



PRESS KIT

Primed is an AI coach that understands your training, recovery and goals.

An intelligent endurance coaching platform for cyclists, runners, swimmers and triathletes, combining data from Garmin, Oura, WHOOP, Strava, Apple Health and more into personalised coaching.

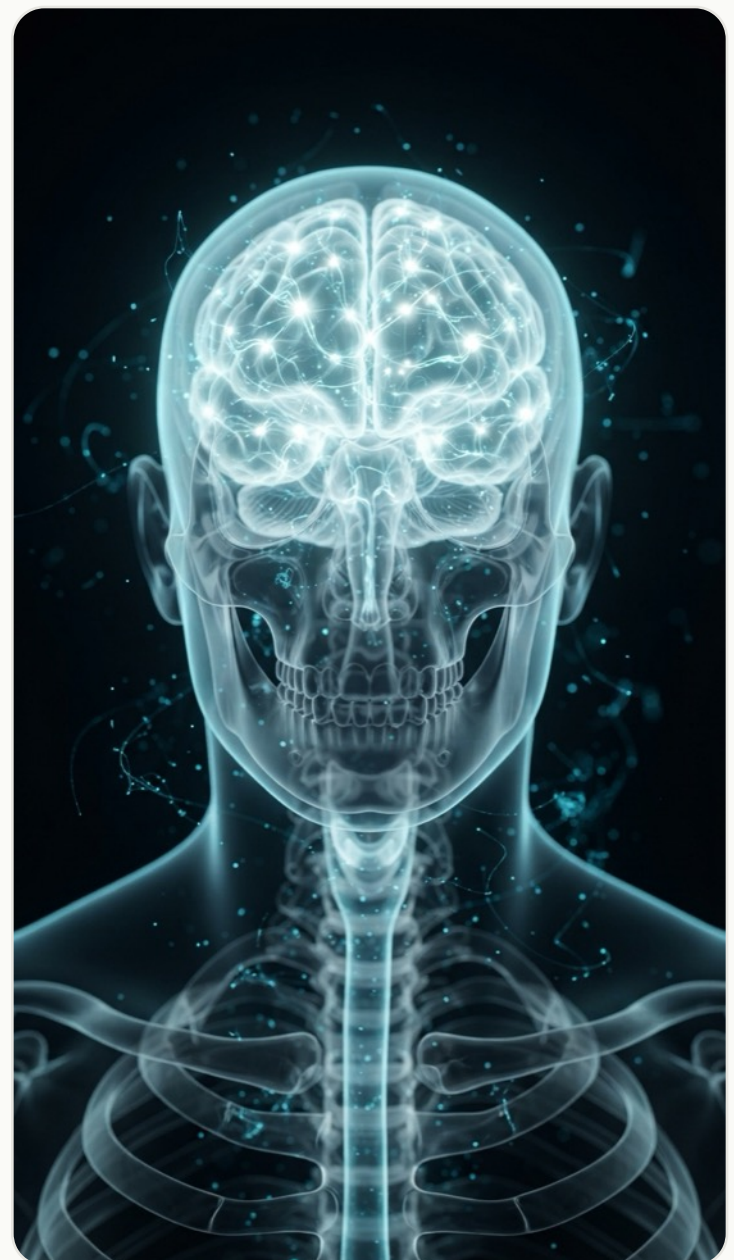
WHY PRIMED EXISTS

The instrument panel was solved. The coach was missing.

Endurance athletes are measured more precisely today than professionals were a decade ago. The data has never been richer, or less useful on its own.

A chart can show you a hard week. It can't tell you whether to push through it or ease off. That judgment, the part that actually shapes a season, is what a coach provides, and what no dashboard ever has.

Primed exists to provide it. It reads everything you already track, holds the full context of your training, and does the one thing your other tools can't: it tells you what to do next, and why.



THE PROBLEM

Athletes have more data than ever.

Garmin

Strava

WHOOP

Oura

Apple Health

Power meters

Heart rate

Sleep

HRV

Every platform produces more charts, more scores, more dashboards. Almost none answer the questions that actually decide a session:

- What happened?
- Why did it happen?
- What does it mean?
- What should I do tomorrow?

