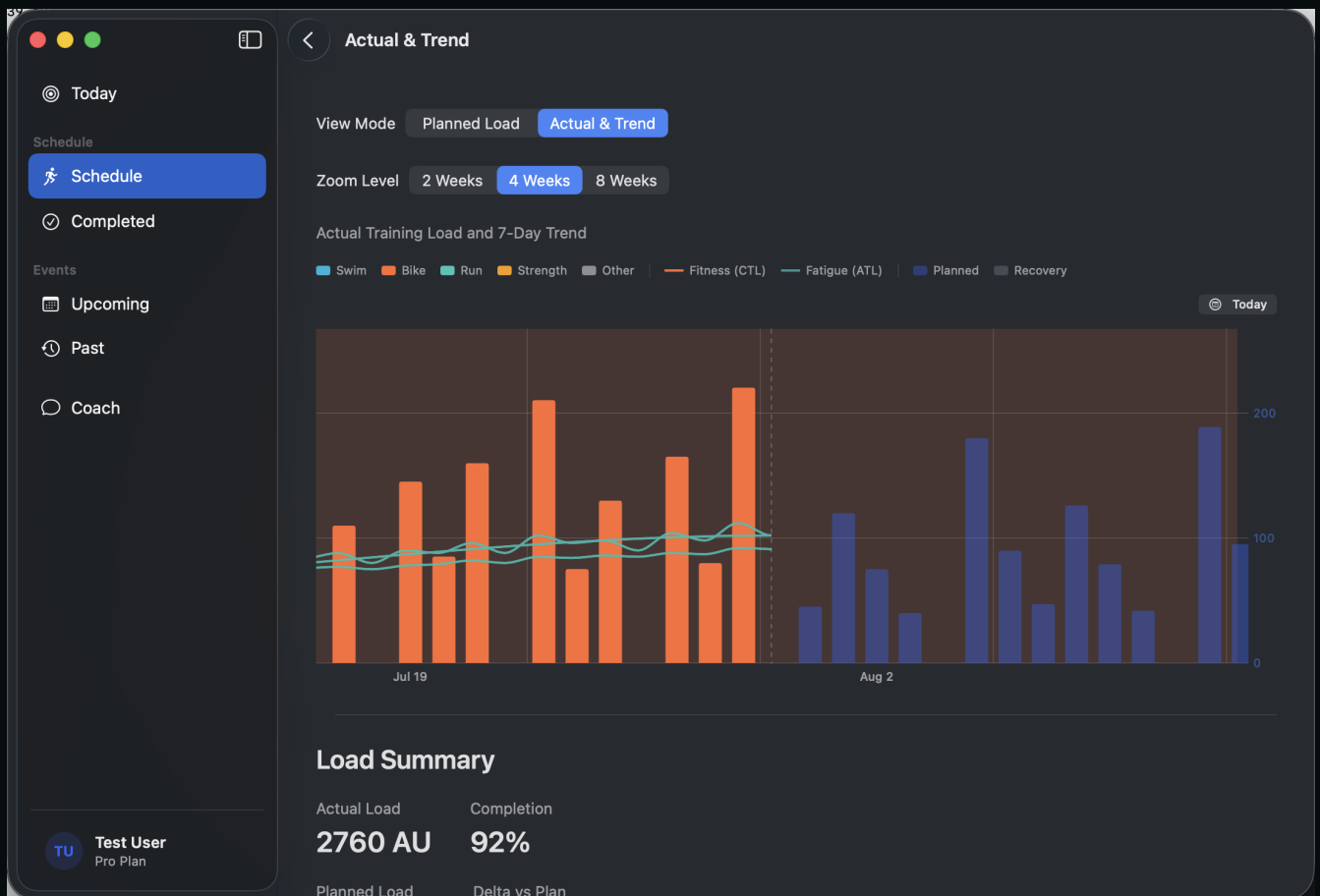




The story behind Primed.

Primed is an AI endurance coach for iPhone, iPad and Mac. It brings training and recovery into a conversation that helps athletes understand their day and decide what comes next.



APP EXAMPLE / TRAINING LOAD IN CONTEXT



Primed, at a glance.

