

Talking Sport & Tech

Hana Sutch, CEO & Co-Founder Go Jauntly

Episode Transcript



- Milly Pelmore: Hi everyone and welcome to this episode of the Talking Sport & Tech podcast this week brought to you by me, Milly Pelmore.
- Alex Zurita: And me Alex Zurita.
- Milly Pelmore: We have a brilliant guest for you today and here's a sneak peek of what's in store.
- Hana Sutch: So even when COVID hit, we could look at our roadmap and go, okay, what makes sense now that we couldn't do before but now we have a new opportunity to do. So, I think it's always good to have some sort of like, oh, cheesy phrase, but blue sky thinking and a three, four year roadmap that you can then pivot to if you need to.
- Milly Pelmore: So let's get into today's episode.
- Alex Zurita: All right. What a guest we have in store for you, we have the co-founder and CEO of Go Jauntly, also the host of the sustainability driven podcast Nature Bantz, and a regular speaker at the likes of London College of Communication, Smarter Tomorrow, Walk21, On Bound, and web summit. A brilliance of design expert and a director and co-owner at Furthermore. None other than Hana Sutch.
- Milly Pelmore: So Hana, a huge welcome. And thank you for being here with us today.
- Hana Sutch: Thanks for the invite.
- Milly Pelmore: We like to start by asking you hopefully a simple question, which is if you could be an elite athlete in any sport, what would it be?
- Hana Sutch: Women's football.
- Milly Pelmore: Straight in there.
- Hana Sutch: Yeah, a hundred percent.
- Milly Pelmore: Why is that?
- Hana Sutch: Well, when I was little, I was really into football, but unfortunately my mom said I'd get football as thighs. So it was the eighties and you know, it was a different time and that put me off a little bit, but now when I look at people like Megan Rapinoe, I'm like, I want her thighs.
- Milly Pelmore: Yeah. There's some brilliant legends in this sport now.

Hana Sutch: Yeah, exactly. So, and they're all like incredible athletes and it's such a fun sport. I think I really appreciate the comradery and the teamwork and it's just fun.

Milly Pelmore: So you didn't play as a child. You would've wanted to, but you didn't. Did you do much else active outdoorsy when you were young?

Hana Sutch: I'd say I was not outdoorsy. I was born in a sort of city in the south coast and it was a different time. Everyone just used to drive everywhere. And my mom was quite strict. So it was like a lot of time in front of the VHS videos and the telly. And I kind of discovered, I guess, physical activity apart from like the odd PE lessons at school and stuff like a bit later on, but I did play a little bit of football. I loved it. And yeah, that's why in an alternative universe, I'm probably playing for England right now.

Milly Pelmore: Very nice. I can believe that. So do you think it was the perhaps lack of being outdoorsy and spending time outdoors that has led you to where you are today and creation of Go Jauntly?

Hana Sutch: Yeah, probably. For me, oh, it's so embarrassing, but I used to be like, "Yeah, I don't walk." And because I didn't realize how fun it was and what an easy way to get around the city it was. And so I think it was in my early twenties that we kind of went on a few walking holidays with my sort of new boyfriend at the time, who's now my husband, and he's from like the fields of Northumberland. So like completely different upbringing, grew up around a farm, loves mud, that kind of thing. And he's like, come on, let's go. And so he went and I was like, oh wow, pretty muddy. But yeah, I really enjoyed it at the end of it.

Hana Sutch: And then when I got back to London and a few years later I had a kid and I wanted him to have an outdoorsy lifestyle because I didn't. And I knew that there were like so many benefits from that. So yeah, we just tried to take him to the park all the time and try and find little Woodlands for him to explore. And, that's kind of how it grew really.

Milly Pelmore: So we'll talk more about the product itself later, but it seems like a really good way of exploring the green spaces in cities. Like you're now in London, Alex and I both in central ish London out towards Essex way. And actually kind of on the face of it it doesn't look that green, but actually if you know where to look and where to walk, there's a lot of green space to be discovered here.

Hana Sutch: Yeah. So London's actually 47% green space and not many people know that. And when I discovered that and also discovered that there were so many sort of like parks and green spaces nearby where I lived, that I hadn't visited or hadn't known about for about two, three years. I was like, oh my God, I need to unlock these hidden gems for people and make it easier for them to find these like incredible parks and green spaces that you don't have to travel far to. That's one of the main reasons why we created Go Jauntly.

Alex Zurita: I'm fascinated with that point in terms of when looking at suppose your career pre Go Jauntly, it's very much around product design. You study film and sort of back at university and you kind of mention that perhaps not the attitude toward physical activity being a little bit on and off across duration of your childhood. So how much has that played back into your professional career, previous experience? How much has that played a part in the look and feel of Go Jauntly and the experience that people in London and beyond, right, because is in also in other countries across the world experience?

