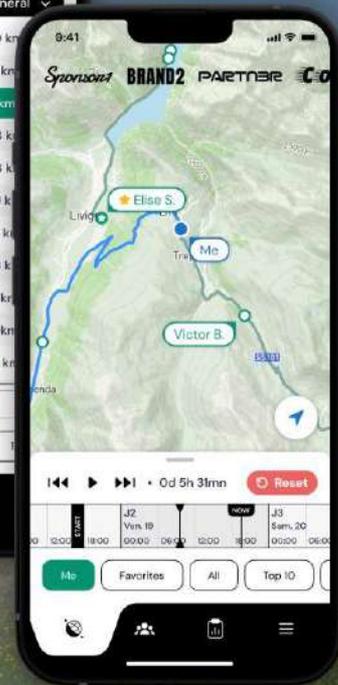**MADCAP**

Real-time tracking:
Turn your adventures into
unforgettable experiences

Roots and essence of the MadCap project

Long-distance adventures, these great odysseys, are for some the highlight of the year, for others, the pinnacle of a lifetime. This intensity transcends the realm of insiders, sparking curiosity and the call of the open horizon in an ever-growing audience. Whether you're one of these adventurers or a passing spectator, it draws you in, fascinates, and captivates.

This is why these adventures deserve to be showcased to the widest audience possible, so this passion can shine brightly for all those eager to dive in. It calls for a solution that is simple, intuitive, robust, and suited to everyone: participants, spectators, and organizers. From our perspective, no solution met these criteria.

MadCap was born from this realization and from the large community of adventurers to which we belong— from its needs, frustrations, and expectations. It's an unconventional project that combines the desire to bring the best of technology to adventures while preserving their original essence: that raw and no-frills character essential to any experience worth living.

These roots guide every step of MadCap's development.

Sam & Hugo
MadCap Co-founders

MADCAP

Overview of the solution:
A turnkey tool

1 Trackers

2 Application

! Real-time tracking

MadCap ?

MadCap is a turnkey real-time tracking solution dedicated to outdoor adventures. It consists of an application and a GPS device that work together seamlessly. Rather than a long explanation, the easiest way is to see MadCap in action :

★ On mobile by downloading the MadCap app on iOS or Android.

★ Or on our web app: app.madcap.cc

Our App

Recognizing that we rarely embark on multi-day adventures with our 16-inch laptops mounted on the handlebars, we developed a mobile app just for you. For those at home, they can enjoy the web application on a large screen. Both the web and mobile applications are free and accessible to everyone.

The GPS Device (or Tracker)

The GPS device works in tandem with the application; it is the device—not the phone—that records the location at regular intervals, then transmits the information to our servers and to the application. Therefore, the tracking system does not require a phone to function; it can be in airplane mode—or even turned off—to conserve battery. Of course, airplane mode must be disabled if you want to see the updated location on the app. The application can also be used by friends and family to follow the adventure at any time.

For Whom?

We work with event organizers who want real-time tracking of their participants. We offer a simple solution for adventurers who wish to be tracked by their loved ones. And for those at the office or on the couch—commonly known as Dotwatchers—the app provides an immersive experience to follow the progress of their loved ones during their adventures.

Crédit @compassgo

MADCAP

General Features

A Word from Our Users
Moms First

"I get to join in on my daughter Floriane's adventures thanks to MadCap, which lets me follow her races live. The Desertus Bikus is my favorite memory, where for six days we crossed Spain together: Floriane on her bike, and me following along via the MadCap app, which is very visual and easy to use. Kudos to the MadCap team for creating the perfect app for spectator moms!"

Isabelle
Pro dotwatcher mother
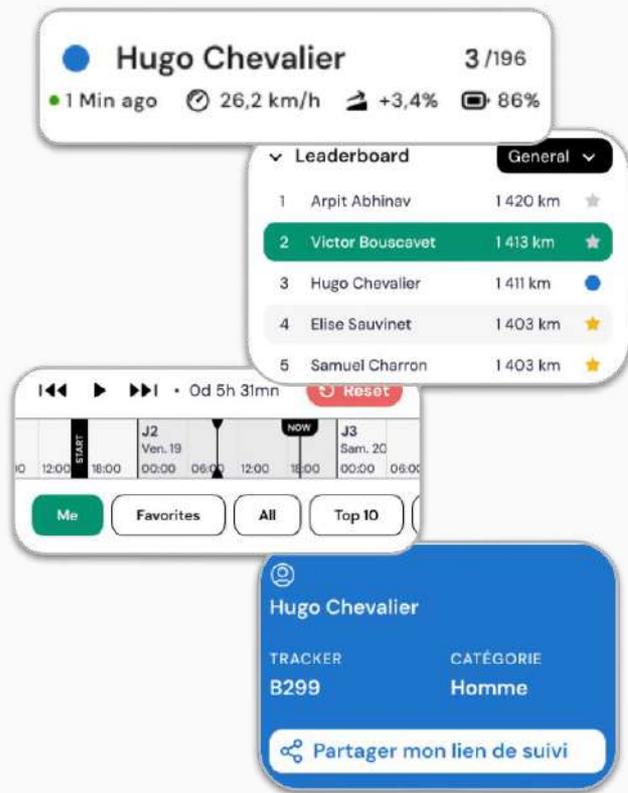
General Features
Take Control

Create a favorites list, share a tracking link with your loved ones, find yourself on the map with a single click, rewind time with a simple push, switch between groups using the filter system at the bottom of the screen, generate a 3D view to see the evolution in relief, and check your running stats. We detail all of this here.

Interactive Map
Click wherever you want

Click on any participant to display their instant information: a banner will open at the top of the screen with the following fields :
★ The participant's name
★ Their ranking (if it's a race; otherwise, nothing appears)
★ The freshness of the point, meaning when the information you are viewing was last updated
★ Their current speed
★ The remaining battery of their GPS device
★ You can add them to your favorites by clicking on the star, which will then turn yellow.
★ Click on "Data" at the bottom of the screen to view their sports statistics since the start.
★ We are working to make every element interactive: checkpoints, imposed routes, etc.
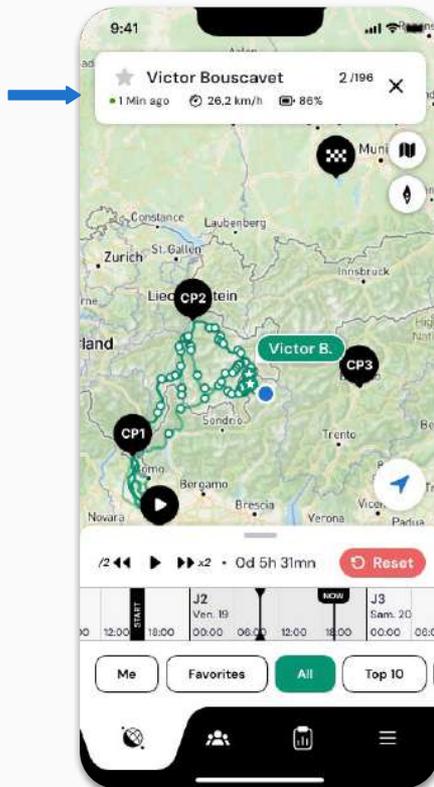
The timeline
### *Replay to the futur*

It allows you to rewind time as you wish and see all the points rewind like magic. A valuable tool for understanding the evolution of long-distance adventures and reliving in a condensed form the strategies that usually unfold over several days. We have paid extreme attention to this timeline to make it exceptionally smooth; once you try it, you'll love it! To deploy or hide it, click on the small planet in the bottom left corner.

