

# How To Grow ElliptiGO:

## A Case Study

**Nick Zarrillo, Olivia Doyoyo, Charles  
Zhang, Kyla Phiri, and James Tucker**





# BACKGROUND

- Based in Solana Beach
- Evolutionizes fitness transportation by launching the world's first elliptical bicycle in **2010**, combining the low-impact benefits of an elliptical trainer with the mobility of a bicycle
- **Niche** market: runners seeking cross-training options, fitness enthusiasts recovering from injury, and those wanting a new outdoor workout experience.
- As Peloton, e-bikes, and traditional cycling continue to dominate fitness and transport markets, ElliptiGO must assess how to grow its user base, diversify its product line, and explore new channels without losing its unique value proposition.



# The Problem

ElliptiGO has faced stagnant revenues over the past few years, which is due to several reasons:

1. The product itself is niche. There is a small market for the ElliptiGO product and ElliptiGO is not reaching into this market well enough.
2. The 2021 Arc Model recalls damaged the company both financially and reputationally.

Our solutions aim to help ElliptiGO pierce new markets while still serving its intended target audience. We hope to bounce back from 2021 losses and help ElliptiGO perform better.



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**WHICH LEADS US  
TO THESE KEY  
QUESTIONS..**



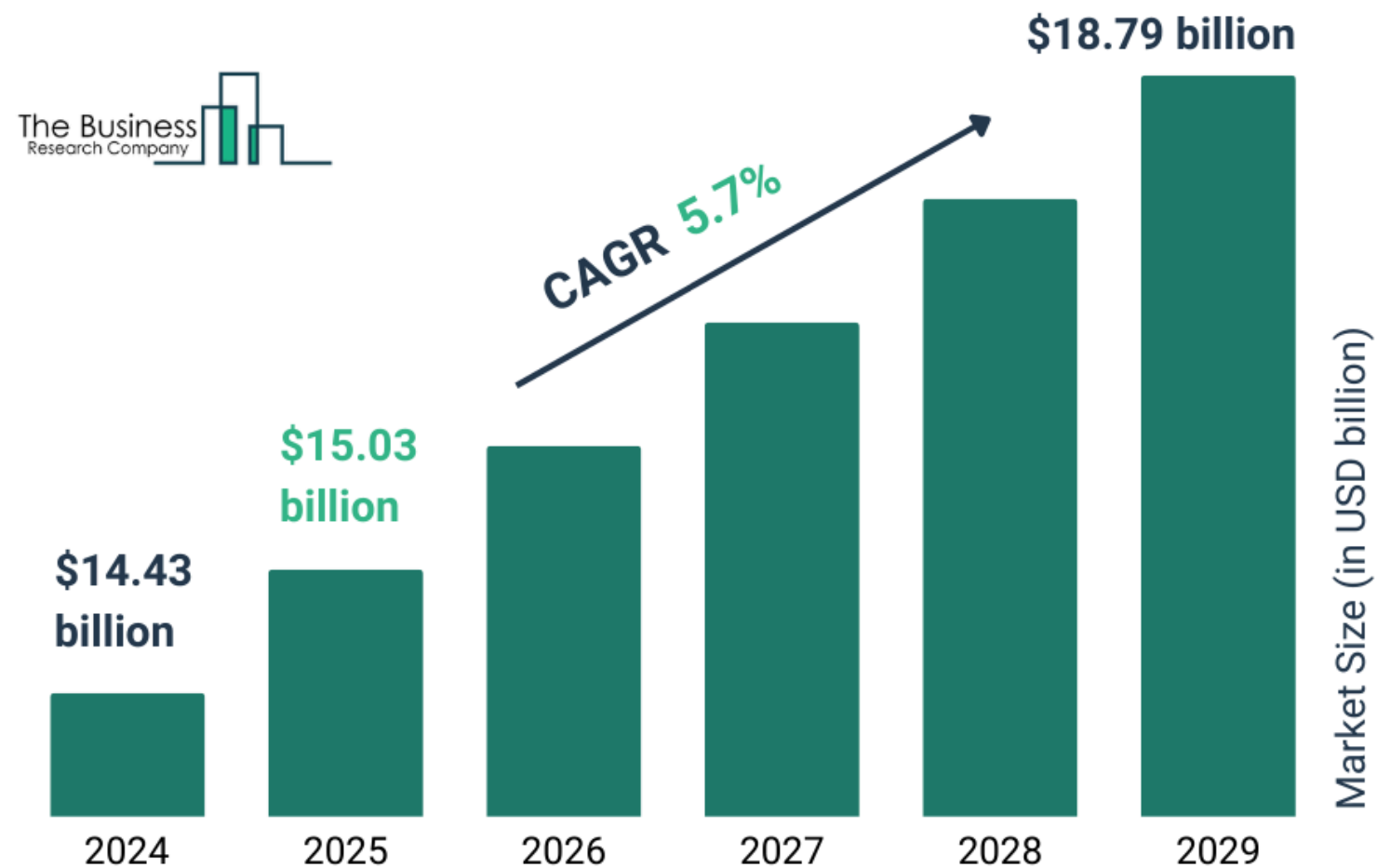
Which marketing strategies  
would increase awareness and  
adoption?



How could partnerships  
help ElliptiGO differentiate  
and scale?

FITNESS EQUIPMENT MARKET IS GROWING

## Fitness Equipment Global Market Report 2025



[HTTPS://WWW.THEBUSINESSRESEARCHCOMPANY.COM/](https://www.thebusinessresearchcompany.com/)

# MARKET ANALYSIS

## Global Market Growth

- **\$14.43B** in 2024 → **\$18.79B** by 2029
- CAGR: **5.7%**

## Why This Matters for ElliptiGO

- Rising **consumer demand** for low-impact, accessible cardio options
- Growing interest in outdoor and hybrid fitness **post-pandemic**
- Opportunity to **differentiate** from static, indoor machines

# Competition

 **PRECOR**

 **NAUTILUS®**



 **NordicTrack**

 **StairMaster®**

 **STAR TRAC®**

**SCHWINN®**



# Market Comparisons



Stairmaster is one of the big names among not only bikes, but workout devices in general.

