



***YOUR ADVENTURE
RACE EXPERTS***



INTRODUCTION

Meraki was created by passionate adventure race enthusiasts. The business aims to help like minded individuals who have embarked on a thrill seeking journey. We are here to help you satisfy a deep urge to go further and beyond.

The eco system of the race world is vast, its net extends to the world's most distant, unexplored and remote places, places that a human mind doesn't travel to let alone the body. For most people you are beginning a long journey into the unknown. It's tantalising, enthralling but scary and complicated at the same time. To have a great experience needs vast preparation: thought, training, financial investment as well as investment of spirit, soul and mind.

Your Meraki partners have been on this journey. We started out as complete novices. With a lot of research, hard work, trial and error and dare we say it a little luck we found the bright light at the end of a long tunnel and not just once, but many times. At Meraki we are here to help you navigate what will certainly be a difficult journey. We have made all the mistakes, trained incorrectly, bought the wrong kit, had the wrong visa, did the wrong race, ran too fast, got injured and each time we learned a little. We learned from friends, fellow competitors. We are to here to help you, to maximise what will be, if you get it right, a life changing experience.

We are a collection of corporate business people by day, race enthusiasts by night, with a deep passion of pushing ourselves and going further. As a team we are neatly orientated around the world, with a common goal of supporting you in your journey. We share passion and enthusiasm and want to guide you at every step of the way, seeing you to the start line in great shape. Underpinning our consultants is a research team who's remit is to scour the race world. We have spent considerable time harnessing information. Our aim is to present this back to you in a neat, tidy package.



PRODUCTS

At Meraki we have bundled up our product offering into four core products and services as follows:

1 CHOOSE A RACE

Our data and research shows an explosion in the number of ultra marathon, extreme races in the past decade. The marketplace for races is relatively uncharted, information is hard to find and not especially easy to digest. There are generally underlying considerations that are not obvious on the surface.

We offer a helicopter view of these options, we invest time to understand your requirement and might even introduce other considerations to your decision making. We leverage thousands of hours of research to choose a race based on your goals. Putting things into perspective, in our experience your training and preparation time, and your travel will far exceed the time spent actually doing the race. Basically don't pick the wrong race and that is easy to do.

There are a myriad of considerations, from terrain, heat, humidity, altitude, difficulty score, race organisers, costs, travel from your home, visa requirements, scenery, training needs etc etc. We help you navigate all of this.

We get to know you, we discuss the range of considerations and we present a long list and then a shortlist. Sounds complicated, it's actually not and your time invested will of course pay dividends.



ATACAMA CROSSING



2 COACHING AND PREPARATION

Once a race is chosen we can then embark on a preparation plan. There is a lot in this. At Meraki we race in our spare time, we have businesses, careers and young families so we identify with time constraints. We will help you build a plan based around you and your life. We are recipients of a lot of coaching over the years. We find this is often "onesize fits all". At Meraki we prefer to curate a plan for you, for your race, to meet your goals and the restrictions that you might have with family and work.

If people are using a gym coach to help prepare for a desert ultramarathon, chasing up sand dunes in extreme heat, you have the wrong partner. We come from professional sports backgrounds and have exposure to a broad portfolio of fitness, strength, physiology, nutrition protocols to draw from. But most importantly we know exactly what challenges you will face and we are here to add in strategy and guidance every step of the way.

We will build as extensive a plan as you want and phase two is offering ongoing advice, support and solidarity along your journey.



3 EQUIPMENT SOURCING

Again, to the uninitiated this is also a minefield. We have hilarious stories (which we are happy to share) about how very wrong we got it when we started out. Basically the wrong everything, overpriced and very time consuming. Depends on the race but it is highly likely that you will need somewhere between 50-100 items on your body, in your rucksack. Choosing weight effective, durable, productive items is essential.

Sitting in our comfortable armchairs at home it's hard to imagine the brutality that our minds and bodies will endure x many months down the line, chose the wrong shoes, socks, glasses, sun cream etc etc... and you will be in a world of pain.

Fitting yourself out can also be expensive. Outward bound shops thrive on seeing the credit card armed novice ultra runner. You'd be amazed what you will end up buying, most of it will be overpriced or wrong.

We give you a direct line to what you need, the right product at the right price.



4 **KEEP IN TOUCH**

As our audience builds and the demand we believed sat in the world is now evidenced, we have started to build our app based news. We named this 'yourmerakilife' to evoke the spirit of the life enhancing experience you have mentality signed up for.

The app is a consolidation of events, racers, equipment manufacturers, information from races around the world and useful tips.

It's a simple weekly read summarising your extreme racing universe with an A to Z of topics.

EXTREME RACING - STRIPED NAKED.... WHO? WHAT? WHY? WHERE?

WHAT IS AN ULTRAMARATHON?

The definition is any race north of 38.9kms.

It's hard to quantify the exact number but from our research there are 5000 such races around the world.

IS IT SAFE?

Yes it is but bear in mind there are so many mental physical and safety issues to consider. You need to be prepared so chose the right race for you. Take it seriously and you will be fine. Meraki is here to help you do all these things.