Filters
See the essentials

The filters located at the bottom of the screen allow you to display only what you want to see without cluttering the view, and it takes just a click... or two:

★ Click on "Favorites" to display only the favorites. Click a second time to automatically center the map around them.

★ Click on "All" to show all participants. Click a second time to center the map on all participants.

★ If you are a participant: Click on "Me" to display your point. Click a second time to center the map on your point.

★ The filters also work in the participant list.

★ There can be as many filters as the organization desires; we usually see filters like "Women," "Men," "Para," "Pair," "Solo," "Top 10," etc.
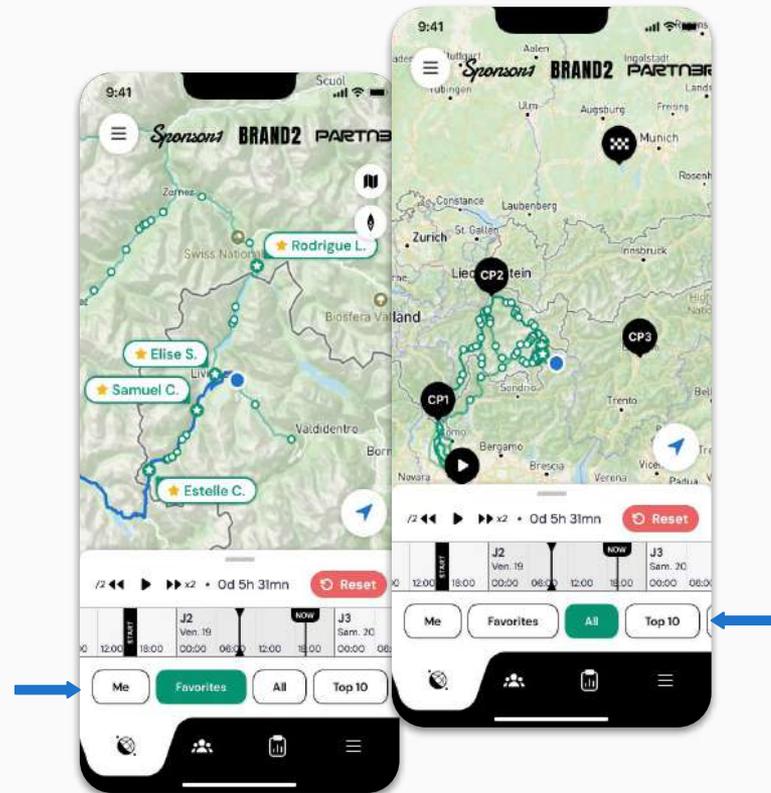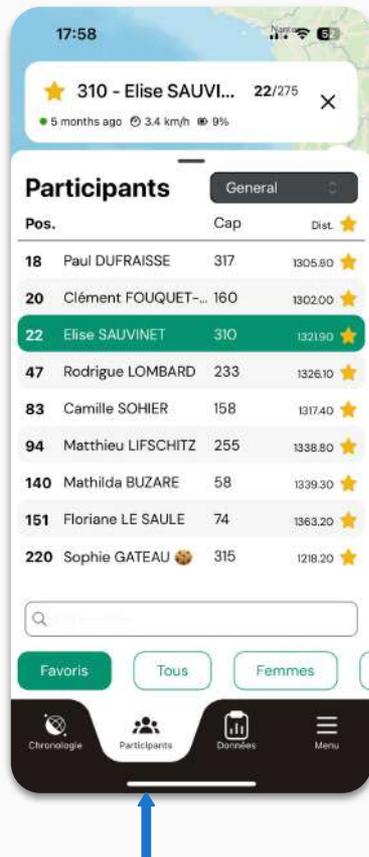
Participant List
Find your little ones

Click on "Participants" at the bottom to expand or hide the full list of participants :
★   The "Pos" column: If it's a race, it indicates the position. It does not appear otherwise.
★   The "Cap" column indicates the bib number.
★   The "Dist" column shows the estimated distance covered in kilometers.
★   The "Star" column allows you to add or remove favorites.
★   The search bar lets you find anyone by name or bib number.
★   The filters are active and allow you to sort the list of participants as well as the points on the map. At the top right, you can choose to display the overall ranking or the ranking by Checkpoint. In this case, the validation date of the checkpoint is shown under "Date."
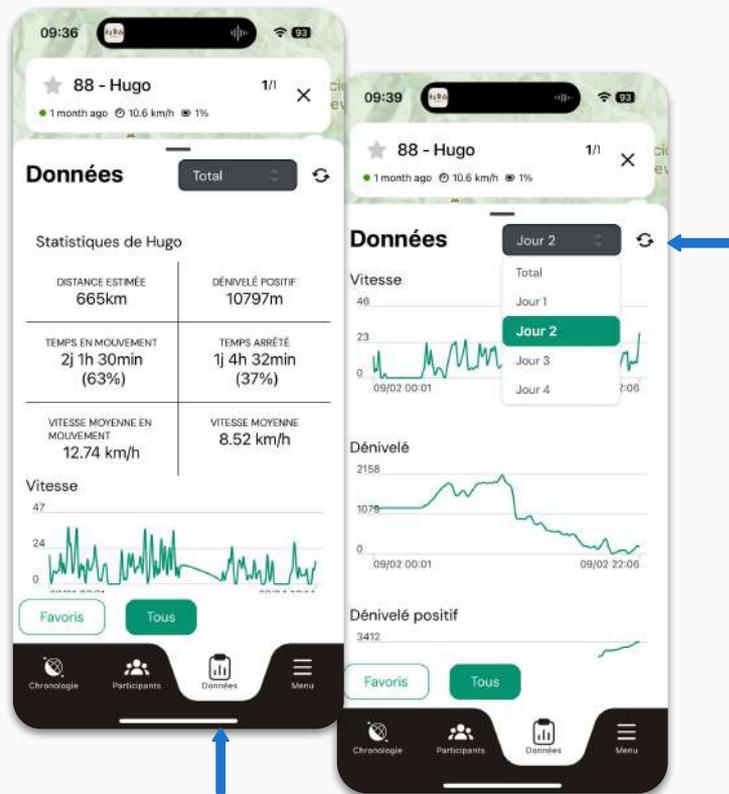
View Validated Checkpoints
Who forgot CP 7 ?

In "Participants," scroll the dropdown menu in the top right to display the desired Checkpoint.

★ A list appears showing those who have validated the Checkpoint.

★ The validation date of the Checkpoint is displayed under "Date."

★ If it's a race, you can also see the position at the time of the Checkpoint validation.
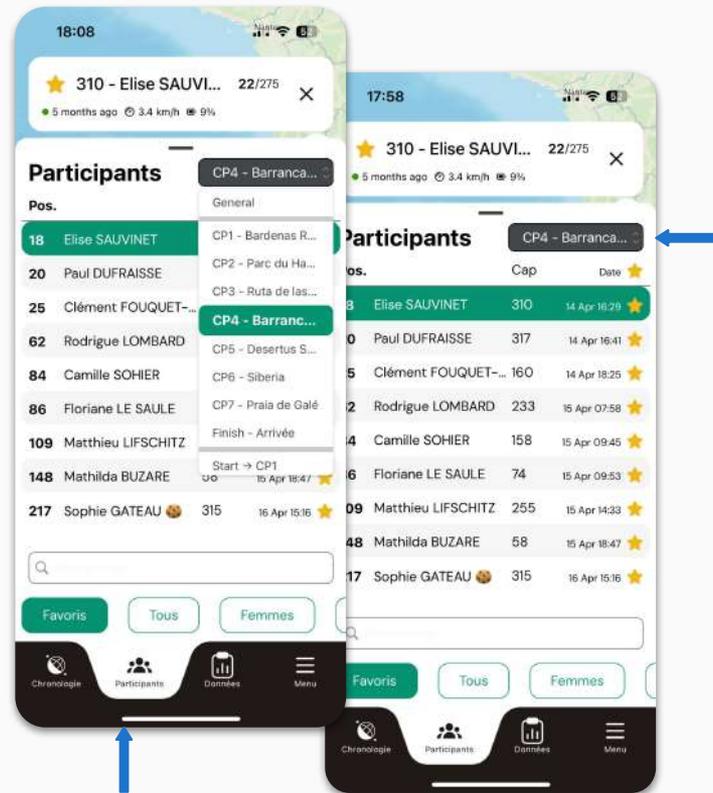
## Real-time Sports Data
Decipher the Indecipherable

Access real-time movement statistics, in numbers and graphs, to see the evolution over time:

★ The estimated distance, positive elevation gain, time in motion versus time stopped, average speed in motion, and overall average speed.

