



Mitutoyo Racing Team

MTB Cycling Team



20th November 2017

Organisations

- **Akademicki Związek Sportowy (AZS)** – biggest organisation in Poland of academic sports , includes **50 000** people over 200 universities
- **Klub Sportowy AZS Wroclawia** – sports club works around Politechnika Wroclawska (Wrocław University of Technology) and other universities and also younger students, more than 60 years history



Our passion is cycling

- From 1997 we have the same aim – winning!
- Our racers has medals from Polish National Championships and National Cups
- Our team is a group of people for whom the world revolves around the bike
- However, we still want be



better

faster

stronger



The team history

- 1997 – start of mountain biking section in sports club KS AZS Politechnika Wrocławska – Wrocław University of Technology
- 2002 – regular starts in Academic Polish Championships; gold, silver and bronze medals individual and as a university team
- 2004 - main sponsor of a cycling team become **Intersport** Polska
- 2011 – new main sponsor of a team is **Whirlpool** Polska SA
- 2011, 2012 – silver medal in Academic Polish Championships team classification for Wrocław University of Technology nowej dla Politechniki Wrocławskiej

The team history – 2013



- 2013 – start cooperation with Mitutoyo Polska become new main sponsor
- Academic Polish National Championship – 1st TEAM
- Academic Polish MTB CUP – 1st TEAM, 1st elite & U23 GC
- UPHILL Race Śnieżka – 1st and 3rd place in elite
- Bike Adventure stage race – 1st place individual in GC
- Eliminator MTB XCE sprint – 2nd elite GC M & W
- Polish National MTB XCO Cup – 2nd U23 in Złoty Stok
- Ostra Cup Dresden XCE – 3rd place individual



The team history – 2014

- 2014 – second year cooperation with **Mitutoyo** Polska
- Bike Maraton - 1st TEAM in General Classification
- Academic Polish National Chmapionship – 1st TEAM
- Bike Adventure stage race – 1st TEAM in GC
- Polish National Chmapionship – 6th TEAM
- Horal MTB Marathon in Slovakia – 1st and 3rd place
- Bike Maraton – 1st place in GC individual
- 2014 – stared working with youngsters U15 category



The team history – 2015

- 2015 – third year cooperation with **Mitutoyo** Polska
- continuation of cooperation with youth riders U17 & U19
- UEC European Youngsters Championship Austria / Graz
- Polish National Championship MTB XCE – 2nd elite M
- Polish National Championship MTB XCM – 3rd U23 W
- Academic Polish National Championship – 2nd TEAM
- Polish National Championship – 5th TEAM
- Horal MTB Marathon in Slovakia – 3rd place
- Bike Maraton – 1st place in GC individual



The team history – 2016

- 2016 – **fourth year** cooperation with **Mitutoyo** Polska
- growing up youngsters team – working with youth riders from 12 to 18 years old and achieve great sport results
- Bike Maraton – 1st youngster TEAM in GC, 1st individual in GC
- Polish National MTB XCO CUP – 2nd individual U15 GC
- Polish National MTB XCM marathon CUP – 2nd TEAM GC
- Polish **National Chmapionship** MTB XCM – 3rd U23 W
- Academic Polish National Chmapionship – 3rd ELITE Women silver medal and 3rd TEAM
- Bike Maraton – 3rd TEAM OPEN in General Classification



The team history – 2017

- 2017 celebrating **fifth year** cooperation with **Mitutoyo** Polska
- Academic Polish National Championship – 1st **GOLD MEDAL** in XCT and 3rd **BRONZE MEDAL** XCO in ELITE Women; 2nd **SILVER MEDAL** XCO in ELITE Man category
- U15 riders achieve great results (winning everything in Poland)
- UEC European Youngsters Championship Austria / Graz
- Polish National MTB XCO CUP – 1st individual U15 GC, 3rd U19
- Polish National Championship MTB XCO – 5th team
- Bike Maraton – 3rd TEAM OPEN in General Classification
- developing work with youngsters and talented students



