

# Business Profile

## General Business Information

- BIPR
- 870 Rue Denis Papin 54710 LUDRES - FRANCE
- +33 6 27 18 66 20
- <https://bipr.fr>
- SAS Siret n° 835 295 023 00013 total shares : 15625 €
- Contact: Grégory Cordier (CEO) – [contact@bipr.fr](mailto:contact@bipr.fr)

## Business Details

- The company has been created in January 2018 (3 persons)
- The main purpose of the business is to provide indoor training solutions for cycling and running
- Applications:
  - HR2VP: the app broadcasts power computed from heart rate data. Individual parameters such as FTP, resting HR and max HR are taken into account for improved accuracy. Includes built-in workouts and drive the bike trainer. Over 10k downloads and around 1000 subscribers (Android, iOS)
  - Arcade Fitness: 3D virtual cycling and running application for Android, iOS, iOS TV, Windows Linux, OSX. (Over 10k downloads on Android)
  - HR & Speed transmitter for Samsung: the broadcasts heart rate over BLE from optical sensor and running speed on Samsung watches.
  - Treadmill Speed Transmitter: the app broadcasts running speed over BLE. Can be used by setting the speed manually or with Garmin watches' accelerometer. (Over 10k downloads on Android)
- BIPR sells in France bike trainers and aerobic equipments such as MoonRuns (alternative to treadmills)

## Grégory Cordier (CEO)

### Study



- 2008: Master degree in applied mathematics with strong focus on computer sciences (Ecole des Mines Paris)

*"After graduation, I started racing on the mountain bike and road bike. I trained with a power meter since 2010 and was convinced from the beginning that it could be used to make indoor training more enjoyable. In 2015 I started developing Arcade Fitness."*