★ All this can be viewed either since the beginning of the adventure: "Overall"

★ Or by "Day" using the dropdown menu in the top right.

Event Details
Quite a program

In the "Menu," you'll find all the information related to the ongoing event. Go to "Information" to find all the essential characteristics of the event, such as the distance, elevation gain, and a description from the organizers. The official social media channels of the event are also accessible in the top right corner of the page.
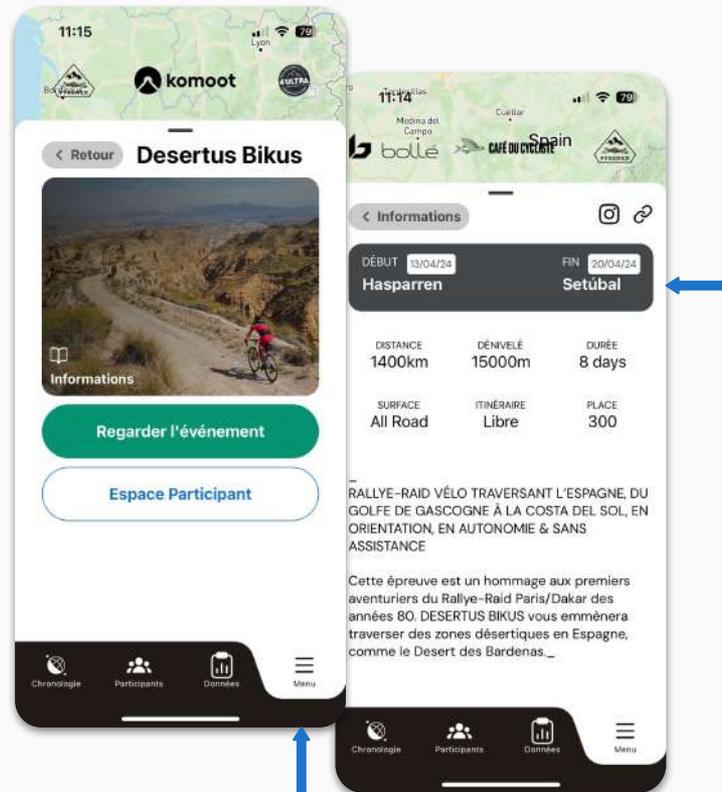
## Display Functions
The artist is you

The display button on the right side of the screen allows you to customize the map as you wish:
- ★ Show participant names? Their numbers? Or just nothing for a clean map? It's up to you to decide.
- ★ Show or hide: mandatory routes, tracks generated by each participant, and withdrawals.
- ★ Switch to satellite view to enjoy the scenery or display dangerous roads for added safety.
- ★ We are working on displaying weather conditions such as rain and wind to know what our adventurers are up against.

Legend
No more questions for you

The legend allows you to quickly understand the nature of the elements on the map, whether it's mandatory or prohibited routes, Checkpoints, the start, the finish, life bases, or any other element that the organizers wish to display.
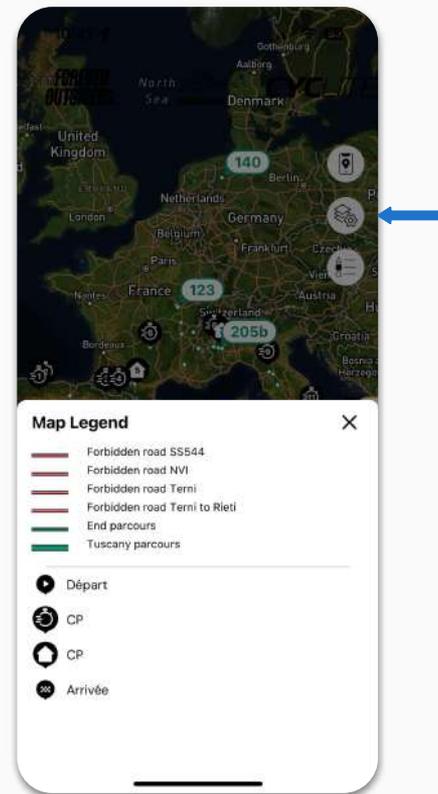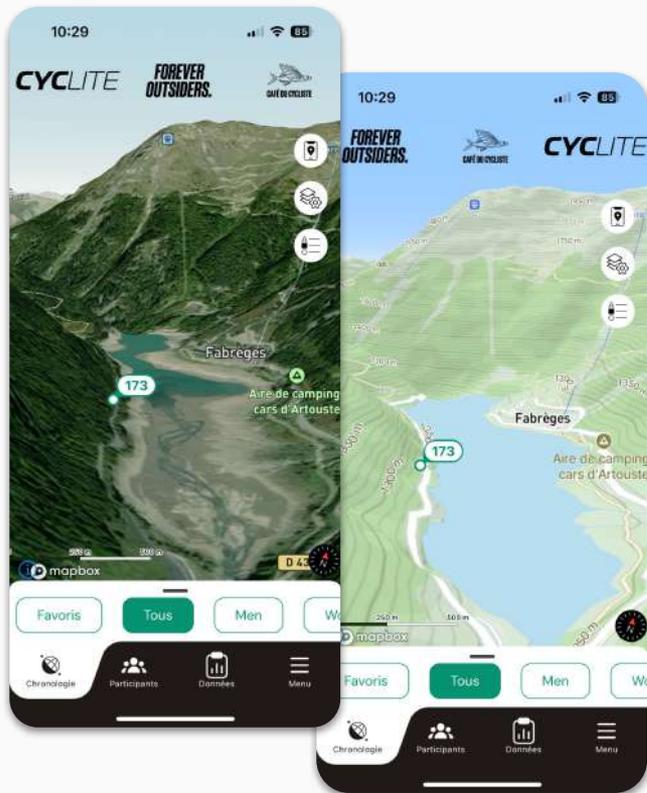
3D View
Flight Simulator is back

The relief display allows for better visualization of the vertical route: a must-have in the mountains!
To do this, place two fingers on the screen and slide them up or down to adjust the viewing angle.
We recommend switching to Satellite mode for an even more satisfying rendering.

List of Events
The New TV Schedule

The homepage of the application is simply the list of all the events available on MadCap. They are organized by order of importance:

★ Live events are listed first,
★ Followed by "Upcoming" events,
★ And then past events to finish.
   It is possible to revisit past events using the replay function.
★ Here, you can also choose the app's language.