Hana Sutch: Yeah. So just going back to your question around design and how that's influenced, I guess Go Jauntly, and me in a way, I've been in the design world for about 15 plus years now. And I worked with the likes of Google, Xbox, Nike on various cross platform, digital products and services. And the kind of methodology that we used was very user-centric. It was all customer-centric design. It was like looking at the problem, looking at the evidence behind the problem, synthesizing the data and then turning that into an actual useful service that brought delight into people's lives. And if I was ever going to create a product, it would always be user centric. So we really started with like a whole bunch of research around what else is out there. Most of the stuff was either targeted at the already fit or just really poor user experience and just difficult to use.

Hana Sutch: And actually as we sort of developed, I think it started around 2015, 2016, it's like the Instagram generation, it's people online looking at swiping through images of people, a la Tinder and stuff like this. And actually we wanted to draw on some of those design patterns and paradigms and turn that into a way for people to not necessarily find other people attractive, but find outdoor spaces attractive. So we were like, okay, let's create this photo led app that helped you orientate and then discover adventures on foot. And one of the things that... There's so many reasons why we created Go Jauntly, but also another one is that I am terrible at way finding, and I can look at a map and I spin around and I just get so confused. Because my head is just not like that. I'm just, I get lost constantly.

Hana Sutch: So we were like, how can we help people who do get lost quite a lot? And that kind of led us to our approach as well. And the other thing I think building on what you were saying before is that I don't like sweating. And when you do sport, it makes you sweaty. But actually when you walk, you don't sweat. So it's really good exercise. It's really easy to do. It's fun, it's free, and you don't sweat. So for people like me and people out there with kids or without kids who want to get out and about Go Jauntly has been designed specifically for you

Alex Zurita: Because that point that there are some people that are going to find it this is a great product for me because I want to build in physical activity in my day to day life. There're others that are going to see what actually I am out and about in the city and as a byproduct it's great that I'm going to be physically active. But actually just gets me A to B and another a key feature of the product is the environmentally friendly aspect of trying to go routes that are efficient and

effective, but also away from heavily polluted areas. So there is that multiple facet of what ultimately what the product is trying to do, right?

Hana Sutch: Yeah. It's taking physical wellbeing, mental wellbeing, and environmental wellbeing and bringing them together. So we'll take you on the greenest route from A to B, we'll steer you away from the busy streets where there might be like lots of air pollution or congestion or noise, and we'll try and divert you through the scenic route via park, via green space, along a canal, along a toe path, just to make it all the more pleasurable for you. And I guess like the hypothesis behind Go Jauntly is that if we can make you walk or encourage you to walk more for leisure, then you're more likely to walk for active travel. And there's just so many benefits to that. So yeah.

Milly Pelmore: I think one of the things that I find so beautiful about what you've created is exactly as you've just mentioned, it can be, I just want to go for a walk with my family. So I'll plug in a route and see where it takes me or I have to get from A to B. So I'm going to try and do it in a way that's perhaps a bit more picturesque, a bit more healthy in terms of the air pollution. In that way you're kind of creating those behaviors that can then end up helping people who perhaps wouldn't think about not taking the bus because that's the most direct way, and it leads into a much more active way of life in general. And that also it's very accessible to everybody. You don't have to be the best footballer. You don't have to want to go to the gym. You can just walk out your front door and Go Jauntly's got something for you. And I think that's a really special thing that you've created.

Hana Sutch: Thank you. Yeah. I'm becoming increasingly more proud of it. I'm quite an introvert and I'm very humble, but now I'm like, actually I think this is working six years in. I think we're finally being able to encourage people to get out and about. So yeah. Thanks for saying that. That's really nice.

Alex Zurita: Yeah. Just echoing that. And I suppose maybe this is an aspect that might make you slightly flush. But big Innovate UK grant received by Go Jauntly and around bit of an overly used word, trendy word, for the right reasons and no, but artificial intelligence, AI. So how do you kind of lead a team around ultimately the development of the technology? So it can continue to give value to the user and that ease of use is there at the center of the product.

Hana Sutch: Okay. Yeah. So just trying to unpick some of that, I think we won some Innovate UK grant funding and that was as a business response to COVID. So it was like quite a stressful time. The schools were closed. We were having to like homeschool our son and work and it was just all a bit mental. But we had this idea about creating walks from people's doorsteps, because one of... there's so many barriers to walking. So not knowing where to go, whether it's safe, how quick it is, whether there's toilets on route, that kind of thing. And one of the other ones is not wanting to go somewhere to go and do something. So not wanting to go to a gym to go and do exercise. And then during COVID of course you couldn't travel, you were told to stay home. So what we wanted to do was create essentially an app based green prescription that could lead you on walks

wherever you are from your doorstep. So you didn't have to travel, you didn't have to go anywhere.