Team in media



W R O C Ł A W



onet.pl

BIKEWORLD.PL



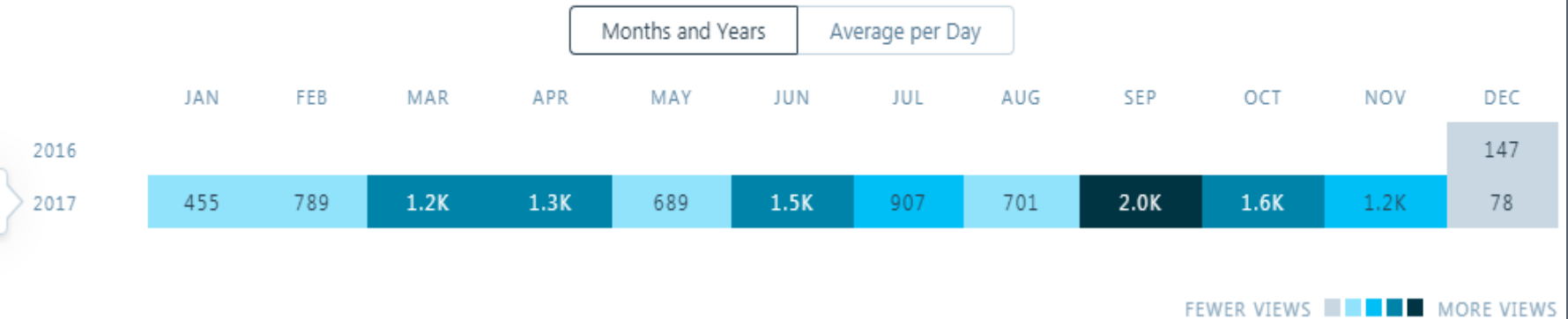
Media cooperation 2017

- We started cooperation strictly with biggest polish mountainbike cross-country portal mtb-xc.pl
 - 467 627 sessions (+43,82% more than in 2016)
 - 195 459 UU (+ 31,28% more)
 - 690 594 PV (+46,32% more)
- Articles and photos in magazine „Magazyn Rowerowy”
- Developpe and more information on our website www.mitutotyo-team.pl
 - 13 000 sessions in 2017 year
 - 5000 UU visitors

www.mitutoyo-team.pl

- Website statistics (12 390 views total in 2017)

All Time Views



Social media

- Facebook Mitutoyo AZS Wratistavia – 1500 likes, reach max 5K
- Facebook KS AZS Wratistavia – 1500 likes
- Twitter @mtbpwr
- Instagram @mtbwro
- Youtube @mtbpwr
- Issuu @mtbpwr
- WWW MTB Team www.mitutoyo-team.pl



Facebook mtbWRO stats



Mitutoyo AZS Wratislavia 

Select profile ▾

Charts > Facebook > Mitutoyo AZS Wratislavia > Summary

1 Jan 2017 - 5 Dec 2017 ▾

Reach

Number of fans

1 541 N/A

Reach

1 377.96

Impressions

985 734 ^{957 698}

Activities

Activities

7 678 ^{7 556}

Comments

747 ⁷⁴⁶

Shares

345 ³³⁰

Posts

7 ⁷

Brand's Activities

Brand's Posts

393 ³⁷³

Brands Ini

5 396 ^{5 156}

Brand's Comments

167 ¹⁶⁷

Response time

632 min N/A

Engagement

Engaged Users

877 ⁸¹⁹

Percentage

56.91

Users Ini

15 171 ^{14 821}

YouTube mtbWRO channel

- As one of the few cycling teams in Poland we have own YouTube channel with videos likes vlogs, capture-cam on-boards from tracks and action videos
- We use professional action cameras like GoPro Hero 5, Session and also good smartphones like iPhone or Samsung Galaxy with gimbal DJI Osmo Mobile to provide good quality
- Montage videos in professional way and also using Quik app for inserting post-live videos
- Putting post-race comments in video form to attract more people

YouTube mtbWRO stats

Comparison

mtbWRO
Mar 02 - Dec 05, 2017



Comparison

analyzed period
Mar 02 - Dec 05, 2017

previous period
May 28, 2016 - Mar 01, 2017

Reach

Total views	115,320	77,537
Views this period	37,783	0
Number of subscribers	136	70

Engagement

Number of comments	55	4
Number of likes	181	0
Number of dislikes	5	0
The day of the biggest engagement	Monday	Sunday

Content

Number of uploaded videos	88	28
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Work of administrator

Number of administrator's activities	88	28
The day of the biggest activity	Saturday	Wednesday