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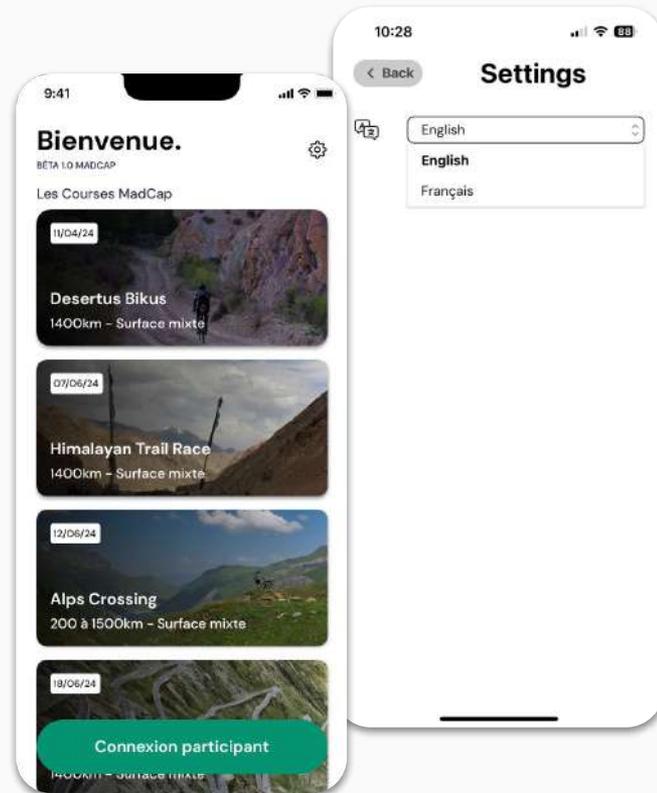
Features for
Participants

# Words from the Participants
Spotlight on the Experts

"I've participated in several long-distance races, and usually, I don't pay much attention to trackers. The interfaces are too complicated and not suited for a quick glance while cycling. With MadCap, it's different; I can easily track all my friends and competitors. The fact that it's an app and customizable before the race enhances the entire racing experience."

Camille Sohier
Ultracyclist

"I love using MadCap during a race; the app is clear and easy to use. It opens directly to my location during an event, which is helpful because I regularly check my ranking and the gap between the competitors in front and behind me. This way, I can adjust my strategy with this valuable data."

Clément Fouquet-Lapar
Ultracyclist
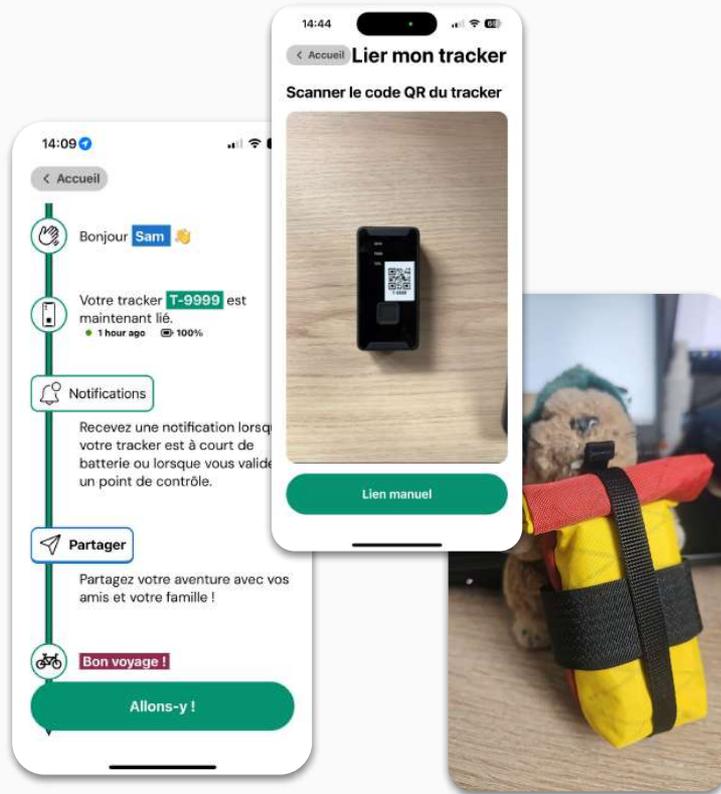
Features for Participants
### *The star is you !*

Spending several days at a long-distance event, we know what that's like. That's why we have put together a few features to simplify the lives of adventurers. For this, you just need to scan the tracker at the start, and the rest will happen automatically. Follow the guide:

- ★ Personal tracking link
- ★ Real-time notifications at Checkpoints
- ★ Low battery notification
- ★ Find yourself on the map with one click
- ★ View your validated Checkpoints
- ★ And much more…

Scan Your Tracker
Smile, you're on camera

Go to "Participant Space," either at the bottom of the homepage or in the event menu. You will then need to scan the tracker or manually enter the 4-digit identification number. The application will then give a little personalized greeting; it now knows that you are the tracker that has just been scanned and will be able to offer features that those on their couch do not have. Once scanned, it remains registered until the end of the event, so there's no need to scan it multiple times.
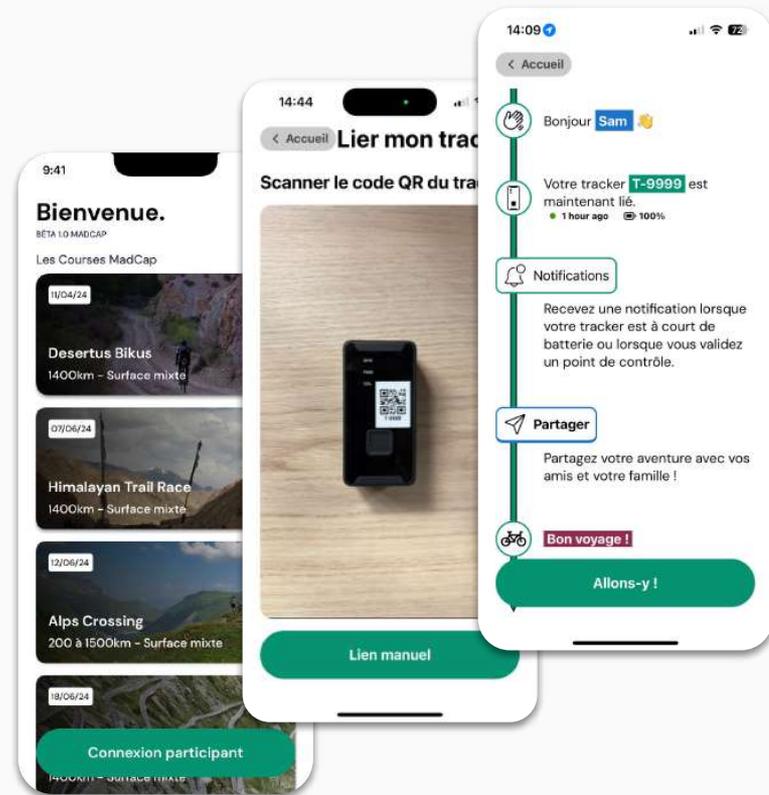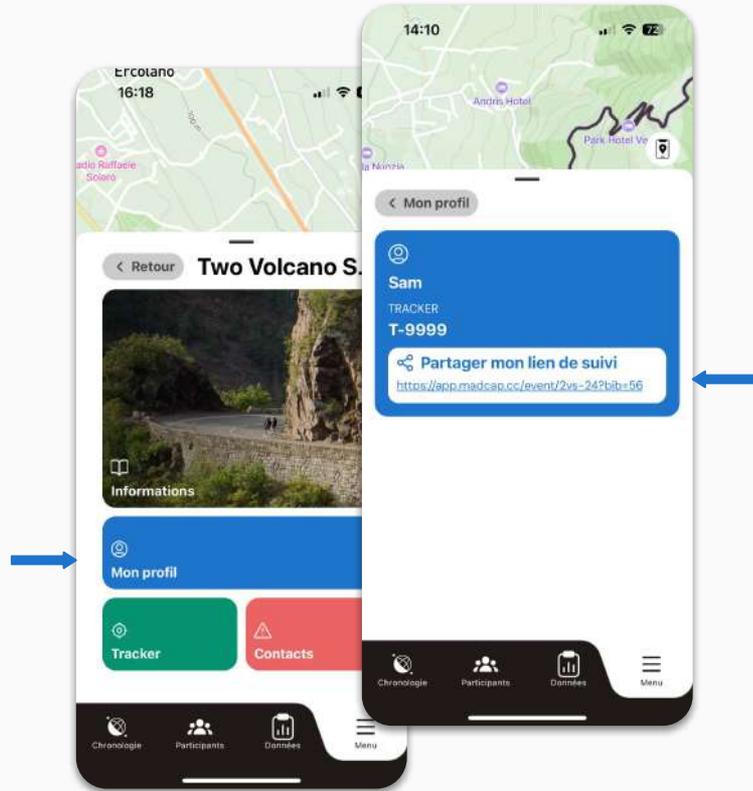
## Share Your Tracking Link
Big Brother is watching you