Hana Sutch: And it was one of our challenges, I guess, as a startup, especially given the fact that we didn't realize we were a content platform when we started, we thought we were just a walking app, but actually you can't really be a great walking app if you don't have much great content. And we couldn't really scale just through our curated walks and tours, even though they are still super popular. So we took some open data from the UK and Ireland. We kind of analyzed proximity to green space, blue space, the busyness of roads, and whether or not there's footpaths, things like that and created an algorithm that would create green routes from A to B and then circular routes from your door. And we didn't set out a I want to create something that uses artificial intelligence or anything like that.

Hana Sutch: We were just like, let's look at the problem from both a business point of view, sorry. And also a person's point of view. And that's how we created our technology. We didn't go, oh, I want to create something in AI or I don't know, Bitcoin or whatever buzzword it is. But we focused on the problem first rather than the solution. Similarly, we also won some Innovate UK funding like a few years ago, which was around audience of the futures and it was testing augmented reality. It was a bit of a feasibility study. And we wanted to understand whether or not augmented experience outside a bit like Pokemon Go and other apps, whether that could actually enhance your experience or connection with nature. But actually what we found through doing that feasibility study is that the technology's not quite there yet. And the experience is not good enough.

Hana Sutch: So it didn't warrant augmented reality. Actually the audio aspect of the experience was better. So we've shelved that plan for now. And I think it's from a business point of view or a startup point of view, you need to make sure that you're not afraid to try new things, but you need to bury the things that are bad, even if they have a fancy word like augmented reality in it, because that might please the investors, but actually, is it a useful product for people? Is it going to encourage people to get outdoors? If the answer's no to those questions then just because it's got a fancy tech word behind, it doesn't mean that you should move forward with it. So I think hopefully that answers your question Alex.

Alex Zurita: I think that beautifully answers it. You kind of mentioned COVID pandemic.

Hana Sutch: Yeah.

Alex Zurita: Walking was one of those things that we were encouraged to do. I suppose there was a positive communication around the value of physical activity, even from a mental health and wellbeing and a physical wellbeing daily briefings where we were encouraged to not stray too far away from our home, but to get out and be active in and around our home where possible. But I want to zoom back in as suppose as a leader and as a business, how do you go about from March 2020 onwards in terms of actually, do you see a spike in usage? How do

you capture that if you did? So how do you deal with your team, very much around working remotely? I just want to tap into it as opposed you from a leader point of view.

Hana Sutch: In crisis mode.

Alex Zurita: In crisis mode.

Hana Sutch: Yeah, it was pretty much crisis mode. Oh, such a strange time. It feels like yesterday, but also feels like years ago. So back in March 2020, we were doing really well spending lots of time in our Bermondsey studio and then hard stop. Everyone gets sent home and we had a few projects in the pipeline, a few things kicking off, but we were actually really lucky because we didn't have to furlough anyone. And I did like scale down my hours a little bit so that I could look after my son, but I managed to basically just work 24/7. One on the son, two on the business.

Hana Sutch: But what happened was we ended up saying yes to a couple of jobs that we might not normally say yes to. So one was, it was like helping to build like an online website for this new project that's launching actually in May around the Commonwealth and the Jubilee celebrations. And it was a bit of consultancy work. And because our team is from a design background and consultancy work is really easy for us. That's how we survived. We basically did a bit of consultancy during that time.

Hana Sutch: And then we also looked at what grants were available and the business response to COVID one was perfect for us because we had a business response and we really wanted to make it happen and we didn't get through on the first round, but then they managed to release a whole trench of new budget and we got swept up because we scored so highly. So that just gave us room to experiment with all these ideas that we'd wanted to do that COVID provided like a great time for them to happen. And then because we were working with public sector, I think that was probably really good for us as well because public sector was still able to work. They were still delivering. Obviously they were very, very busy with all the things that COVID brought, but it meant that we had like a baseline of revenue that was still coming in, that we could still deliver.

Hana Sutch: So my main takeaway is that sometimes in crisis mode or in situations where you're unsure and you're not clear about what to do, actually it's fine to zoom out and maybe say yes to a few things that you wouldn't normally say yes to and just see what happens. And then that's pretty much how we survived day to day really. And using that ability to zoom out, thinking beyond the Go Jauntly product, into our other skills and how we could monetize that. And then as soon as we were stable, again, we zoomed back into the product because you can get distracted if you take your eyes away from the product and service that you're delivering. And I think I'm really, really conscious of that now. And I'd be more likely to say no now, but at the time it was a lifeline.

Alex Zurita: I think there's a lot in there. Also, that we don't encourage anyone to work 24/7, but I do what you mean, I know what you mean is like that-

Hana Sutch: Wasn't through choice.

