



Train Heroic Raises \$1.1M and Moves to Boulder

Software Company to Solve the Strength and Conditioning Needs of Coaches and Athletes.

Boulder, CO – July 31, 2014 – Train Heroic LLC, a team performance company connecting coaches and athletes with technology solutions to “Win in the Gym,” has announced that it has accepted a \$1.1 million investment.

This investment was finalized at the end of May with Launch Equity Partners, a Milwaukee based investment group, and Peaksware Inc, another company in Launch Equity Partners’ investment portfolio. This investment will allow the Train Heroic team to move its headquarters from Chicago, IL to Boulder, CO into a joint office space with TrainingPeaks, whose parent company is Peaksware.

Both organizations will serve their respective markets with a united strategy founded upon a unique approach to deliberate practice to help guide athletes along their journey of improvement. This approach applies to all athletes and enforces the process of setting clear goals, seeking out expert instruction, executing structured training, and growing from the immediate feedback that is received.

Founder of Train Heroic, Ben Crookston says, “We’re excited, as we scale, to continue to lead in the team training world, bringing our deliberate practice training system to athletes and coaches of all levels and empowering them to achieve previously unimagined performance gains.”

Train Heroic is immediately expanding their team with a primary focus around product development. With a new Director of Engineering aboard, Train Heroic sets its eyes on scaling its product team and extending toward a mobile-first strategy.

"The team at Train Heroic built the software platform that thought leading strength and conditioning programs have been asking for. It's powerful in its flexibility for coaches and engaging in its feedback for the athletes. We believe it can make the difference in game time performance. We are very proud to be their partners and will assist them in anyway we can," said Andy Stephens, chairman of both Peaksware and Launch Equity Partners.

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About Train Heroic

Train Heroic is a Boulder-based, Team Performance company that helps you “Win in the Gym.” It democratizes professional caliber strength and conditioning by using technology to distribute content, coaching, and seamless data tracking to the masses. Their platform works to solve the strength and conditioning needs of coaches and athletes of all levels. Learn more at www.trainheroic.com

About Peaksware

Peaksware brings together industry leading brands to help guide people along their journey of improvement through a unique approach to deliberate practice. Additional information can be found at www.peaksware.com.

About Launch Equity Partners

Launch Equity Partners, LLC is an investment entity that provides growth capital and strategic partnership to intellectual property based businesses. More information can be found at www.launchequity.com.