Once the tracker is scanned, we have access to a unique tracking link. Anyone clicking on it will be taken directly to the tracker's position, perfect for grandparents who have better things to do than take MadCap lessons! :)

Infos tracker : Batterie & More
Lift the hood

Once scanned, click on "Tracker" in the menu to access detailed information about the battery, signal quality, and the freshness of the last position reading visible on the app. As a reminder, the battery level is also displayed in the selection bar when clicking on a point on the map.
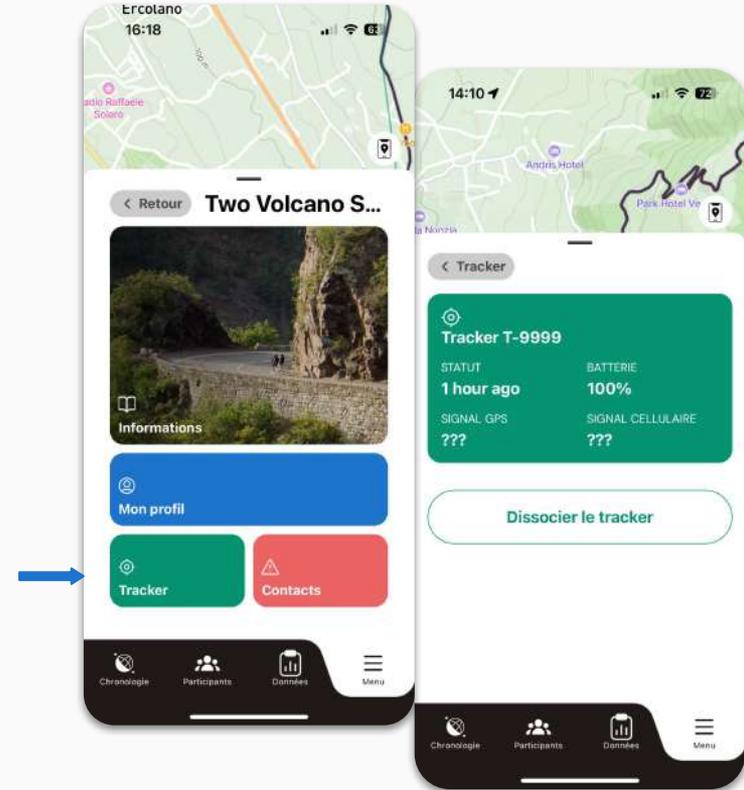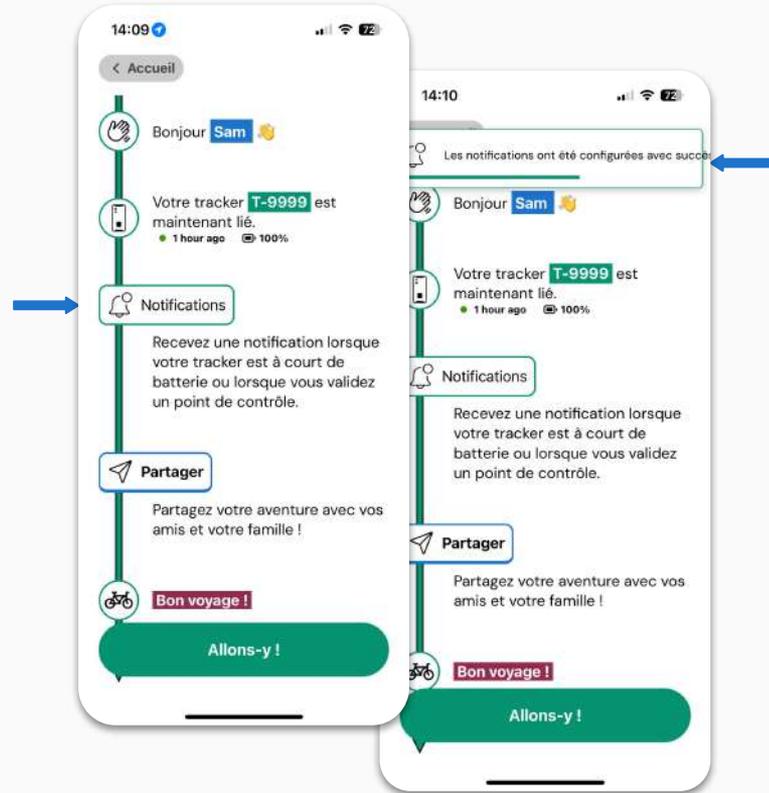
Notifications: Battery & Checkpoints
Forget MadCap

To allow participants to focus on what matters, we have implemented notifications that will alert them when:
- ★ La batterie sera basse
- ★ Un Check-Point sera validé
- ★ D'autres à venir, comme les alertes de l'organisation, alertes incidents, etc

Pour cela vous il suffit de scanner son tracker dans "Espace Participants" et d'autoriser les notifications.

See your validated Checkpoints on the map
Gotta catch 'em all

As you progress, the Checkpoints will turn from black to green upon validation. In addition to providing reassurance, this makes it easy to instantly track progress directly on the map.
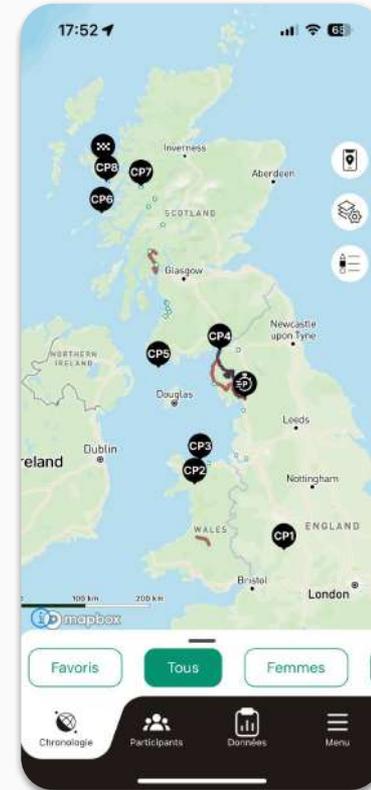
A pouch for trackers
Just stop plastic

There's an elephant in the room: we're all a bit annoyed about having to carry an extra GPS tracker during our adventures, especially since it needs to be positioned a certain way to function properly... Luckily, we have the solution! A custom-made pouch, designed in collaboration with BMQ (bymarionquentin.fr), allows you to easily secure, protect, and recharge your tracker. It will be provided at the start of the event, along with the device.