Alex Zurita: That homeschooling period, right? I've got two young girls, but going back, do you see a spike in usage? And I suppose there's a lot of people that talk about ultimately luck, right? You've got to have great people that are in the business. Loads of people talk about surrounding yourself with people that are better than you. Obviously they buy into the vision and values of the company. You've got to have some good investment, whether it is grants, funding, or investors, but there's always an element of luck needed almost a little bit of a perfect storm. And I'm not obviously portraying COVID as anything positive, but because people were encouraged to I suppose get active. And one of those were the walking aspect, did you see a jump in Go Jauntly, and then what's your approach there're after? Because obviously at some stage people might want to venture back out into some of the other activities that we're doing at community club or organization, but how do you go about that?

Hana Sutch: So in terms of data during COVID, when everyone was told to stay home, obviously our daily active users stopped and people stopped going out and you can see the pattern of all of a sudden there was a massive drop, no one was going out, no one was going for walks. And then slowly at the weekends you would see like little peaks of basically two to three kilometer walks. And if you remember, that was when we were told only one walk a day under an hour and all that jazz and then slowly but surely as we kind of inch towards May and Boris Johnson said, "Oh, May bank holiday weekend, you can travel now. You can go somewhere to go for a walk." And then we started seeing eight kilometer walks at that point and people walking for longer, further basically. And so I'm proud to say that actually through the data, you can see people were answering the call that we were given at that time by the government.

Hana Sutch: And since then we've seen the growth, obviously go right back up. And since we launched our dynamic green roots, we've seen through the week active users as well. Because before it was a bit more leisurely, but now we're tapping into the active travel or the lunchtime walk during the week. We've now got lots of people doing dynamic walks during the week. And then lots of people doing curated walks at the weekend. And also during COVID we launched this feature called nature notes, which was in partnership with the University of Darby who lead the nature connectedness research group. And we did a research study around how you can improve wellbeing through urban nature. And the study showed that if you note down the good things that you see in everyday nature, so things like fluffy clouds in the sky, bird song, dappled light from the trees, it can have clinically significant improvements to your mental wellbeing.

Hana Sutch: And that feature launched around May time as well. And you could do it from your window. So that was like another opportunity for people to enjoy and use the app during COVID. And that really helped us to keep going as well, because

that was a partnership project again through the university. So there were lots of sorts of moments that we could turn into opportunities from COVID one being exercise from your door and then two, the ability to sort of tune into, I guess, stop and pause because that's what you were sort of told to do at home.

Hana Sutch: And watch spring time fell and I remember there was that hashtag, nature is healing, when like deer ran into, I don't know, latent stone and everything was quiet because it was just so beautiful. You could hear the bird song, there was no traffic and stuff like that, but it was a really good time because you could watch spring. And that is exactly what we needed at that point. Didn't we were like trapped doors and then all of a sudden you could just see blossom and bird song. And so that was like another thing that really helped the app in terms of usage during that time,

Alex Zurita: Quite a lot in there I suppose if you're entrepreneur listening the diversification of services, but ensuring that at all times, you're adding value to that user base. Nevertheless, is potentially a good way of utilizing the here and now as way of attracting new users into the product, you also touch slightly on partnerships. And I just wanted to ask you, I suppose something around that. I know that you guys have got partnership with Transport for London, Sport England, [inaudible 00:21:14], Southampton Council, Essex Council.

Alex Zurita: So two part question, I suppose, I would love your views on if you're an entrepreneur listening, how should you go about mobilizing partnerships? Because everyone wants to work with big organizations, big logos, big brands, but it's pretty tough, right? They move at one pace, entrepreneurs move at different pace. And the value exchange in terms can be a little bit skewed. Part B I suppose, if you flip it, maybe from your experience of activating those partnerships, then actually what could, for example, a national governing body of sport do more to open themselves up to collaborate with startups and scale ups?

Hana Sutch: So there's yeah, a few bits to unpack there. First thing, I would say, just building on the feature set that we developed, what's really, really important as an entrepreneur, a business owner is to have like short term goals and long term goals. So our short term goals are things like making sure the bug list is sorted. Making sure you put your next app version ready and tested, but we have a whole roadmap of features. So even when COVID hit, we could look at our roadmap and go, okay, what makes sense now that we couldn't do before, but now we have a new opportunity to do so. I think it's always good to have some sort of like, oh cheesy phrase, but blue sky thinking and a three, four year roadmap that you can then pivot to if you need to. So during COVID we couldn't do curated walks, but we could do nature notes and dynamic walks. So we basically parked that and moved the other bits forward that made it easier for us to still meet our end goal, our north star, but also kind of create and add value.