YouTube mtbWRO views

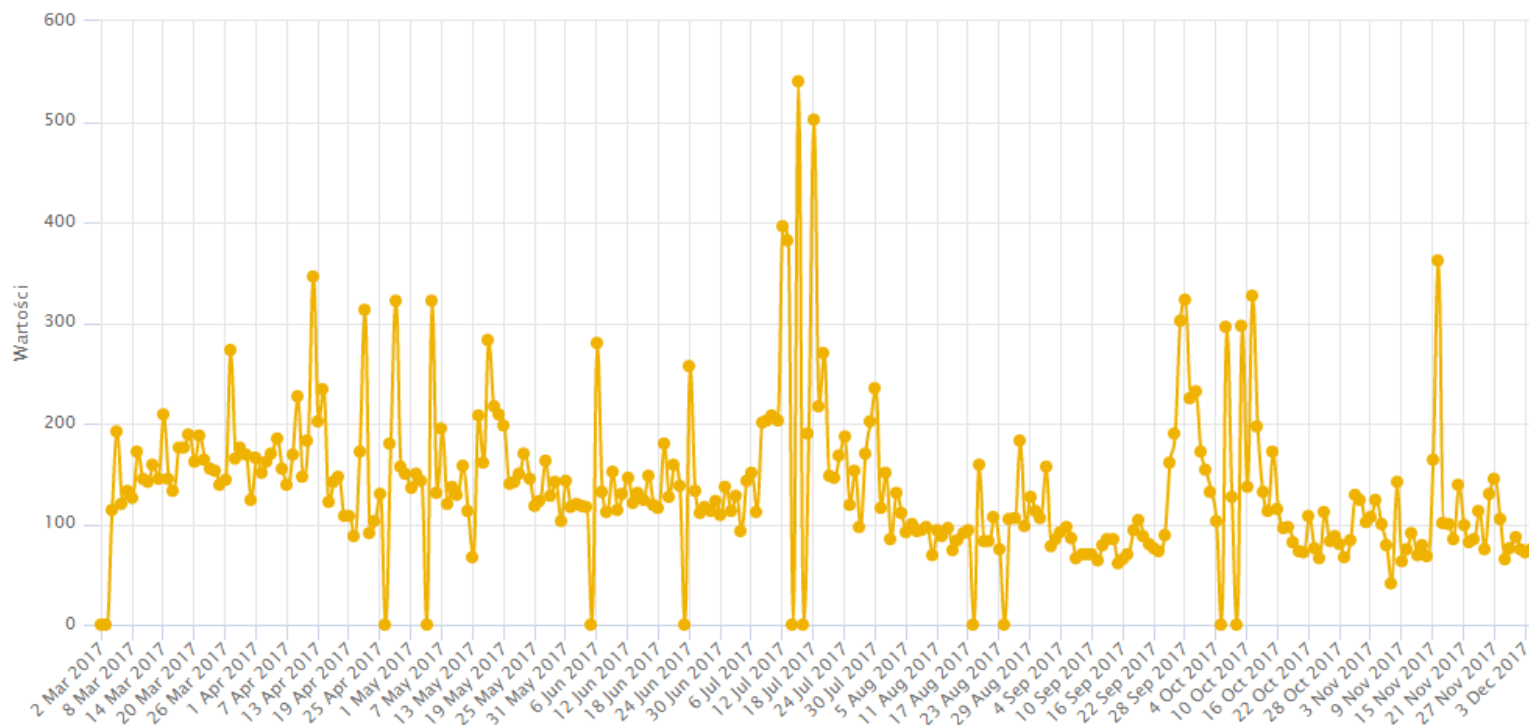
Number of views ?

37 783

Best day ?

15 Jul 2017 540

Number of views ?