MADCAP

**Features for
Event Organizers**

Crédit @victor_bouscavet

A Word from Our Clients
Yvan Thuayre & the Desertus Bikus

"For us, MadCap is not just a service provider; we see them more as a fully integrated support for our events. MadCap has perfectly adapted to our requests. Their responsiveness is also one of their strengths. With several follow-ups throughout the year, an openness to discussion, and especially their logistical knowledge of events, MadCap establishes a great trust, allowing us to fully focus on other tasks."

Yvan Thuayre,
Organizer of the Desertus Bikus
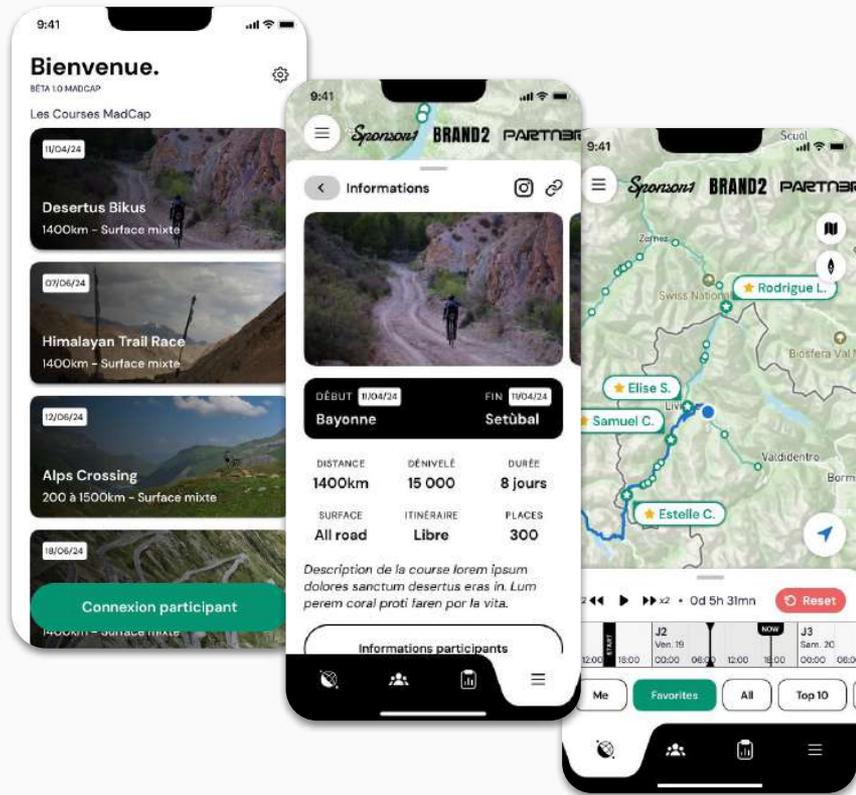
A dedicated event page
*Because you're worth it*

We create a dedicated page for your event in the app, allowing the whole world to freely access live tracking and related information. In addition to tracking, the page includes:
- ★ Key information about the event
- ★ Direct access to the event's social media channels

Sponsor display
They will love it...

We understand the importance of sponsors and partners in organizing an event. That's why we allow for increased visibility in the app to appropriately thank them for making this celebration possible. All sponsors and partners are permanently displayed at the top of the map in a scrolling banner, ensuring equal visibility for everyone. They greatly appreciate any additional exposure, so be sure to communicate this point effectively with them. The logos will remain non-clickable and will be of reasonable sizes to avoid disrupting the user experience with unintentional clicks.
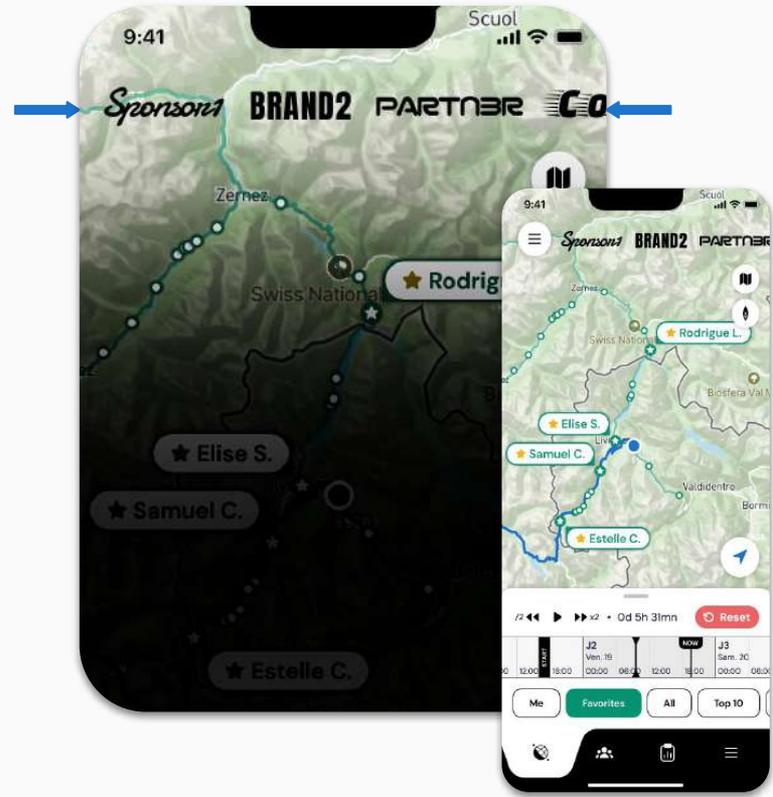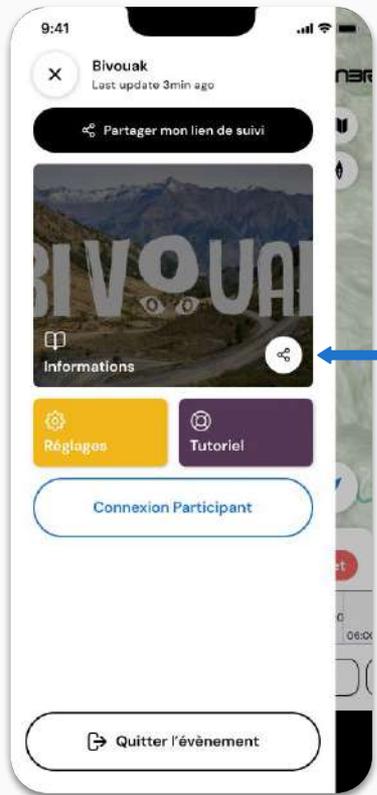
A unique link for the event
Click, shine

A simple link to share on social media or elsewhere will lead the public directly to the real-time tracking of the event. The link can be found in the event menu.

