

RESEARCH

REGISTRATION

TRAINING

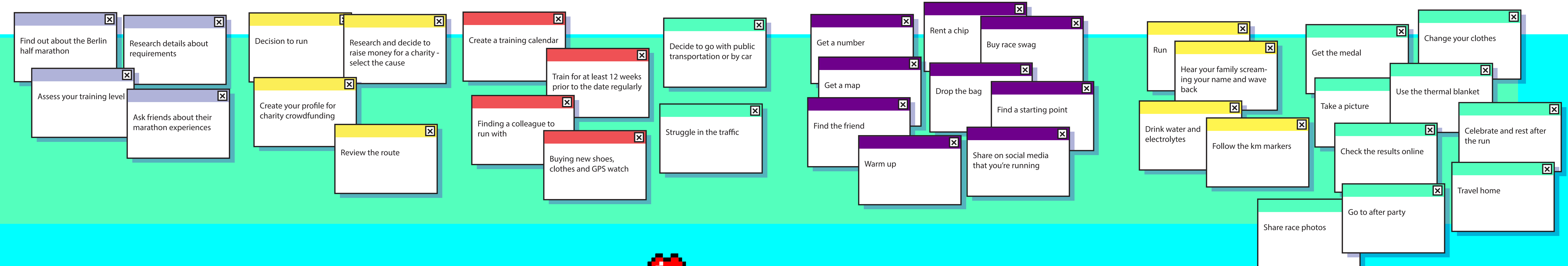
TRAVEL TO THE LOCATION

PREPARE FOR THE RUN

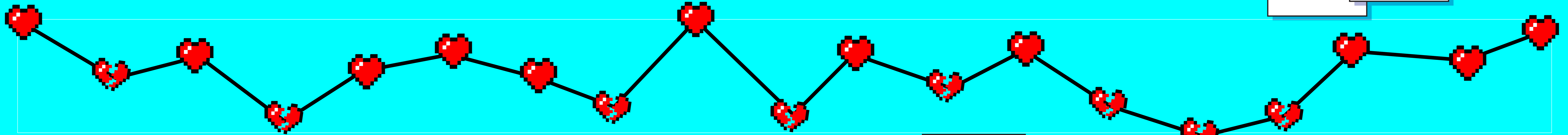
RUN

POST-RUN

ACTIONS



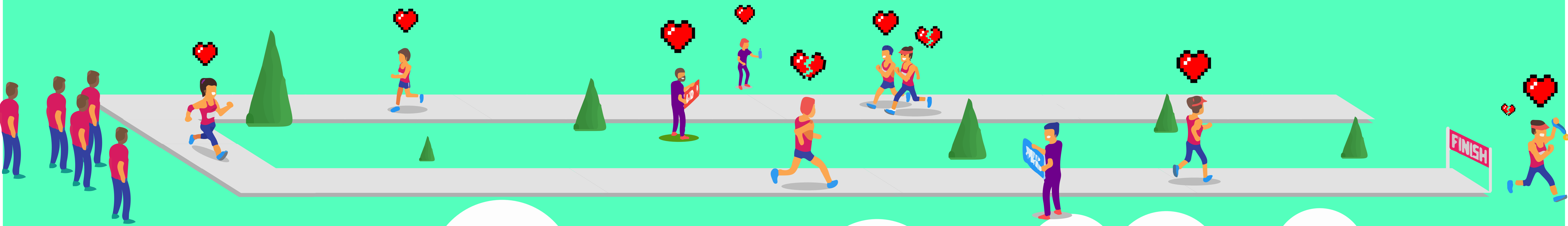
FEELINGS



QUESTIONS



TOUCHPOINTS



VR training with the Berlin Route - getting familiar with the marathon trail

Action in U+S Bahn marathon info

Branded Private Changing Rooms

Branded equipment for the volunteers

Personalizable display and cheering swag

Branded thermal blankets

Share your motivation board.

OPPORTUNITIES

Help them with the assessing health (and internet health) - online platform

Online Community platform for support and training for Berlin half Marathon

Mozilla charity

Or mozilla partnering up with <https://www.givewell.org/> and helping marathon runners make a rational decision about their charity choice

Track the training progress of your friends

Build and Training APP or Partner up with APPs like RunKeeper or Zombies, Run!

In case of Rain Mozilla Umbrellas and Rain Coats

Dating app for runners - meet your running partner

Track where your friends are

Mozilla half marathon hats for runners (sun and rain protection)

Crowdsource cheering screens - social media interactions + SMS crowdfunding with best top 10 displayed on screens

Crowd — treadmill - running 10 minutes medals, to experience the event

Dinosaur Costumes chasing the last runners

Mozilla Cheering points with swag and goodies.

Electricity generating panels on the marathon course and then delivered to the refugees.

Extra - Mozilla Medal and Swag

Mozilla Shop with Branded Swag, and info point, plus job board.

Mozilla Shop with Branded Swag, and info point

Tent Event \Privacy half hackathlon