



# GLOBAL RUNNING LEAGUE

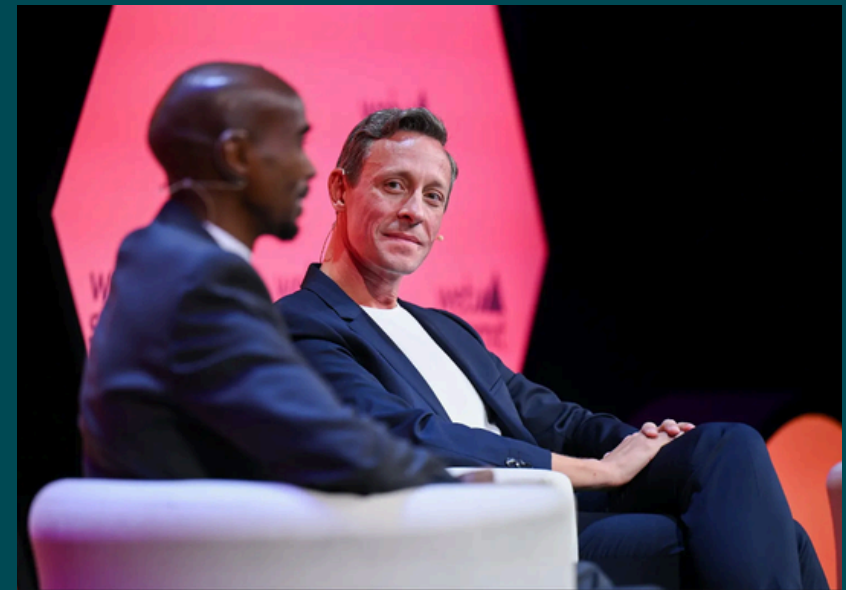
Official Launch Presentation @ WEB SUMMIT  
Lisbon, November 13th 2024