Provision of a fleet of trackers
Your private GPS militia

From a few to several hundred, we provide our fleet of fully charged trackers for the duration of the event. This also includes USB-C cables and pouches for securing the trackers. Everything is taken care of and prepared in advance, from sending out the trackers to their return, including distribution and simplified usage instructions kept to the bare minimum.
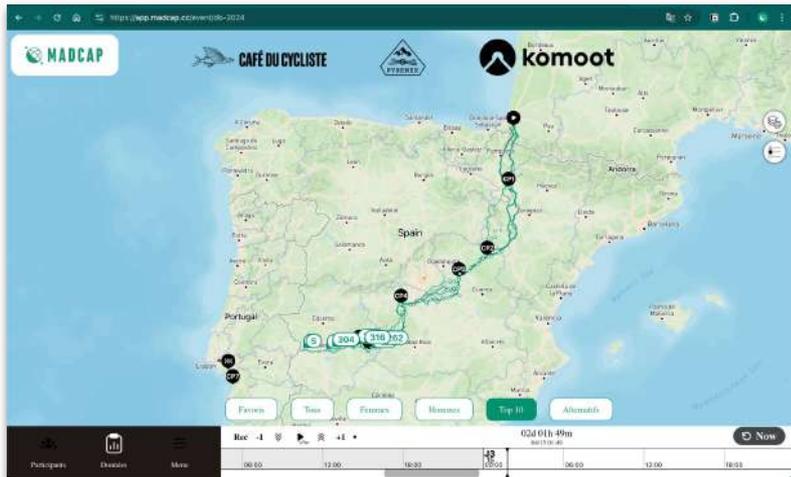
An integrated screen on the event website
You are at home here

Our screen easily integrates into a website, allowing users to either switch to the app or remain on the web version.

A simple and assisted setup
Just don't do anything... or almost

We have designed a system that allows all users to easily navigate the app. It features a straightforward setup for the organizers, an easy-to-use interface for participants, and simple access for the public. There will be a little bit to do, but we minimize it to the bare essentials.

Digital deposits
No more cash briefcases

To digitize the deposits for the trackers and avoid the hassle of checks and cash at the start of the event, we have implemented an online deposit solution. This involves a simple link to share with participants so they can submit their deposits a few days before the event. The digital deposit is the only service requiring an additional charge of €2 excluding VAT per deposit.
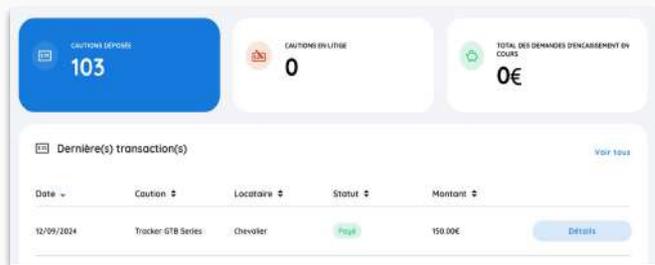
Filters
See the essentials

Les filtres situés en bas de l'écran permettent de ne voir à l'écran que ce que l'on veut voir sans s'encombrer du reste, et cela en un clic… ou deux :

★ There can be as many filters as the organization desires; we usually see filters like "Women," "Men," "Para," "Pair," "Solo," "Top 10," etc.

★ Click on "Favorites" to display only the favorites. Click a second time to automatically center the map around them.

★ Click on "All" to show all participants. Click a second time to center the map on all participants.

★ If you are a participant: Click on "Me" to display your point. Click a second time to center the map on your point.

★ The filters also work in the participant list.
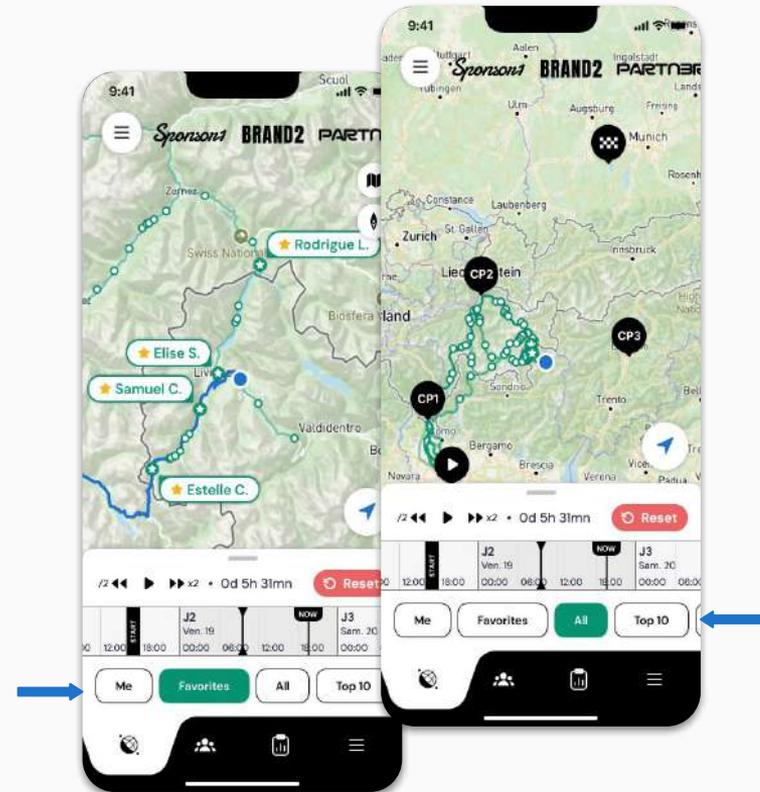
Display of required or prohibited routes
Nothing beats a good drawing

All geographical elements of the event can appear on the map: Checkpoints, Points of Interest (POI), required or prohibited routes, etc.

Choose Race or Touring mode
Why are you running ?

Indeed, it's not always a race! For events that aren't competitive, such as the BRM, we offer a mode where the rankings do not appear: the participant list remains in a given order, and the position column is hidden.
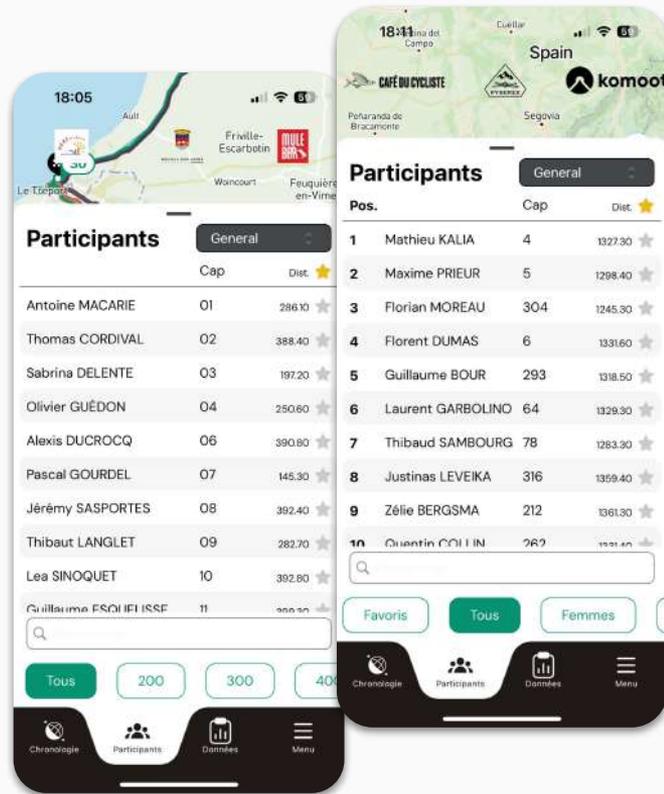
PG3 vous accompagne dans l'hébergement de votre site web et de vos applications.