Instagram mtbWRO stats

Overview

Mitutoyo AZS Wratislavia
Mar 02 - Dec 05, 2017



Overview

Reach

Number of followers 168 ↑ 74

Engagement

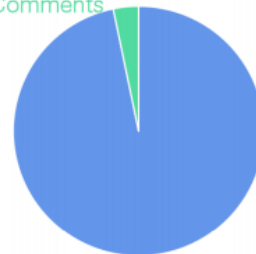
Likes 3,364 ↑ 2,654

Comments 113 ↑ 89

Interactivity Index 4,268 ↑ 3,366

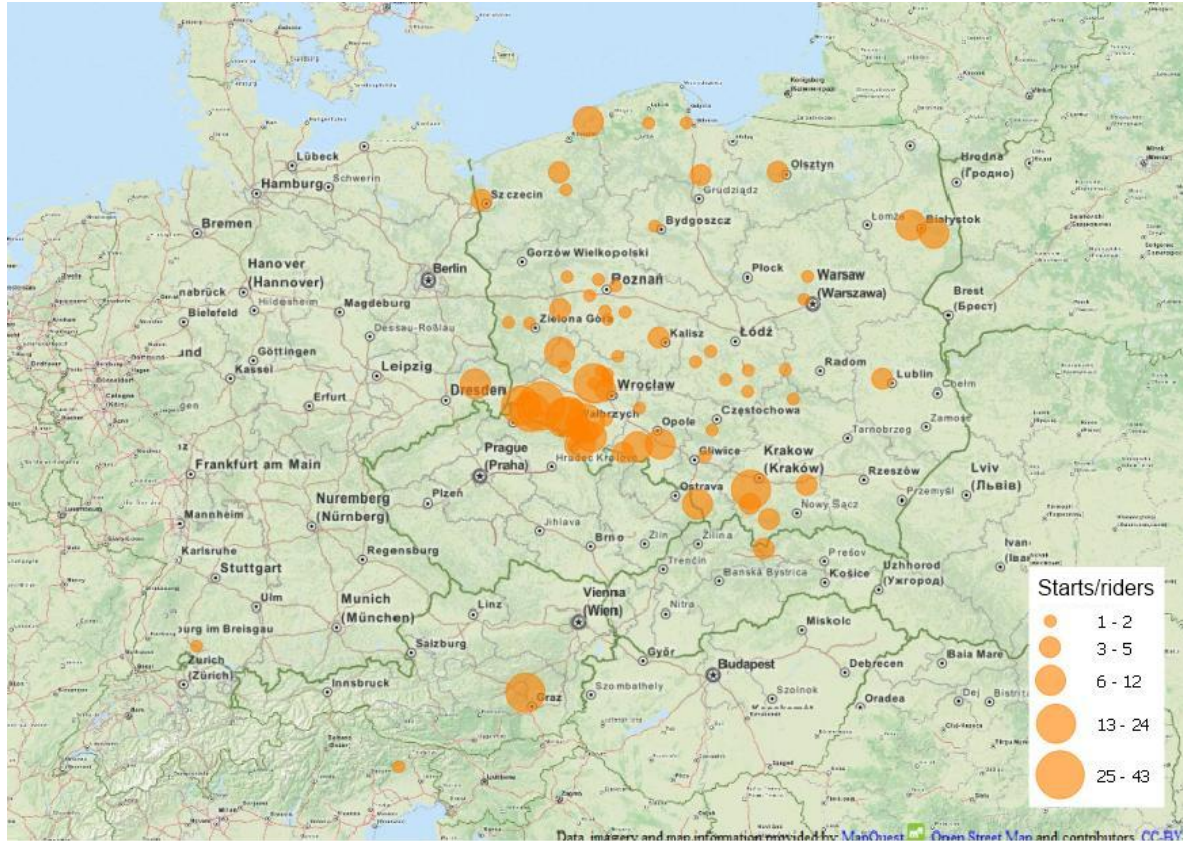
Types of engagement

3.25%
Comments



96.75%
Likes

Where was the team



What we achieved (2017)

- with current budget
 - **3** semi-professional riders
 - **8** youngsters train **cross-country olimpic**
 - **10** amateur-students club riders
 - **high visibility** in mountainbiking enviroment in Poland
 - **TOP podium places in most** popular Bike Maraton series (POL)
 - **5th place** in Polish National MTB Championships TEAM
 - **participation** as Polish Team in UEC Youth European Championship in Graz / Stattego Austria for secon time
 - **1 volunteer** manager and coach
 - **being invited** for foreign events like Carpathian MTB Epic (Romania Stage Race), European Championships (Slovakia), Czech



Mitutoyo MTB Team divisions

YOUNG
TEAM

ELITE
RIDERS

CLUB
students

Motto



Invest **now** in youngsters to have the **best professional** academic U-23 **team** in future

Plans for future



2018

2019
UCI U23
TEAM

2020
OG year

2018

Youngsters

UEC European MTB Championships

- **develope group** of U15, U17 and U19 riders
- **best results** in Poland – National MTB XCO Cup
- prepare to **start abroad** in Czech MTB Cup and in UEC **European** Champs (Italy, Austira)

Elite

FISU World Univeristy Cycling Championship

- minimum of 2 **professional riders** in Elite men & women category
- mostly cross-country & marathon races to provide high media visibility
- main aim to achieve medal in WUCC in Portugal, 2018

Club

Bike Maraton & Bike Adventure

- spread **the passion** of mountain biking
- students amateurs mostly **young people who loves sports**
- **high visibility** in biggest Polish MTB marathon series

Cycling jersey visualization



How to create



**Mitutoyo
Racing
Team**

2019



- register **UCI MTB Professional Team**
 - with two (2) U-23 riders
 - and with two (2) junior riders
- be prepare for balanced academic learning and training
- cooperate with Polish Government and Universites to create professional MTB academic cycling center in Lower Silesia



1

season

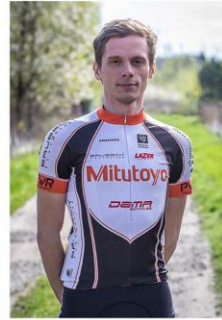
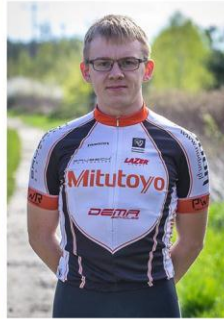
400 hours
of trainings

24 weeks
of races

To be the best



People are the most important



Contact

- team manager Kamil Dziedzic
 - email: kamil.dziedzic@azswratislavia.pl
 - tel. +48 668177570
- team website www.mitutoyo-team.pl
- KS AZS Wroclawia
ul. Na Grobli 30-32
50-421 Wrocław
KRS 0000213403, NIP 896-000-45-44, REGON 001092398