It's also talked about online.

Fitness influencers and trainers consistently feature it in:

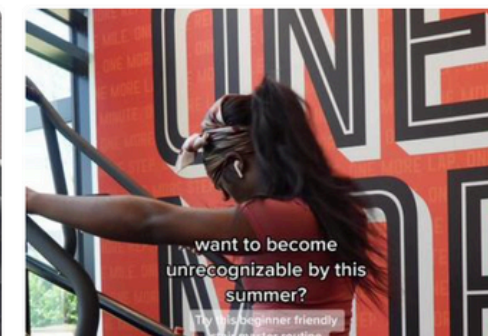
- Workout videos
- Transformation reels
- Daily fitness routines



hope this helps !!  
swolericketts 2023-9-11



The body fat is literally drop...  
goldieplus... 6-9



If ElliptiGO can reach out to influencers, specifically ones who post workout advice, it can be seen more as a lifestyle need rather than “just another bike.” Influencers constantly showcase stairmaster in workouts, making it appear as a part of the fitness lifestyle.

# Market Comparisons

- Stresses comfort for riders, with the features of Oversized cushioned pedals, Automatic fans, multi-position grips, heart-rate sensors, water bottle holders, and USB slots - all of which make the experience more convenient, which is essential for elliptigo to incorporate.
- Tiered offerings: As seen to the right, the ability for the consumer to choose a bike based on their needs is everything Elliptigo should do as they gain more profit. It would work well to have an entry-level joint-friendly model with incline and stride adjustments, and also a premium model with touchscreen and interactive content. Keep in mind that not everyone wants technology-heavy bikes (more likely to have errors)



Elliptigo currently supports up to 250 lb, with the MSUB and RSUB models offering slightly higher capacities. In contrast, NordicTrack ellipticals typically support up to 375 lb. By increasing our weight capacity, we can position Elliptigo as a more inclusive, durable, and reliable option—critical to moving upmarket and shedding any reputation for fragility.



## X-SERIES

SALE

**Starts at \$2,299**

Or 39 payments of \$59/month (\$2299 total) †



## STEP CLIMBER SERIES

SALE

**Starts at \$1,999**

Or 39 payments of \$52/month (\$1999 total) †



## AIRGLIDE SERIES

SALE

**Starts at \$1,599**

Or 39 payments of \$41/month (\$1599 total) †



# Market Comparisons

## STREET STRIDER®

- “The World’s First Elliptical”
- Current promotion of \$1000 off instantly + 70% off Indoor Trainer Stand
- Multiple patents outside the US market
- 2 different product lines - StreetStriders & E-Striders
- DTC model of shipping right to your door, 30 day satisfaction guarantee
- Featured in Good Morning America, The Today Show, and LA Times



	STREET STRIDER	ELLIPTICAL MACHINE	BICYCLE	SPIN BIKE	TREADMILL
Mobile	✓		✓		
Full Body Workout	✓	✓			
Natural Upright Position	✓	✓			✓
Elliptical Motion	✓	✓			
Low Joint Impact	✓	✓	✓	✓	
Indoor/Outdoor Use	✓		✓		
Green Transportation	✓		✓		

# Solution 1: New Marketing Strategies

## Sponsorships:

- Sponsoring organizations such as run clubs, races, and teams is a good way to introduce the product to potential customers.
- The EliptiGO bike can be used to run outdoors with a run club or team while recovering from an injury or race.
- Marketed this way, people can continue to run outdoors with their community while giving what their body needs.

# Solution 2: Increasing Business-to-Business Sales

## Selling to Institutions:

- Generate relationships with colleges, coaches, and athletic trainers to provide for their athletes
- Getting into the NCAA network can be a good way to increase sales rapidly
- Other institutions could be high schools or national level sports teams

Ex: ElliptiGO x University of Michigan



# **Solution 3: Create Relationships Within the Healthcare Space**

## **Selling to Healthcare:**

- Generate relationships with physical therapists or recovery clinics
- Would unlock a new target market for ElliptiGO to sell to
- Several of the research studies that support elliptical machines can be used to support research relating to ElliptiGO bikes, which also have the added benefit of being used outdoors.

# Implementation Plan

## **Marketing**

### **Some examples of run clubs or races to sponsor:**

- Bay to Breakers
- Muir woods Mountain Challenge
- California North Coast Ride
- Tour De Fuzz

## **Benefits**

- By reaching out to these races, which are simple to sponsor, ElliptiGo can make demo bikes available at the end of the race
- This allows customers to try the product before committing to a full purchase, and therefore making them more likely to purchase a bike

# Implementation Plan

## **Business to Business Sales Institutions to Build Connections with :**

- NCAA Colleges: D1, D2, D3, and Juco
- National level track or cross country teams
- High School track teams

## **Benefits**

- Developing strong relationships with reputable institutions builds a repeat customer network.
- Builds an overall stronger product and increased demand through the NCAA network



# Implementation Plan

## **Healthcare and Physical Therapy**

### **Healthcare Possibilities:**

- Develop relationships with health care and physical therapy clinics which leads them to start recommending Elliptigo as a product to help recover from injury
- Use similar studies as the ones layed out for ellipticals

### **Benefits**

- Developing strong relationships with healthcare and physical therapy clinics builds a strong medical case and additional product value
- Builds an overall stronger product and increased demand through healthcare networks



**BUSINESS**  
**CONSULTING**