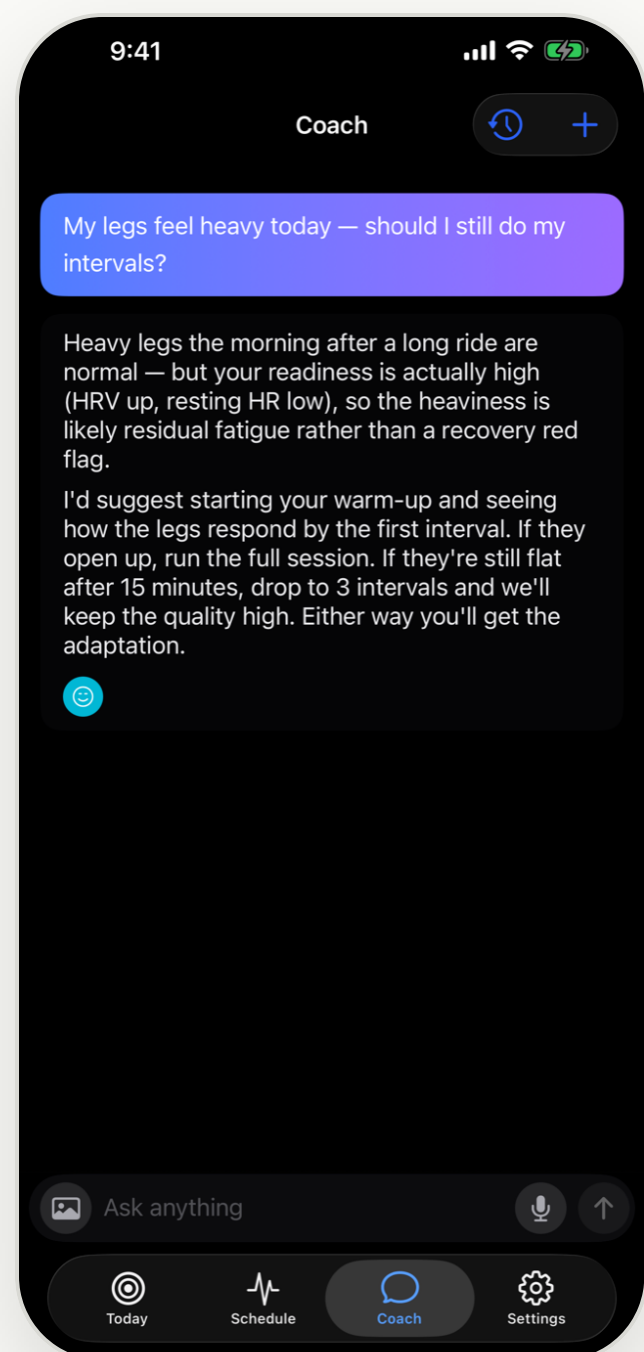
Data isn't the problem. Understanding is.

COACHING, NOT DASHBOARDS

Coaching, not dashboards.

Most tools hand you numbers and leave the thinking to you. Primed brings every source into one picture of your training, then interprets it the way a coach would, in a conversation you can question and act on.

- ✓ Explaining why a threshold workout felt harder than expected
- ✓ Identifying long-term fatigue trends
- ✓ Recognising improvements in aerobic efficiency
- ✓ Adapting future training based on recent performance
- ✓ Providing natural-language explanations rather than numbers alone



The Coach, on iPhone

THE GOAL IS SIMPLE

Help athletes make better decisions every day.

WHY NOW

Why this is possible now.

A coach like this could not have been built five years ago. Three things had to arrive, and only recently did they arrive together.

01 The data got rich enough.

Wearables now capture continuous physiology: HRV, sleep stages, training load, recovery. The signal a coach needs finally exists, in volume, every day.

02 The ecosystems opened up.

Garmin, Oura, WHOOP, Strava and Apple Health can be read together. One system can finally see the whole athlete, not a single device's slice.

03 The reasoning caught up.

Modern models can hold context, weigh competing signals and explain a decision in plain language. That is what turns data into coaching.