Hana Sutch: And then in relation to partnerships, I think I don't have the answer to that. It's taken me five, six years to get to the point where we've got a whole suite of local authorities that we work with. I would say, don't stop hustling expect leads that you kind of pick up today. If I got a new lead, I wouldn't expect that to come in until 6 to 12 months time. So one of the other things or lessons that I've learned is that you cannot stop doing new business. So every day, 10 minutes of new business every week couple of hours of new business and the stuff that you're working on will come in that length of time.

Hana Sutch: And I think what maybe happens to sort of some startups organizations, they just don't realize like how long public sector takes, how long relationships take to develop. With Sport England for example, I think I've been talking to them since the start and it was only last year that they finally were able to help support us with a project that we were working on. And I think for some startups you can't wait that long because you don't have enough runway, you don't have enough time, money. It's really, really difficult. So I guess my only advice would be maybe keep it as a side hustle to start with and make sure that you can cover your costs, but never stop kind of reaching out to people or looking for contracts that you can tender for and making an effort to go to sort of events and connecting with people. Those are the things that I guess looking back have made the most impact on what we've been able to achieve. And yeah, it just takes time.

Milly Pelmore: You've mentioned that it's quite a long lead time with partnerships and to expect that it's not going to happen overnight and relationships are really important and they do take time to build. Obviously you've learned a lot along the way. One of the things we're doing at London Sport is to try and be that vessel to bring the traditional sport sector to the public sector closer with startups and enable more of these conversations and bring people together. I know you said you kind of had one piece of advice, but do you think when you started these conversations, did you find that the partners you were speaking to were receptive and it just took a long time? Or do you think there's a way to go within the sports sector to kind of be open to utilizing new tech and perhaps moving at speeds startups were perhaps used to?

Hana Sutch: Yeah. Especially like a few years ago, there's a long way to go. I think no one took walking seriously. And it's literally in the last couple of years where everyone's like, actually walking's pretty good. It's physical exercise. I'm like, yeah, we've been telling you that for like the last five years. But I think there is a long way to go, but there's also, it's a really good time because there's... Sounds terrible, but there's physical activity crisis, obesity crisis, mental health crisis, COVID crisis, isolation crisis, climate crisis. There's all these things happening, actually physical activity, getting people out and about enjoying nature. It's a really good tool to kind of combat some of these crisis.

Hana Sutch: I'm not saying that walking's going to solve everyone's problems, but I think looking at things holistically, not just, oh, you need to be sporty or fit. Actually you need to be happy and healthy. And like looking at it from a different

perspective is probably a great start. And I think without speaking out of turn, I think it's very difficult for public sector organizations and potentially with organizations such as yourself to innovate because you're often working with oil tankers that move very slowly.

Hana Sutch: But having that bridge, giving founders money is the most important thing. So things like equity, free grants, are invaluable. I get often invited to do accelerators and things like that. And quite often those accelerators are like how to do HR. This is how to run social media. That's not useful for me. I'm an older entrepreneur. I've been doing all of this stuff for a long time. I don't need to know how to run a social media account. What I need is cash. And so I would say all of the accelerators that are giving startups grants alongside bespoke support, that has to be the future for sort of developing, especially female founded or underrepresented founders. That is the most help.

Milly Pelmore: You mentioned a female founded support there. And we know that there's not a huge amount out there in the sector. We know that female founders tend to receive less funding. There are less grants out there. Have you found it a challenge being a female founder, particularly in the sports tech world?

Hana Sutch: I don't see myself being in sports tech. So, just to be completely honest with you guys, I've never thought of walking as sport. It's just the way it is. Is it because I'm not a sporty person? I don't know, but I just haven't seen it as that. And I think it's a compliment that people think that it might be the case, but I think it's just such blurred lines because some people would say we are like transport tech or travel tech or health tech, it just all blends into one. Now we're just trying to help people get out and about and enjoying nature.

Hana Sutch: But in terms of being a female founder, yeah. It's been an absolute challenge. And especially when I flirted with the idea of trying to raise investment. And I went and spoke to some VCs and things like that. And it wasn't for me, I've been ghosted more times by VCs than previous ex-boyfriends. It was awful. It's just like not a good place to be. It's not good for your mental health to have people get in touch with you or you get in touch with people. And then just to wait months and months and months.

Hana Sutch: And I think that's why the point about female funders getting grant funding and equity free grants is really important because that's the thing that you need that is so hard to get from the private sector. So I think the biggest challenges around fundraising, a hundred percent, everything else is not too difficult for me because I've been in a male dominated environment, my whole career. So that bit didn't really bother me, but it was the funding side of things that was the trickiest. And I hate to be like a stereotype as well, but I don't know, I felt like in those sessions being female, being mixed race, probably wasn't in my favor.

