

A S T E R . F O R T E A M S

YOUR TEAM, WATCHED, SUPPORTED.

For pro programmes managing athletes in remote places.
And for the cycling club at the other end of the same scale.

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 .

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ANYONE MANAGING ATHLETES IN REMOTE PLACES.

From the pro gravel programme down to the 50-person cycling club. Same platform stretches to fit.

Pro & Pro Conti programmes

Ribble, Outliers, Canyon Specialized's gravel team. Smaller pro outfits where the audience belongs to the team — not a federation.

Privateer collectives

PNS Cycling Club, Maap CC, Rapha CC chapters, Outhouse Tactical, Foodmakers x Gravelking — taste-makers with a season story to tell.

Cycling clubs + Tuesday-nighters

50-rider clubs running weekend rides, Tuesday-night meetups, club championships, small point-to-point adventures. Free under 50 riders for Team-hosted events.

Adjacent but not where we play: meetup-only apps. Aster is for teams whose riders also race.



FREE.

A Team account on Aster, for the 2027 season.

NO COST. NO CATCH.

We want a small number of taste-making teams on the platform from day one.

Your team helps us prove the platform is the kind of place riders want to be on. We give you the platform, free, forever for the base account. Team-hosted events under 50 riders are free too – host group rides, club championships, time trials, and point-to-point adventures at no cost.

A future Teams Pro tier may exist for advanced features (analytics, branded comms tools). The base team account stays free.



LIVE, TODAY.

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

Team identity

- Team profile page (kit, story, members)
- Sponsor logos on team profile + rider profiles
- Discoverable team home – followable
- Native Aster team page
- Athlete + Pro flag distinct (Pro = elevated privileges)
- Your riders' rides discoverable in the platform feed

On-course tracking

- All team riders on one map, real-time
- Live time gaps between your riders
- Average speed + position per athlete
- Estimated finish times (continuously updated)
- Off-route detection (per event threshold)
- Stoppage detection (notification only)

Rider + safety

- Phone-first GPS tracking (race + training)
- Free Ride for everything off-event
- "I'm OK" status – one tap
- Watch-link for family/fans, no app required
- SOS dashboard with two-way rider chat
- Crash detection (auto-SOS) for solo training

Operations

- Free Team-hosted events under 50 riders
- Roster management + rider invites
- Group rides + point-to-point adventures + time trials
- Strava push at finish
- Audit trail on SOS + safety events
- Broadcast-to-followers preference (per rider)

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



YOUR RIDER HAS BEEN INVISIBLE FOR FOUR HOURS.

That's the state of pro gravel race management today. We're building the rig that ends it. Live today on the left; what's next on the right.

L I V E T O D A Y

- ✓ **Live position + average speed**
Per athlete, refreshed in real time.
- ✓ **Live time gaps between your riders**
Knowing 47s back from the next group changes the call.
- ✓ **Estimated finish times**
Continuously updated against pace + course remaining.
- ✓ **Feed-station proximity alerts**
Riders get a push as they approach a zone you've placed.
- ✓ **SOS dashboard with two-way chat**
During emergencies. Audit trail on every alert.







B U I L D I N G N E X T

- ▶ **Manager dashboard**
One screen — every rider, every gap, every ETA. Built for the team car.
- ▶ **Push-to-talk voice notes**
Short voice messages between manager and rider — "drink", "push", "sit on".
- ▶ **Automated rider notifications**
Time-gap pushes, feed-zone countdowns — fired automatically without manager input.
- ▶ **Hazard broadcasts on course**
Organiser-side messages scoped to athletes on a segment. Live, mid-race.
- ▶ **Brand highlights surfacing**
Team sponsors first-class on team profile and editorial recaps.

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








WHAT YOUR RIDERS GET TODAY.

-  **A platform they're proud to be on**
The Maap/Rapha test: would they screenshot it for their Story?
-  **Race-day visibility**
Their family and fans get a beautiful watch-link, no app required.
-  **Free Ride for training**
Training rides, gravelly mid-week loops, club rides – same app, same live tracking.
-  **"I'm OK" status**
One tap when they're bivvying or fixing a puncture; family stops worrying.
-  **Crash detection on solo rides**
Auto-SOS if they hit the ground during a Free Ride.
-  **Strava push at finish**
One tap pushes the activity to Strava with attribution.



YOUR FANS, WATCHING LIVE.

Spectators are a first-class audience on Aster. Not a side product — a peer to athletes.

-  **Subscribe to your team**
Followers get a push when any rider on your team starts a ride or race.
-  **Watch live without an app**
Plain web link. Works anywhere. The line, the route, the gaps.
-  **Compare-up-to-5 mode**
Side-by-side multi-rider tracking — for fans who want to follow more than one.
-  **Stories + team feed**
Your team posts; fans read. Fans post; the world reads. Comments, shares.
-  **"Live rides as our unique source of content"**
No competitor surfaces what's happening on this race RIGHT NOW with this depth. Your team's race becomes content.



YOUR SPONSORS WILL LIKE THIS.

Brand visibility on the platform

Your team kit visible in rider profiles. Your sponsor logos on the team profile.

Watch-time as a metric

Watcher hours per rider per event — a real number for sponsor reports.

Editorial appearances

When we cover your team's race, sponsor logos appear in the recap.

Brand highlights — building

First-class surfacing of team sponsors on the team page and in editorial.
Shipping next quarter.



WHAT WE ASK IN RETURN.

Light. We're not selling you anything.

- 1. Be on the platform** During the 2027 season minimum. Use it for races and training.
- 2. Tell us about your sponsors** No commitment – just visibility. Helps our sponsor partnership conversations.
- 3. One quote we can use** For launch comms: "We're using Aster because..."
- 4. A team photo** For your profile page. Anything you'd use elsewhere.
- 5. Honest feedback** When something's broken, when something's missing, when something works.



SET UP IN UNDER AN HOUR.

- 1** **20 min** **Setup call**
Walk through the team account, the rider invite flow, the team profile.
- 2** **5 min** **Team account created**
We create your account; team manager gets admin access.
- 3** **15 min** **Invite riders**
Send invites; riders install app, link to team account.
- 4** **20 min** **Profile populated**
Kit photo, sponsor logos, season calendar, team description.
- 5** **ongoing** **Live for the season**
Use it for every race. We pick up the team's coverage in our editorial.

N E X T S T E P S

WANT IN?

20-minute call. We'll set up your Team account live, walk through the rider invite flow, and get your team ready for the 2027 season.

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