Each existed on its own. Primed is what happens when they meet.

OUR APPROACH TO AI

AI that communicates expertise, not invents it.

Primed does not ask a language model to invent training advice. That would be guesswork dressed up as authority.

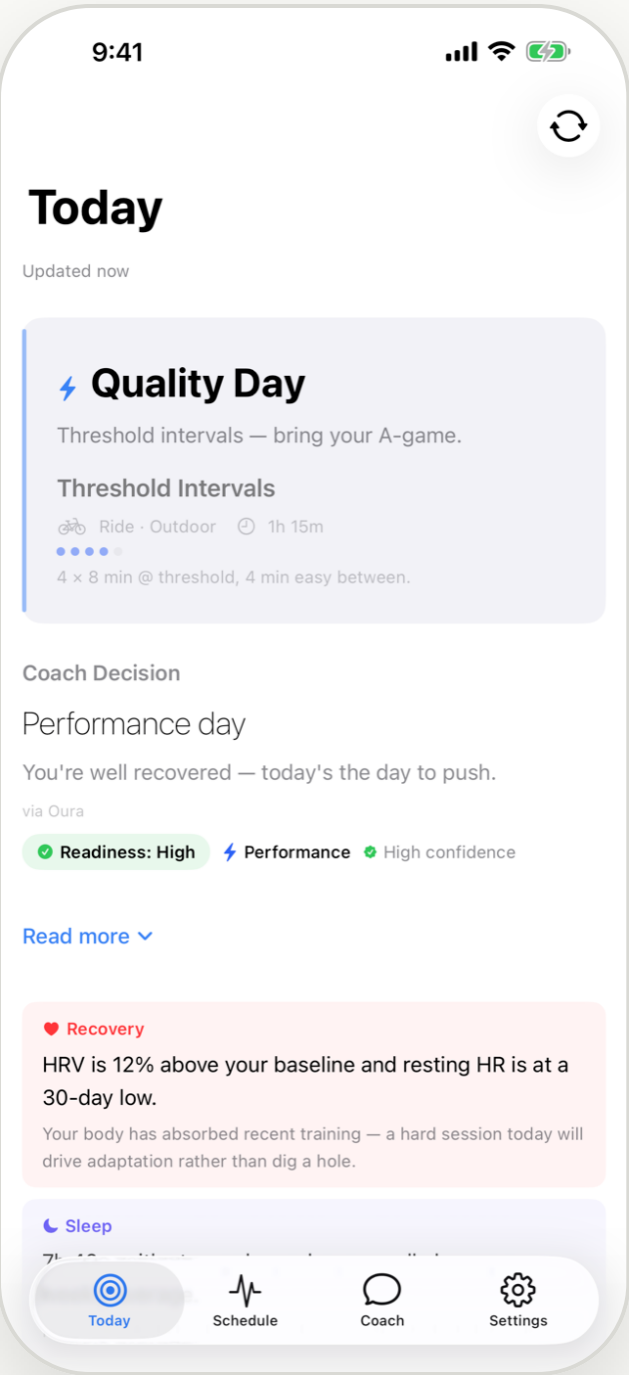
Instead, it builds a structured understanding of you: your physiology, recovery, training history and goals, grounded in sports science. Reasoning models are the layer that turns that structure into a conversation, weighing the signals, holding the context, and explaining the decision in language you can act on.

The science decides. The model communicates. That line is deliberate, and it's why the coaching holds up.



WHY PRIMED IS DIFFERENT

What a coach does that a tracker can't.



The Today screen on iPhone



Understanding

It builds a model of you, not a feed of numbers: fitness, fatigue, form and how they move.



Reasoning

It weighs competing signals and explains the call, so a recommendation is never just an instruction.



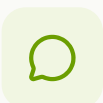
Memory

It remembers months of training and the race on your calendar, and coaches with both in mind.



Adaptation

Every session you complete reshapes the next. The plan is never static.



Conversation

You can ask why, push back, and change the plan by talking to it.



A relationship over time

The longer you train with it, the better it knows you. Coaching compounds.

AT A GLANCE

The difference is understanding.