Milly Pelmore: And thank you for being honest about that. Because I think we probably do see that and it is a challenge and it needs to be aired and spoken about. So yeah,

thank you for sharing that. You've mentioned a few of the challenges not least beginning with the fact that actually you didn't think you were a content platform, so had to initially change straight away, but I'd love to know about some of your highlights over the last few years. We've mentioned COVID actually you managed to turn it around and it ended up being perhaps a really good yeah time for you. So what are some of the successes along the way?

Hana Sutch: Okay. So there's two that immediately come to mind was when we got featured in a Guardian article around being fit in your forties and the journalists literally downloaded the app, went out for a couple of walks and wrote about it and it was amazing. And that week we were up of the day we were in that and we had some other press and I think we had like 40,000 downloads or something. It was just off the scale, so that was really exciting. And for me having someone just review your app and it be in the Saturday Guardian weekend magazine, it was pretty cool.

Hana Sutch: And then the second thing Apple and the App Store gave us the coveted editor's choice award-

Milly Pelmore: Whoohoo.

Hana Sutch: I know. AllTrails don't have it. So there's loads of apps that don't have it, but the apps that do have it Go Jauntly, Airbnb, Headspace, and Calm. So yeah, that happened last week and we didn't even know. So we just like happened upon it. And we were like, what? And so all of the team are like excited and they're busy looking at other apps to see if they've got it. So every now and again, I get told like one app, a competitor, doesn't have it. And we're like, whoop, whoop.

Hana Sutch: I mean, there's been loads of highlights. Winning the grant funding was amazing. Being able to work with Sport England finally, and them helping us to get the green roots feature out on Android was just amazing because it's just something we couldn't afford to do as a self-funded startup. And you've only got so much time. There's only so much you can do, but Sport England supported us on that feature. And it's just one of our most popular features now. So I'm really, really pleased about that. That was brilliant. Thank you. And then I think just the fact that with there's four of us now, it's not just a one man band or one woman band and we're making it work and we've been growing. So that's all I can be thankful for really. So yeah, I'm feeling proud of the team right now and of myself.

Milly Pelmore: It sounds like the Apple editor's choice is a great lineup to be in so huge congratulations to you and the three rest of your team for making that. That's very exciting.

Hana Sutch: Thank you.

Alex Zurita: I suppose we kind of touched on a lot in there around early years, attitudes of physical activity tapped into a little bit the inspiration for Go Jauntly, responding to COVID, supporting people during that period of time, helping them to continue to be active, value physical activity, both are the mental health and wellbeing aspect, nature research tells us that is good for us period and actually getting out from home was key. And then some of those highlights is unbelievable.

Alex Zurita: Almost a little bit of future thinking. You mentioned aspirations for Go Jauntly. You again mention around partnerships it's been long time coming. You now have got this set of partners that are obviously now invested from an emotional resource and collaboration point of view into the product. So yeah, I just want to take you a little bit into that. What can we expect? What do you like to see? How are you leading that team of now four including yourself?

Hana Sutch: So our ambition is to basically help everyone find a nature filled walking route from a two mile radius of their home. And at the moment we can confidently say that in the UK and Ireland that there's definitely an opportunity to do that in other places like North America and Europe. And so on our roadmap is, once we've feel confident that we've covered as much of the UK as possible we would love to be able to take the product to some cities in Europe and maybe some cities in America and test it out. So that's like our long term goal, shall we say? But my main thing is about being a sustainable business and making sure my team's happy and I'm happy and I'm not working 24/7. We're not VC funded, but we are profit making. We are revenue generating and that actually feels quite good.

Hana Sutch: I don't need like extra pressure necessarily. As long as we've got a community who are loving our product, that's the most important thing. But I'm not going to lie that there are other things that we want to do that will take time and will take money, but we are looking at various partnerships for things like that as well. So that point around partnerships helping us scale and give us traction is a really, really important one that maybe at the start, I didn't realize that it would be so important. I think where a lot of startups probably fail or find it hard is just having to spend so much money on customer acquisition. And for now we haven't had to do that because we have got a great product. We know that from what Apple have said and the Apple store is like a great marketplace.

Hana Sutch: So we've invested all of our time and energy in customer acquisition through great product design being on the App Store. So that's good, but obviously I need to build that a bit more. I think in this day and age as well, the thought of having to spend lots of money on Facebook ads is really unappealing as much as I want to be successful. I don't want to just be a funnel for Mark Zuckerberg's bank balance. So those partnerships are like really key for us and they're really help us scale a bit more organically, which it does mean it's slower, but I'm happy to take that because I'm in it for the long run.