Product	Primed
Category	AI endurance coaching / Health & Fitness
Platforms	iPhone, iPad and Mac
Requirements	iOS 17+, iPadOS 17+, macOS 14+
Free	Coach conversation, training plans and plan edits
Primed Pro	Longer-term coaching memory and insights
US pricing	Pro: US\$29.99 monthly or US\$299 yearly
Connections	Garmin, WHOOP, Oura, Apple Health and Withings
Founder	Richard Giles
Availability	App Store

Apple shows regional prices and subscription terms in the app. Connection availability and data depend on your account, device and permissions.

Compare plans: beprimed.ai/pricing

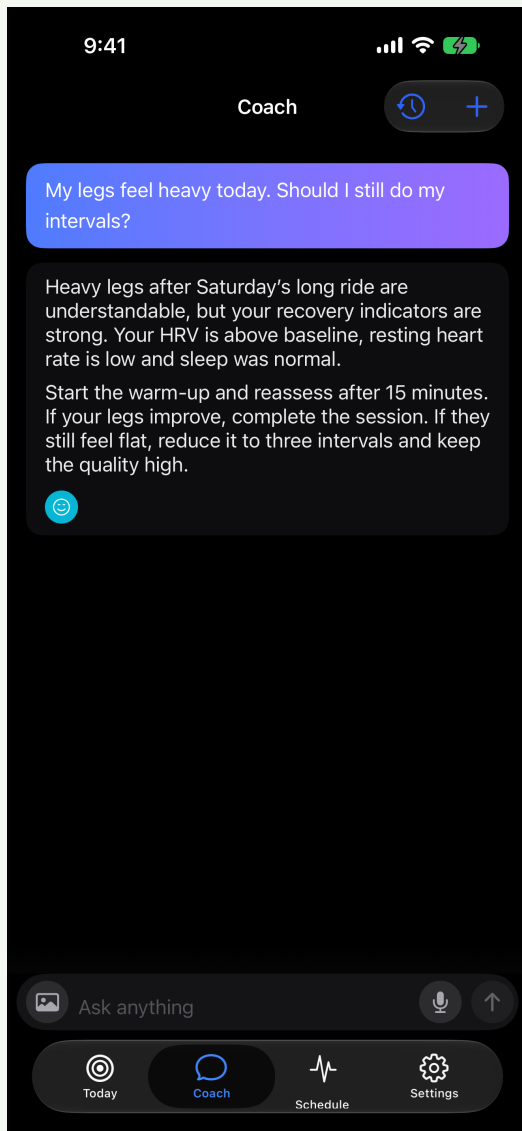
App Store: Primed for iPhone, iPad and Mac

Media: media@beprimed.ai



A clearer next step.

Ask a question. Understand the context. Adjust the plan.



An iPhone app example: a training question with the coach's response.

Understand your day.

Bring your recent training, recovery and goals into one conversation. Ask about the session ahead and the context behind it.

Make the next decision.

Talk through a recommendation and its reasoning. Ask a follow-up or explain what has changed since the plan was made.

Adapt as life changes.

Discuss a busy week, a change in how you feel or an upcoming event. Adjust the plan with a clearer view of your situation.

Original full-resolution screenshots are included in the kit. Each device has light and dark appearance folders. These are illustrative app states, not customer results.



Ready to tell the story.

SHORT DESCRIPTION

Primed is an AI endurance coach for iPhone, iPad and Mac. It brings training and recovery into a conversation that helps athletes understand their day and decide what comes next.

EXTENDED DESCRIPTION

Primed is an AI endurance coach for iPhone, iPad and Mac, built for runners, cyclists and triathletes. It brings supported training, sleep and recovery data into a conversation about your goals, recent sessions and changes of plan. Athletes can ask questions, understand the reasoning behind a recommendation and adjust their training as life changes. Coach conversations, training plans and plan edits are free to start. Primed Pro adds longer-term coaching memory and insights across weeks. Primed was founded by Richard Giles.

Using the assets

Use the supplied logos and app screenshots when writing about Primed. Credit Primed and link to beprimed.ai where practical.

Keep logos in their supplied proportions and colours. Do not alter app text or data, or imply that an illustrated app state is a customer testimonial or a guaranteed result.

Screenshot bundles contain original app captures in light and dark appearance. Examples illustrate the product; available features and connections can change.

Older anatomical figure renders are retained as an archive download. They belong to an earlier visual identity and are not the current campaign photography. For other uses or additional imagery, contact media@beprimed.ai.

The campaign folder includes runner, cyclist and swimmer renders in landscape, portrait, square and transparent PNG formats. These are illustrative digital athletes, not customer portraits. Credit Primed Technologies. Pixel dimensions are supplied for digital use.