



NONE TO RUN



None to Run is an indie beginner running app founded by Coach Mark Kennedy (RRCA Certified Distance Running Coach, B.Sc. Kinesiology). It replaces one-size-fits-all plans like Couch to 5K with a sustainable framework built for true beginners and people who never thought running was for them.

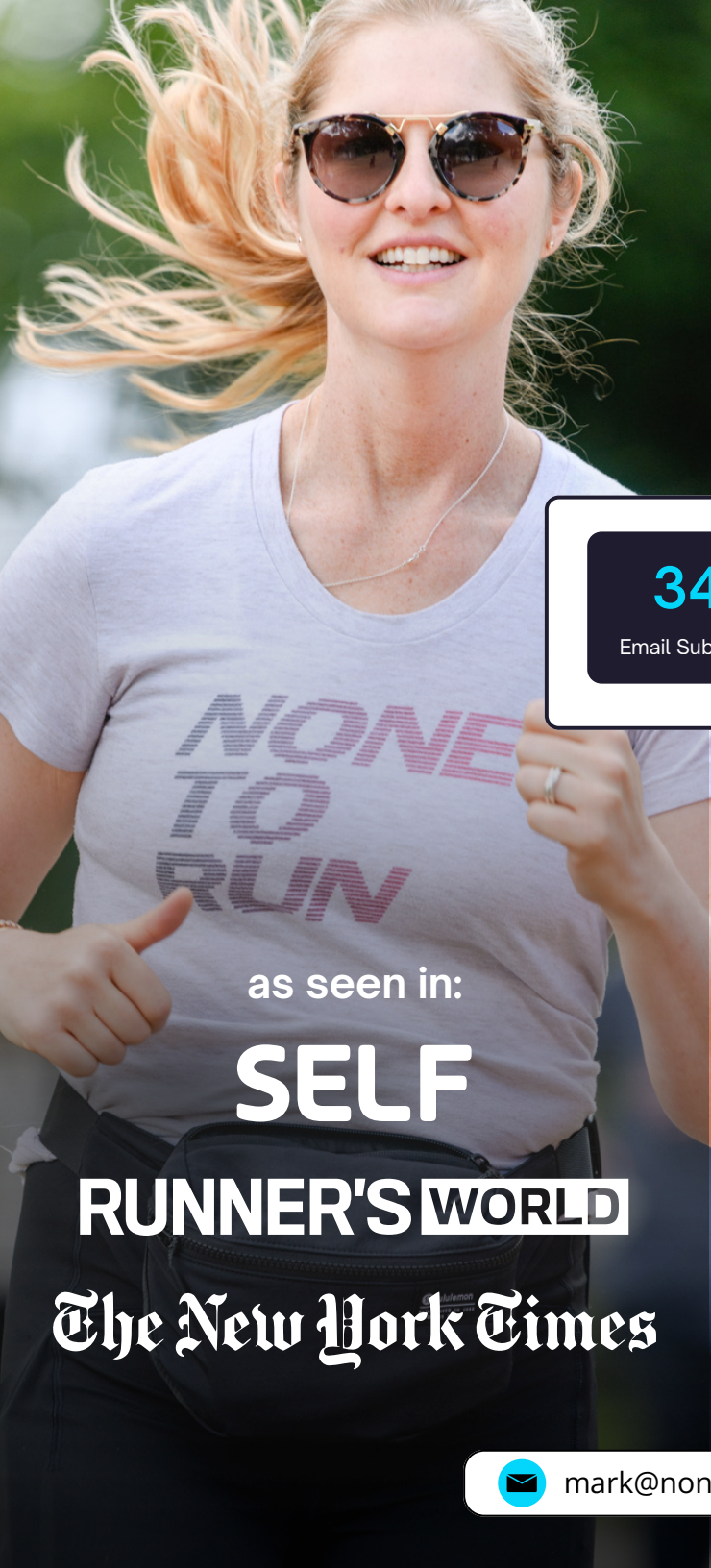
Over 100,000 people have used None to Run to become a runner.



mark@nonetorun.com



www.nonetorun.com



OUR AUDIENCE

Adults 35–55, primarily women

Core market: United States

Secondary markets: UK, Canada, Australia

34K

Email Subscribers

35K

Followers

29K

monthly app users

4.8/5

avg rating in app store

14K

app subscribers

*as of July 2026

WHAT MAKES US DIFFERENT

Most running apps assume you already know how to run. We built None to Run for people who don't, yet. Instead of hype or sheer willpower, you get a coach-designed plan that starts where you are and builds up slowly.

It's working: our graduates include first 5Ks at 64, half marathons after cancer diagnoses, and diabetes reversals. We're not chasing dramatic before-and-afters; we're helping people finally stick with a workout routine.

as seen in:

SELF

RUNNER'S WORLD

The New York Times

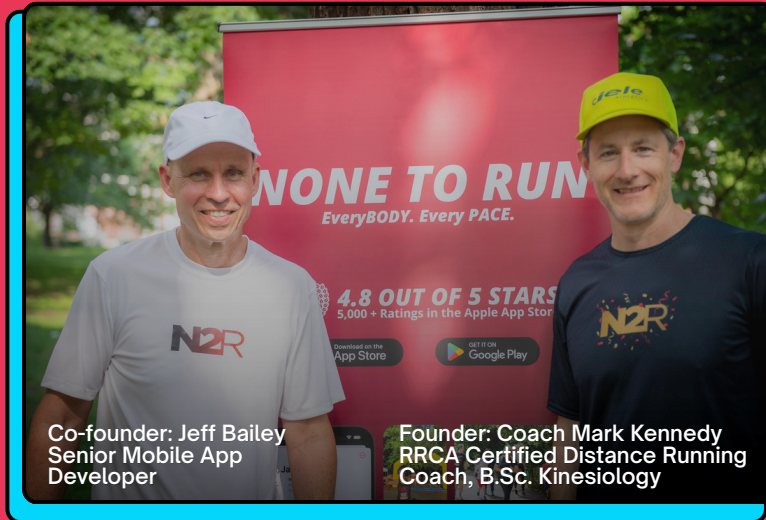


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FOUNDERS



Co-founder: Jeff Bailey
Senior Mobile App
Developer

Founder: Coach Mark Kennedy
RRCA Certified Distance Running
Coach, B.Sc. Kinesiology

“When I looked into why so many beginners were quitting Couch to 5K, the answer was clear: the plan was failing them, not the other way around.”



gohammorgohome

Love this app!! I've started couch to 5k every fall and have NEVER finished it. Decided to switch it up this year and try N2R and I'm about to finish up week 7 today and am more motivated than ever 🍌



nikitajshah

I did this two years ago and now I am running the Boston Marathon next week!

LET'S PARTNER

Revenue & Reach

20% affiliate commission - ideal for emerging brands and races

Newsletter placement (34K subscribers)

Extended trial codes for partner audiences

Content & Community

Co-created features
Virtual run challenges

Sponsorship placement in challenges

Ontario pop-up group runs led by Coach Mark Kennedy

Credibility & Resources

Co-branded training guides & plans

Coach Mark Kennedy: media & speaking availability

Academic and health-authority research collaborations



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