GRL

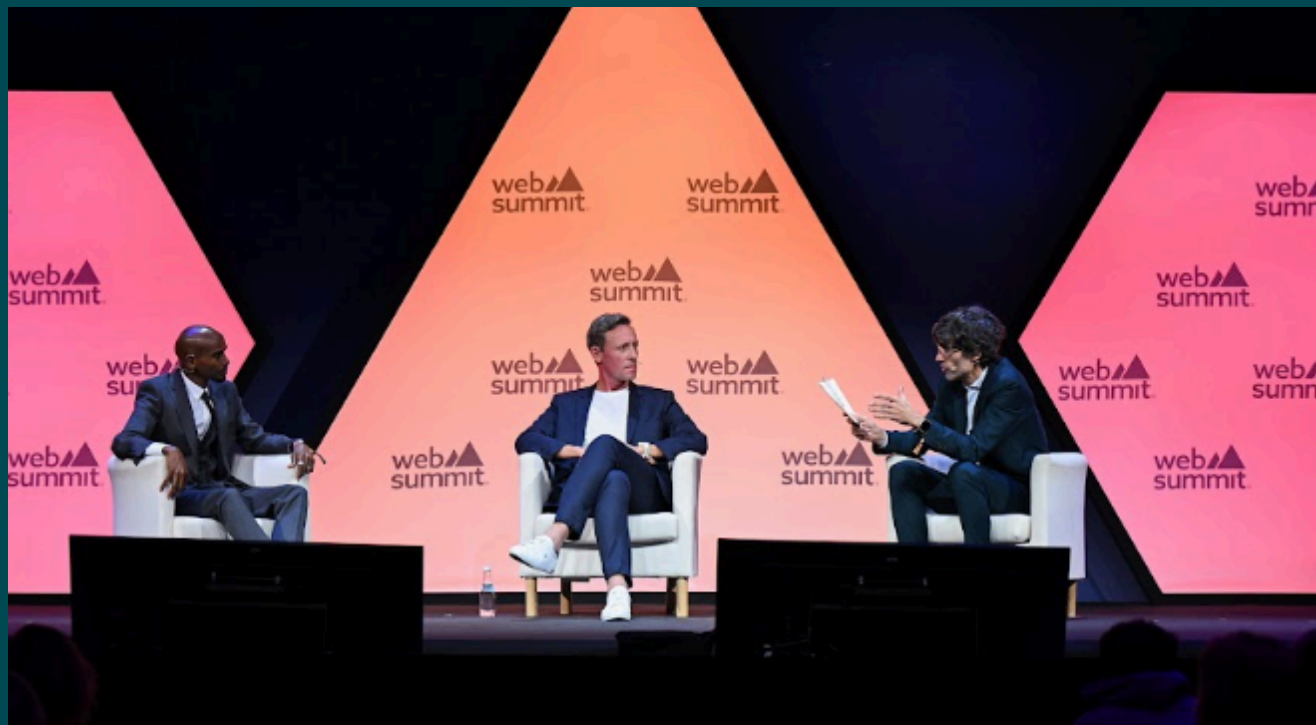




## WEB SUMMIT 2024 MEMORIES









Zuzana Horňáková



Wed, Nov 13 at 6:53 PM

Hello Marcel, what a nice coincidence that I caught your Web Summit talk today! As a former sponsorship manager at the Prague International Marathon and Prague Half Marathon (one of the founding races of the SuperHalves series), it really resonated with me. This kind of fan engagement and event innovation you're aiming for were long-term goals for us too, but always challenging to fully achieve. So I'd be really interested to hear more about your project!

Would you be open for an informal chat if you're planning to attend any of the evening events tonight?

Looking forward to hearing from you!

Wed, Nov 13 at 4:34 PM

Hi Marcel, I enjoyed watching your talk about the global running league and would love to catch up while here. I am not selling anything (retired from my corporate career ;) but would be happy share some thoughts. In addition to being a lifelong runner, I also have 20+ years of experience with adidas globally and a Runner's magazines in the US. Let me know if you're up for a coffee. Best, Tom

Wed, Nov 13 at 4:02 PM

Hey! Thx for the very Inspiring talk. We're gonna work together making running sexy again. Let's team up in Brazil !! I'll reach you in the next days . Thank you very much.

Wed, Nov 13 at 4:08 PM

Hey Marcel! Love the idea and completely get that you want to capture that F1 vibe (she says, married to an F1 nut). F1, probably before Drive to Survive, was pretty male dominated. In Mo you have this amazing hero to all ages and sexes. I loved the idea of the kids focus, please don't forget the female perspective! Already a supporter of this! wishing you so much luck. Will be rooting for you guys. Saloni.

## OVER 100 MESSAGES RECEIVED WITHIN 24 HOURS FOLLOWING THE LAUNCH PRESENTATION



Thu, Nov 14 at 9:07 AM

I found your panel on the Global Running Series yesterday fascinating. Two of our team are keen runners and running is always a part of the conversation. I'm excited to see this launch in Q2 2025 and see it travel all over the world - will it be at Silverstone? (near me). Thank you so much for sharing your knowledge and exciting project with us.  
Hannah

WEDNESDAY



**James Hotson** · 4:43 pm

Nice to meet you today after your panel at Web Summit. Would be interested in supporting a Global Running League team in Los Angeles



**Aleksandar Matic**  · 10:27 am

Hi Marcel, just wanted to reach out and say that I'm excited to hear both you and Sir Mo talk today about the Running League project. I'm a tech entrepreneur, but a running junkie so I was excited that this might be a topic on WebSummit. I also run a TikTok page (for former Yugoslavian area), not as successful as you - but hopefully getting there!



# OFFICIAL WEB SUMMIT PRESS RELEASE

## FOR IMMEDIATE RELEASE

### Global Running League Debuts at Web Summit 2024 in Lisbon, with Sir Mo Farah as Advisor

Lisbon, November 13, 2024 – The Global Running League (GRL) was unveiled at Web Summit 2024 as the world's first professional league for competitive, team-based running designed for mass-participation by both elite and non-elite runners. The GRL aims to build an iconic brand for the sport, with professional teams competing globally and fostering fan connections similar to Formula 1's successful team model. Launching on active Formula 1 tracks in 2025, GRL events will showcase live biometrics and digital overlays, enhancing the viewing experience for fans worldwide.

