

Row Nation is Rowing Australia's first commercial venture. With the full support of the Rowing Australia Board, Row Nation has been set up as a separate entity to drive the digitisation of indoor rowing in a move towards an e-sport offering.

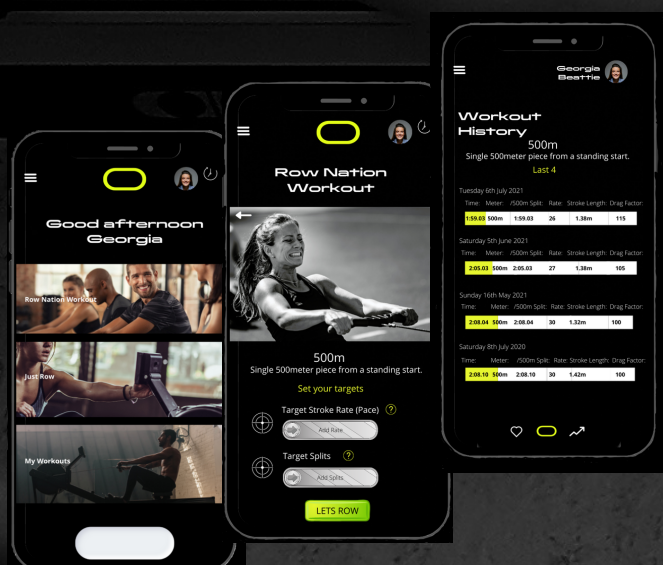
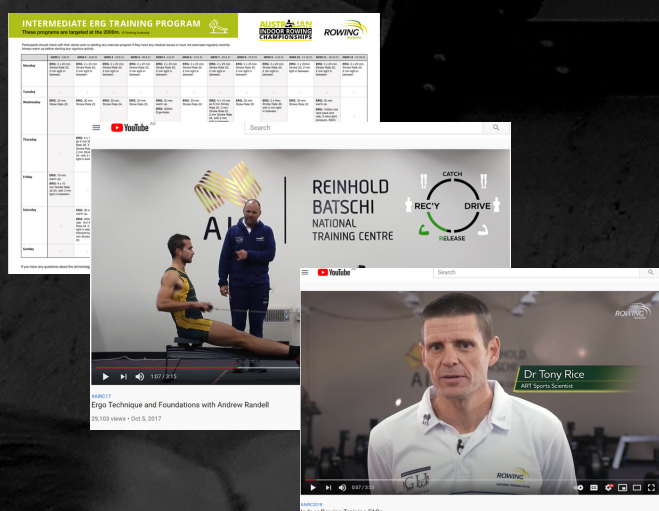
The Problem

While rowing is the most efficient exercise available with huge physical and mental health benefits, it is one individual, a machine and numbers. People can lose motivation if they can't see they are progressing, it can be very repetitive doing the same 5 workouts, and isolating if there isn't a connection to the community.



Our Solution

Row Nation provides our current community of rowers premium content, connection with the community and Rowing Australia. Collecting meaningful data points gives us a better understand our customer needs, and how we can further engage with them.



Premium content from exclusive access to the Rowing Australia team, connection with the community of rowers and Rowing Australia.

Our Team

Georgia Beattie - Director
Director, Board of Rowing Australia
Prior CEO of Startup VIC
Successfully exited a startup of over \$20M from scratch.

Kathleen Hextell - CEO
Indoor Rowing Officer RA (5 years)
Founder NSW Indoor Rowing Championships (2015)
Sport Competition Manager IR 2018 Invictus Games

Ron Batt - COO
Participation and Education Manager Rowing Australia (10 years)
MBA looking at the commercialisation of indoor rowing

Row Nation app, addressing the pain points we know our rowing community are trying to address.

- Select a workout - Row Nation workout, one of your favorite workouts, or just row.
- Set your targets for the workout
- Track to target in real time as you row
- Save and access your workout to compare your progress, compare with others in your group, our community, via your fitness app or social media.

Our Journey

- 2016** Australian Indoor Rowing Championships
- 2020** 6000 customer base
- 2021** October 2021 MVP Launch
- 2022** January 2022 Second phase launch