Most apps present information. Primed explains it, and turns it into decisions.

TRADITIONAL APPS	PRIMED
Charts	Explanations
Metrics	Coaching
Static plans	Adaptive plans
One data source	Multiple ecosystems
Fixed algorithms	Modern AI reasoning
Daily scores	Long-term understanding

FAST FACTS

Fast facts.

Product	Primed	Pricing	Free; Primed Pro from \$29.99/mo or \$299/yr
Company	Primed Technologies	Availability	App Store and Mac App Store
Founder	Richard Giles	Website	beprimed.ai
HQ	Perth, Western Australia	Media	media@beprimed.ai
Platforms	iPhone, iPad, Mac (iOS 17+, macOS 14+)	Integrations	Garmin, WHOOP, Oura, Strava, Apple Health, Withings, FatSecret
Category	AI endurance coaching · Health & Fitness	Technology	Structured sports-science models with modern reasoning models
Launched	2026	Roadmap	A continuously improving coaching intelligence

MEET THE FOUNDER

Meet the founder.



Richard Giles

Founder & CEO

Richard Giles has spent more than three decades building software, from the early web to mobile apps used across Australia.

CAREER HIGHLIGHTS

- Early Internet pioneer and former Sun Microsystems engineer
- Founder of Scouta, named a BRW Top 10 Web Application and a Ross Dawson Top 10 Australian Web 2.0 company
- Author, and founder and CEO of Adapptor
- Helped build apps for major Australian companies and government organisations for 15 years.
- Endurance cyclist, with nearly a decade riding on Zwift

Primed grew out of his own training. After years of watching capable apps show him everything except what to do, he built the coach he wanted: one that reasons about the athlete rather than just recording him.



A coach isn't data. A coach is judgment: knowing, on this day, for this athlete, what the numbers actually mean. That is the part software never did. It is the part Primed is built to do.

— Richard Giles Founder & CEO, Primed

THE ROAD AHEAD

The coach is the product.

Primed is not a fixed app with a feature list. It is a coaching intelligence built to improve continuously, as sports science, athlete understanding and AI research advance.

COACHING INTELLIGENCE

The core work is the quality of the coaching itself.

- Physiological reasoning
- Adaptation modelling
- Recovery understanding
- Explanation quality
- Athlete memory
- Personalisation

AI RESEARCH & CONTINUOUS IMPROVEMENT

Primed continually evaluates new research where it improves coaching: foundation and reasoning models, retrieval, long-term memory, evaluation frameworks and safety.

GEPA • GENETIC-PARETO

A reflective, evolutionary method that improves the system's prompts and textual components from evaluation feedback, so coaching quality compounds without manual tuning alone. One example of the research Primed adopts where it helps.

In time this may extend to distilled models built specifically for endurance coaching: faster, cheaper and more consistent, carrying Primed's accumulated reasoning and voice.

THE ROAD AHEAD

An expanding understanding of the athlete.

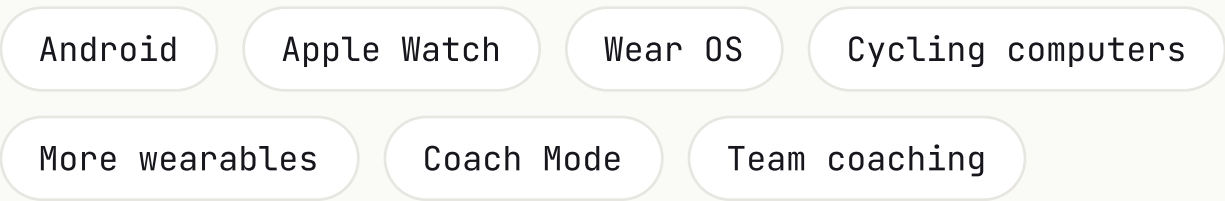
WHAT THE COACH WILL UNDERSTAND

A fuller model of the athlete, not a set of isolated features.



AN EXPANDING ECOSYSTEM

Extending the coaching relationship to more places.



The current app is the beginning. The coach it becomes is the point.

MEDIA & CONTACT

Media assets & contact.