"Running is the world's most active and accessible sport, with an estimated 620 million runners participating regularly. Yet, despite this massive base, there has been no structured team-based competition in running—until now. The GRL taps into this untapped potential, establishing a league that not only competes but also engages fans through innovative technology and incentives" commented Marcel Muenster, CEO and Founder of GRL.

Partnering with SWEAT, a Web3 company, the GRL introduces a pioneering model to reward its community through the Movement Economy, allowing participants to earn SWEAT tokens with every step. This partnership expands the GRL's reach to SWEAT Wallet's 15 million+ global user base, promoting greater community involvement. Committed to environmental sustainability, the GRL has joined the IOC-endorsed Sports 4 Nature framework to integrate eco-friendly practices into its operations.

Supporting the league, the newly established Global Running Foundation (GRF) will champion health and sustainability initiatives, with a strong emphasis on youth fitness and wellness. As part of its mission, the GRF will back the "One Mo Mile" initiative, promoting children's health through accessible and engaging runs that inspire active lifestyles from an early age.

### Background: Sir Mo Farah & Marcel Muenster

The GRL is proudly supported by Sir Mo Farah, widely regarded as one of the greatest runners of all time. With ten global championship gold medals—four Olympic and six World titles—he stands as the most successful male track distance runner in history and the most accomplished British track athlete in modern Olympic history. As an advisor to the league, Farah brings a dedication to global health and fitness that aligns seamlessly with the GRL's mission. Leading the league's development is Marcel Muenster, a Johns Hopkins-trained medical doctor and entrepreneur in healthcare and sports. Muenster's expertise and vision drive the GRL's transformative approach to the sport.

For more information, please contact [marcel@startupdoc.me](mailto:marcel@startupdoc.me)

# INTERNATIONAL MEDIA ARTICLES

## PORTUGAL

### Uma liga de atletismo como a Fórmula 1? Mo Farah veio a Lisboa anunciar uma revolução

14 nov, 2024 - 14:50 • Hugo Tavares da Silva

O multicampeão olímpico fartou-se da reforma e agora quer que os atletas sintam a emoção que existe no futebol e na F1. "Correr tem de ser sexy outra vez!", diz Muenster, o ideólogo da Global Running League.

Source: <https://rr.sapo.pt/bola-branca/noticia/modalidades/2024/11/14/uma-liga-de-atletismo-como-a-formula-1-mo-farah-veio-a-lisboa-anunciar-uma-revolucao/401496/>

## KOREA

HOME > HOME > World News

### Sweat Economy Teams Up with Global Running League for Elite Racing on Formula 1 Tracks

By Dan Yoo | 승인 2024.11.14 10:14 | 댓글 0



- The founding partnership was announced at WebSummit by Marcel Muenster, GRL Founder, alongside fellow speaker Mo Farah.  
- Races beginning in Spring 2025 will provide \$SWEAT earning opportunities, seamless app integrations, and live broadcast data overlays.

Source: <https://www.koreaitimes.com/news/articleView.html?idxno=136050>



## BEST MOMENTS (VIDEOS)

<https://app.frame.io/reviews/65f71ab8-6356-4eb9-b21c-4f295b14a66a/e19fe000-f737-495b-b91c-529e41912c22>

<https://app.frame.io/reviews/f7529be1-898b-49e7-bdf4-363ef9747f21/483209b2-1f88-47cc-99fe-a88f41df52c1>

<https://app.frame.io/reviews/b85604f5-ef93-4452-96f7-0cfd25b56724/44a0e371-9f77-4f66-8f30-881e2e632dbb>

## FULL PRESENTATION (VIDEO)

<https://app.frame.io/reviews/b5a41125-807c-4267-b9a2-5b4aae87b07d/f29f7409-1e72-4e20-a09a-a37f1215f190>