, end to end. (See next slide for what we're building next.)

Setup & operations

- GPX upload + route processing
- Branded tracker page (your colours, logos, copy)
- Embeddable widget for your event site
- Sits alongside your timing – RaceResult, MyLaps, chip on the line
- Finish-line geofence (auto-detect finishers)
- Auto DNF / auto finish at the cutoff time

Live race day

- Real-time leaderboard with gaps to leader + next
- Real-time positions, all riders, on a map
- Off-route detection (per event threshold)
- Stoppage detection – alerts watchers when a rider holds position
- Multi-day stage support, day-by-day leaderboards
- Feed-station proximity alerts to riders

Safety + admin

- SOS dashboard with two-way rider chat
- Audit trail on every alert
- Roster admin: DNS / DNF / withdrawn
- Categories, bibs, teams
- "I'm OK" rider status surfaced to ops
- Crash detection (Free Ride mode)

Audience + brand


- Native Aster organiser page
- Native Aster event pages (per event)
- Watch-link sharing (no app required for fans)
- Rider stories auto-tagged to your event
- Recommendations into rider feeds
- Sponsor frame placements (rev share)


Every bullet on this slide ships in the live app today. The next slide is what we're building.





THE CHEATS, THE HAZARDS, THE BRAND STORY.


Race directors lose visibility on the things that don't fit a leaderboard. Aster's next quarter brings them in.

-  **Full end-to-end participant management**

Registrations, fees, refunds — all in Aster, no third-party gateway to wire up. Today: your existing flow stays. Next: it all lives in your dashboard.
-  **Anti-drafting flags across categories**

Real-time GPS proximity flags category violations (e.g. women drafting men). Currently near-impossible to police; the GPS data makes it tractable.
-  **Hazard broadcasts on course**

Organiser-side messages scoped to athletes on a course segment — "downed tree at km 47", "weather warning". Live, mid-race, geofenced.
-  **Category-specific broadcasts**

Today: broadcasts go to all followers. Next: scoped to specific categories or course segments. Lower noise, higher signal.
-  **Brand highlights for your sponsors**

First-class surfacing of your event's sponsors on the event page and in editorial recaps. Distinct from the existing sponsor frame.

We ship fast. The roadmap is a conversation — what would change your race if it shipped this season?



PRICING.

Per rider, per event. Capped. No subscription, no platform fee.

FREE

Under 50 riders

Free, forever

- For Team-hosted club events
- Standard SOS dashboard
- "Powered by Aster" line on tracker
- Rider broadcast + social tagging

MARQUEE

50+ riders

£3 / rider / event

- Capped at £6,000 per event
- Branded tracker page
- Sponsor frame placements
- Rider broadcast + social tagging
- Native Aster organiser + event pages

SERIES

3+ events / year

£2 / rider / event

- Capped at £1,500 per series
- Multi-event licensing
- Dedicated organiser Slack channel
- Everything in Marquee



HOW WE COMPARE.

	A S T E R	Trackleaders	RaceMap	Spot rental
Cost – 500 riders (Y2+)*	£1,500*	\$5-10k + SPOT	€500+ (base)	\$25 / device
Phone-first	✓	–	–	–
Branded tracker page	✓	–	✓	–
Mobile watcher experience	✓	–	Functional	–
SOS dashboard	✓	Via SPOT	✓	✓
Per-rider pricing	✓	Hardware-tied	Modular	Hardware-tied

* £1,500 figure is the Aster cost for a 500-rider Marquee event (£3 / rider × 500). Other column figures are typical published list prices for comparable single-event configurations.



SET UP IN UNDER AN HOUR.

Three steps. We help with all of them.

1

Create your organiser account

Sign up at astertrack.app/organiser. Email and password. Two minutes.

2

Add organisation + event details

Logos, brand colours, event name, course GPX, finish-line, cutoff time.

3

Open your event for registration

We give you the share link, embed code, and watch-link to send to riders and fans.

Pre-launch onboarding call + race-week founder on-call included.



YOU'RE JOINING A COMMUNITY, NOT BUYING SAAS.

Think Strava, but live. Riders, watchers, organisers, teams, brand partners – all on one platform, finding each other.

YOUR EVENT GETS

- ✓ Tracking platform, end-to-end
- ✓ Race-week founder on-call (Y1)
- ✓ Recommendations into rider feeds
- ✓ Discovery via the platform's growing audience
- ✓ Ownership of your event data

WHAT THE PLATFORM DOES

- ✓ Riders tag your event in their posts
- ✓ Followers of your riders see your event
- ✓ "Your friend Anna is going" – auto-nudges
- ✓ Native organiser + event profile pages
- ✓ Your audience grows with the platform's

N E X T S T E P S

WANT TO TALK?

20-minute call. We'll show you the dashboard, the tracker page, the rider experience.

If it fits your event, you're set up for 2027 in under an hour.