- Alex Zurita: That's really interesting and fascinating that it's not a sustainable business and an environmentally friendly because of what you're trying to help people with. But I suppose is sustainable and environmentally friendly as a business, the decisions that you make within the business and the way you're going about it, the business.
- Hana Sutch: Yeah, I think so, I guess for the last seven years or so, I haven't been able to stop thinking about the climate crisis and the ecological crisis. And for me working on something that isn't directly trying to help either by reducing transport related carbon emissions or connecting people to nature, which then leads to pro nature conservation behaviors. I don't see what the point is because it's not just our future, it's our kids' future, and our kids' kids' future that we need to sort of protect. So myself and the team are very much driven by that ethos as well. So I just don't see the point if you're not working on the solution, you're just part of the problem kind of thing.
- Alex Zurita: I've got one last question and it's almost a little bit again on that trend we talked about now, a bit of a aspiration and you sort of mentioned that around maybe things that you've invested time in that perhaps you wouldn't do again. You guys are not VC funded, the ghosting aspect we've acknowledged is yeah, absolutely a lack of funding going into this part of tech, I will say, period as funders are trying to help more people become active but absolutely agree that even more so if you are from an ethically diverse community or a female entrepreneur or a disabled entrepreneur.
- Alex Zurita: Now looking back, if you were to give yourself some advice, you're thinking of setting up Go Jauntly again or a budding entrepreneur that is listening to the podcast, any words or wisdom, I suppose, that you would like to give yourself or to give others?
- Hana Sutch: If I could give myself some advice...
- Alex Zurita: Maybe play football.
- Hana Sutch: Yeah. [inaudible 00:37:02]. I'd probably be really bad at it and doing something else though. I don't know if I would recommend that, but yeah. So if I could give myself some advice, I would stop listening to all of the noise that you see in like the startup world. Like, oh, you need investment or to get VC funded is the only way to be a successful business. But actually what I found out through my exercise is that even if you did get funded by VC, you'd be one of several in their portfolio. And it's like a numbers game to them. They're going to invest in seven, but they'll only think that two will give them a return on investment. So not only do you have to be really good for yourself and I guess your VC partners, you need to be of the top seven of your VC partners and you need to have someone else telling you what to do constantly.

Hana Sutch: And I can understand how some people that works really well. But I think the rates of failure are much higher if you go down that route because it's just so competitive and I guess for me I'm lucky. Because you talked about luck earlier and I hate to think it's just luck because I worked really hard for this. But you know, there is luck in various different ways because I had my design consultancy. We were able to spin out, Go Jauntly from that. So we were able to invest in downtime. So that's why I think keep it as a side hustle for a bit. And then as soon as you realize that there is revenue opportunity or you can get some grants in, I would try and move to a hundred percent focusing on that because at one point I was trying to do consultancy and Go Jauntly.

Hana Sutch: And that was an absolute nightmare. I was just... I made myself really ill. I was like working like a mess and I started to get these weird immune system issues. And I think that's when I realized that actually it's not worth it, focus on one thing. So yeah, my two bits of advice would be never give up, but to know when to stop and then also try and look at do you want to be a unicorn or do you want to be a family business or a small business that helps people on a day to day level? You know, you don't need to make millions of pounds of revenue actually. 200,000 of revenue would be a really, really good for you. That kind of thing, you don't really need VC funding. So yeah, hopefully that's useful.

Alex Zurita: That's super useful. And I would just want to echo something that Milly mentioned earlier, which is just to thank you for being so honest and sharing that. So I took a lot of detail from that. So let alone someone else that is listening to this one. So thank you so, so much.

Alex Zurita: We are now moving to a very fun 60 seconds of a quick fire round. So every guest on one of our podcasts episodes will pick a topic of their interest. Your topic is?

Hana Sutch: Former Newcastle United players.

Alex Zurita: That's the one. And we are just going to ask you some questions about former Newcastle players, Newcastle United within 60 seconds. And then yeah, it's just a fun way of finishing these up, all right. So we are going to get some time on and as soon as we are ready, we'll go. In which year was Newcastle United formed?

Hana Sutch: God knows. 1800s.

Alex Zurita: Oh, 1892.

Hana Sutch: I'll take that.

Alex Zurita: How many league and cup goals has Alan Shearer scored for Newcastle? Multiple answer: 201, 206 or 211.

Hana Sutch: 206.

Alex Zurita: Good.

Hana Sutch: Yes.

Alex Zurita: Which manager has a statue outside St. James' Park?

Hana Sutch: Kevin Keegan?

Alex Zurita: It's a sir.

Hana Sutch: Bobby Robson.

Alex Zurita: Yeah, so one. Who has made the most appearances as a goalkeeper for Newcastle United?

Hana Sutch: Pass.

Alex Zurita: Shay Given.

Hana Sutch: Oh yes, Shay.

Alex Zurita: What is a nickname for Newcastle United?

Hana Sutch: Toon Army.