Fiabilité, performance & sécurité.
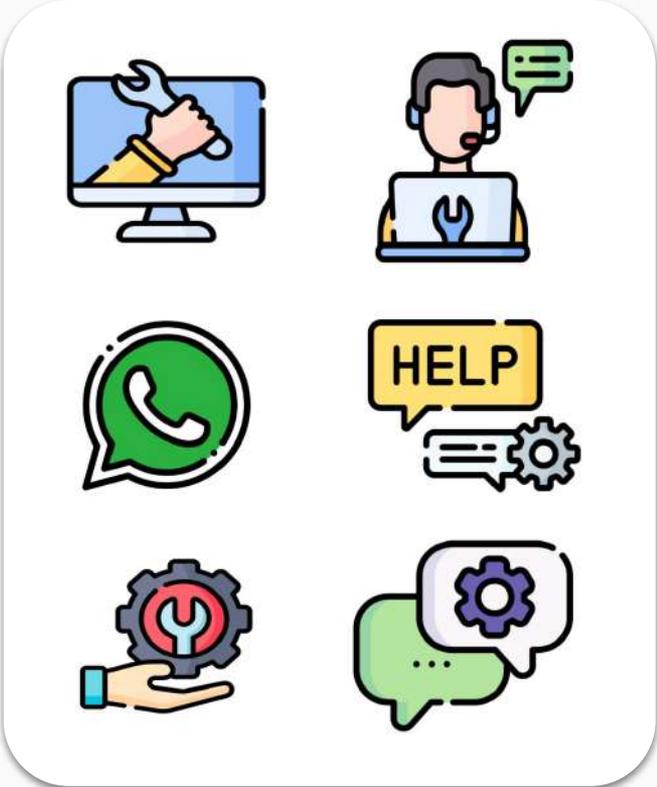
A flawless broadcast
Priority to live coverage

To ensure a flawless broadcast throughout the event, we have implemented a system that can adapt to any audience size. To achieve this, we collaborate with PG3, specialists in high server availability. This guarantees the best responsiveness and availability of the MadCap application during the entire event.

Technical support during the event
Call 911

We stay active and in contact with the organization throughout the event to address any situation as effectively as possible. We especially value WhatsApp for this, as it allows us to communicate across various platforms and media, no matter where we are in the world.

Clear instructions for everyone
Eliminate 90% of the questions

The organizers' time is precious. To minimize the need for them to answer questions, we provide everyone with simplified documents to ensure that each user can navigate MadCap independently: participants, organizers, and spectators.

Prices & Services
A quote in 30 seconds

We have streamlined the pricing by offering a flat rate of €27.50 excluding VAT per tracker, regardless of the event duration between 1 and 15 days (details can be discussed for longer events). This price includes all the elements presented above, plus:
- ★ Free tracker(s) (in case of issues...)
- ★ 1 tracker provided for the organization (to help you navigate during your event)
- ★ 1 tracker provided for your staff (photographers, etc., can be visible or not on the map)

Added to this:
- ★ The transportation of the trackers
- ★ The digital deposit (optional, see below)

There are no other fees beyond these.

€27.50 excluding VAT per tracker

Cost of the digital deposit: **€2** excluding VAT per tracker
If deposits are managed by the organization: **€0**

The sending of trackers details to be discussed

Contact us
Better call MadCap

We provide the main information here, but nothing beats getting in touch. You can write to us at hugo@madcap.cc so we can determine together the best way to support you in your event. Talk soon :)

## The word from our clients
Yvan Thuayre & the Desertus Bikus

"MadCap has been able to perfectly adapt to our requests. Their responsiveness is also one of their strong points. For us, MadCap is not just a service provider; we see them more as an integrated support system completely embedded in our events. With several follow-ups throughout the year, an openness to discussion, and especially a logistical understanding of the events, MadCap establishes a great deal of trust, allowing us to fully focus on other tasks."

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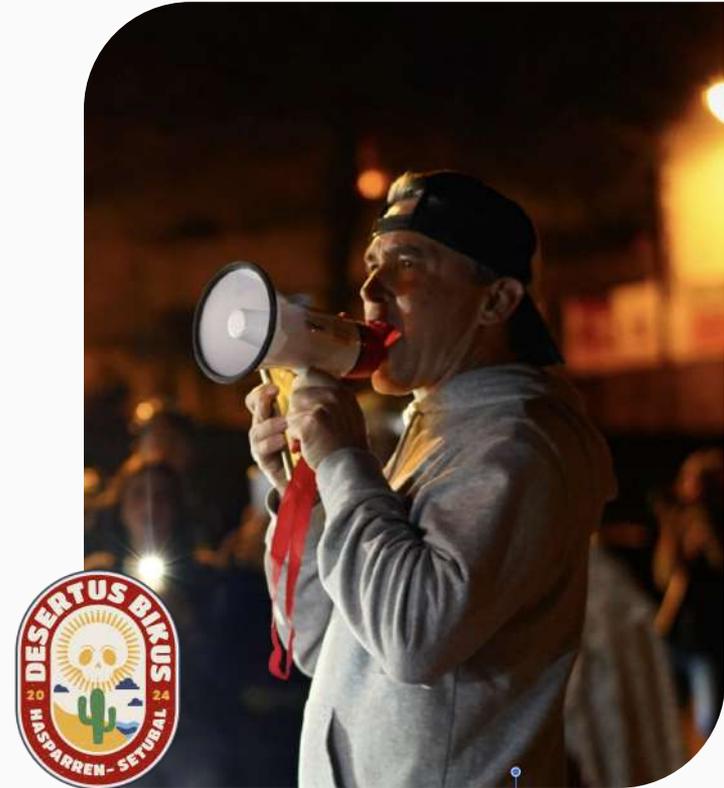
MADCAP

Coming soon to MadCap

Crédit @julienpcr
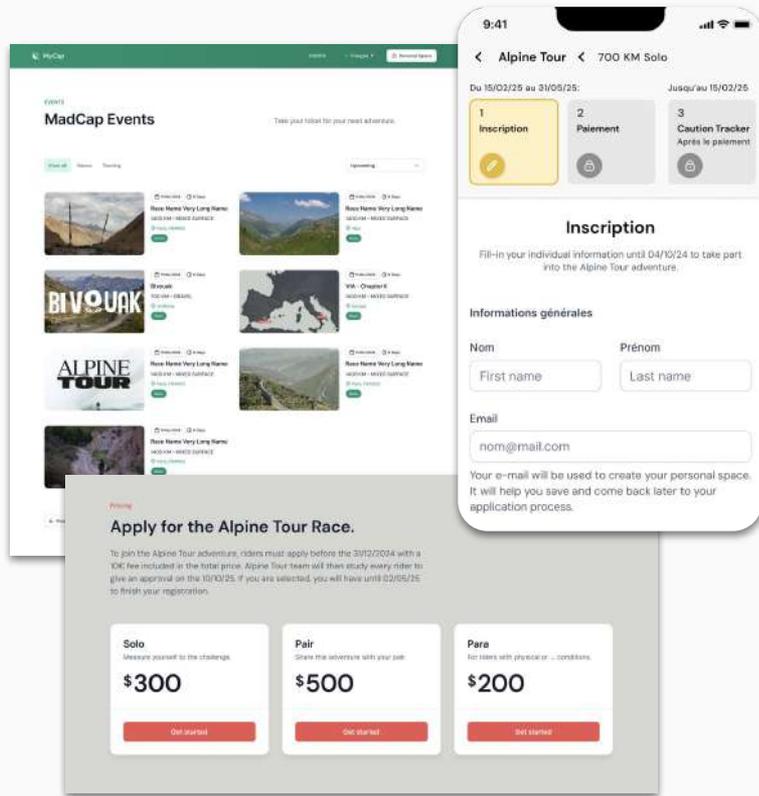
Coming soon:
A registration tool & a schedule of European events
Now that we're here

★ The registration tool is the logical continuation of our live tracking tool, which has been highly requested by our clients. We have listened and started working on a simplified registration tool, set to launch in 2025.

★ As for the schedule of European events, we already have a nearly complete database and plan to make it public by 2025; please give us some time to work on it :)

★ Of course, our tools will gradually be interconnected, allowing users to move seamlessly from event discovery to registration and then to live tracking. We'll share more details soon!