WHERE ARE THESE RACES?

Pretty much anywhere in the world and generally the races will take you so far from your normal daily life and routine, you will see interesting cultures, scenery go on an adventure to get there. We are certain you will return a changed person, a little bit elevated and certainly elated.

WHAT DOES IT CONSIST OF?

Putting your body and mind through exertion that it has probably never felt before. Pushing yourself to your limits, travelling to remote and often uncharted places, meeting some interesting open and like minded people, taking yourself out of your comfort zone, pushing your boundaries and testing your physical and mental spirit. Having a great adventure. Going on the most thrilling rollercoaster and implanting in your mind a memory that will infuse for the rest of your life.

WHAT DOES IT COST?

Depends on the race and where it is.

HOW MUCH TRAINING DO I NEED TO DO?

Depends on the race and your fitness and preparation level and how hard you want to race. Anything less than 3 months is unlikely and up to a year.



WHY CHOOSE MERAKI?

- *Unbiased advice. We don't follow any creed or methodology, we are not wed to any specific race, we simply have the helicopter view.*
- *You save hundreds of hours of research, we have done it all already and can easily identify a shortlist for you.*
- *A third party advisor to help you along your journey. Two heads are a hundred times better than one.*
- *Leverage experience. We are just normal people living normal lives, we have been in your shoes, we have empathy and experience and we want to help.*
- *Make yourself accountable. We are here to push you and challenge you when you might need it.*
- *Easy introductions straight to race organisers.*
- *Cost effectiveness in travel, equipment organising and purchase.*
- *Solidarity and moral support.*



WHAT DOES MERAKEI MEAN?

We spent some time choosing this name, to us this needed to convey so many things.

We are so respectful of the journey you are about to go on, we wanted to choose a name that had depth and meaning.

Meraki is Greek for investing yourself in something, a journey, a pursuit and all of it unconditional and with great resolve. The team all share this passion and being experienced ultramarathon and extreme sports enthusiasts our concept is to invest something of ourselves in our community.

To share our experience, our knowledge, our mistakes, and lessons to help you make the most of your journey.

Your partner in race coaching, your enthusiast, your Meraki, your life.

FOLLOW US ON SOCIAL MEDIA



@yourmeraki.life



YOUR MERAKI TEAM

FRASER BROWN



Fraser began his sports career as a golfer, and as a short distance, sprint swimmer and runner. In later life this morphed into endurance events with twelve years going around the Apac circuit doing ultramarathons and ironman triathlon.

Notable recent races have been the infamous Attacama crossing in Chile, the Gobi March in Northern China, the Himalayan 100 as well as two ironmans.

With 52 races under his belt in many countries Fraser has risen the bar to the next level with entry into the single stage 220km canal race London to Bristol followed by the Berlin wall race, both aimed as qualifiers for the world famous, Everest of extreme running Spartathlon.

In his day job Fraser launched a consulting business in 1998, this has operated all over the world and helps companies and individuals reach higher goals. Fraser has taken this corporate experience and combined it with a passion for watching and helping people develop, Meraki was born with this purpose. Out of work Fraser is a father of two young daughters.

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JARRETT KOVICS



Jarrett is an ultra-endurance runner, Crossfit coach and former pro tennis player. He currently resides and trains in the beautiful mountainous region of Missoula, Montana with his wife Melissa, three boys, three dogs and two cats. Upon graduating college, Jarrett worked shoulder-to-shoulder with the world's top athletes at the 1996 Summer Olympic Games.

He has since competed in the Rebook World Crossfit Games and in many of the toughest ultramarathons on the planet including the 250 kilometer Atacama Desert Race and the 100 mile Himalayan 100 Foot Race.

When Jarrett is not out hitting the trails he works in Private Equity at a Vancouver based private investment firm called Ardenton Capital. During the past 20 years he has built and managed multiple successful investment management businesses across the private wealth management industry.

Jarrett is passionate about helping clients live their passion and take on new exciting adventures that push their perceived limits. He is a running gear junkie, who constantly tests the latest racing technologies in shoes, apparel and equipment.

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STEVE HOWARD



Steve is an accomplished county standard cross-country runner, soccer and badminton player from his youth. To preserve his body after a near-fatal motorcycle accident, Steve has undertaken a series of challenges and adventures around the globe.

At 55, Steve has completed a disparate range of ultra-endurance challenges around the world. Ultra-marathons include: Marathon des Sables, Marathon of Britain, Jungle Marathon, Atacama Crossing, Racing the planet: Patagonia, Himalayan 100 and Namib Race ultra-marathons.

In addition, he has cycled the length of the United Kingdom (twice), cycled 226 miles non-stop around Dorset for charity and cycled solo and unsupported 4,220 miles across the United States in 58 days, which remains his longest endurance challenge to date.

Steve is a civil engineer by profession and lives with his wife in the beautiful county of Dorset in the UK.

Having made every ultra-endurance challenge "schoolboy error", he is now ardent about passing on the skills and knowledge gained through experience so others can achieve their goals with considerably less heartache.

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