AVAILABLE FOR DOWNLOAD

- ↓ Logos (SVG, PNG)
- ↓ App icons
- ↓ Product screenshots
- ↓ Figure renders
- ↓ Founder photography

DOWNLOAD THE FULL KIT
beprimed.ai/press

MEDIA ENQUIRIES

Richard Giles

Founder & CEO

✉ media@beprimed.ai

🌐 beprimed.ai

GET THE APP

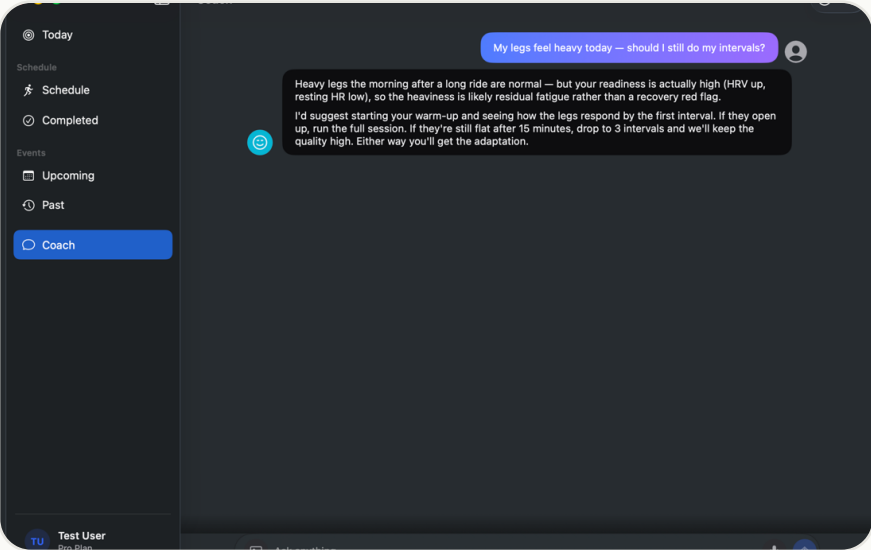


APP ICON

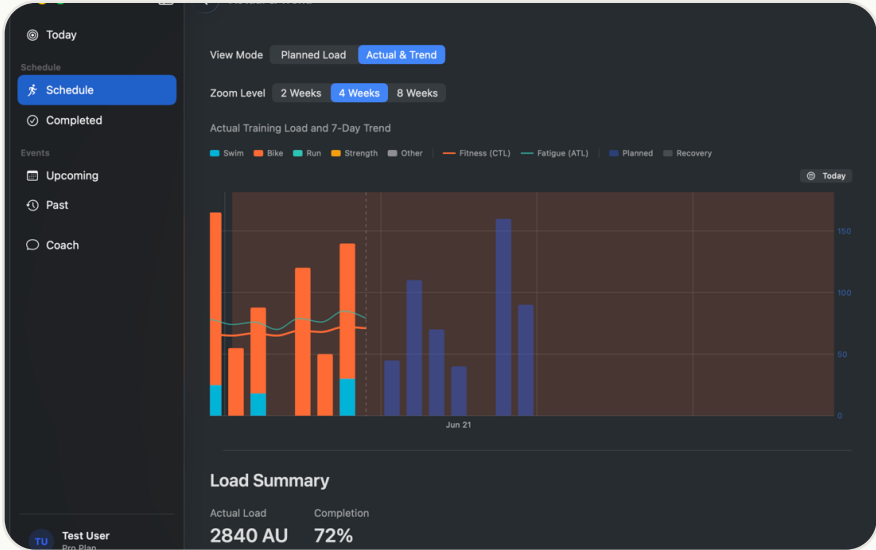


APPENDIX

The product, in context.



Coach conversation



Recovery trend

SAMPLE COACH CONVERSATION

My legs feel heavy today. Should I still do my intervals?



Primed

Heavy legs after a long ride are normal, but your readiness is high (HRV up, resting HR low), so it's likely residual fatigue, not a red flag. Start the warm-up; if the legs open up, run the full session. If they're still flat after 15 minutes, drop to 3 intervals. Either way you'll get the adaptation.