Alex Zurita: The Magpies.

Hana Sutch: Oh yeah. But Toon Army as well.

Alex Zurita: Which French footballer moved from Newcastle United to Tottenham Hotspurs in 2016 and now plays for Watford?

Hana Sutch: Oh, I don't know.

Alex Zurita: Moussa Sissoko. Who did Faustino Asprilla play for before his move to Newcastle? Multiple answer: Parma, Milan, or Roma?

Hana Sutch: Roma.

Alex Zurita: Parma.

Hana Sutch: Oh.

Alex Zurita: Can you name the Peruvian player who played for Newcastle for a combined eight years?

Hana Sutch: Was it Nolberto Solano?

Alex Zurita: Yes. That's it.

Hana Sutch: Thank you.

Alex Zurita: Good stuff.

Hana Sutch: Oh, that was stressful.

Alex Zurita: You gave some amazing stuff for 45 minutes and you went, whoa that was stressful.

Hana Sutch: That was the worst bit. I was actually dreading that.

Milly Pelmore: And that's a wrap on the quick fire round. Well done, Hana. Hana, thank you so much for being here today and talking to us. I, for one, am really looking forward to my next commute. I live in Elephant and Castle right in the middle of London. So I'm looking forward to my next walk being slightly more nature filled. So thank you for that.

Milly Pelmore: So Alex.

Alex Zurita: Milly.

Milly Pelmore: So much to take away from Hana's conversation there. There's a few things I'd like to pick up on. I think one of the first things she talked about was that they had to do an early pivot to more of a content platform because that's what the community wanted. And for Hana, a happy community is a happy founder. Would've loved to dive into that deeper, but I think it's coming across strong throughout a lot of our guests that it's all about your users and your community and building and creating your product with those that you are creating it for. Using that tech and all of the swiping kind of that slightly addictive mentality and created something really positive from it, which I thought was a really interesting.

Milly Pelmore: One of the things that Hana has managed to do with Go Jauntly is help her users adopt existing behavior. So the culture of social media, where we're on our phones swiping left and right all of the time, whether that's on Tinder or Instagram, and she's managed to change that into something really positive. So helping users use green spaces go for a walk, active travel. And I think that's a testament to her design background. It really came across strongly in the product design that she's really tapped into that and understood that that is something that we as humans do.

Alex Zurita: Totally agree. I like particularly the aspect of founder using her own lived experiences, I suppose positive and somewhat not in terms of at first admitting

that actually walking, physical activity, wasn't maybe quite for her, but at the birth of her first child almost realized, hey yeah, I would love to do more. Is a great break, is a great activity. So that lived experience is really interesting because ultimately she understands what she's trying to do with her users. She can see herself in her users.

Alex Zurita: I also love then there's a strong research aspect is not like I experienced this pain points, so I am going to go and create a solution for it. Actually, she experienced that pain point enhance whether the views of that pain point or the hypothesis behind that pain point with strong research. And then the third aspect of that kind of mini triangle lived experience, enhanced research, is her design background coming into the equation. Right, okay, I understand now the real problem that I'm going to try to solve, this is a problem that does need solving. And then this here is I'm going to use my expertise in design to create a great product that is going to be appealing and of ultimately of use to the user.

Alex Zurita: So I think we both find that aspect of the conversation really interesting, probably some other... Two other points to enhance what you've said. The one evidence again, of an entrepreneur that feels that raising investment is tough as well as the aspect of are we sport tech, fit tech, health tech, wellness tech, travel tech. And when you break it down, it's quite possibly might sound like is that really something that needs to be solved as such, but while actually linking back to the investment, if investors are working out how much money is going into this part of the industry or these industry, it can look really fragmented. And the numbers then I suppose, can look very small because they might be investment rounds hidden in lots of other terms on the fit tech, health tech, travel tech, sport tech.

Alex Zurita: And the third really interesting point is again, another probably personal reflection on perhaps what we would love to do from a Sport & Tech hub point of view, to trying to open the sector more from a behavioral point of view in terms of how they can collaborate with startup scale ups, the sales cycle being quite long. What can we do to just speed that process up just to make a little bit more, ultimately look, the sector is not going to operate, not going to be able to operate at the speed of a startup or scale up. But if we can help the two come to a bit of a more middle ground, then that's almost utopia, right?

Alex Zurita: So founders can manage their expectations that partnered up with a national governing body of sport, a local authority, could be time sensitive, but it's not also going to be a year long, right? And the sector's also going to appreciate that a year is far too long for that founding team or the people behind the tech. So the last two, quite possibly two takeaways for Sport Tech Hub really around how can we continue to champion, lobby, create interventions to support founders that feel is really tough for me to raise investment period or is really tough for me to raise investment because I am a female founder or someone from an ethnically diverse community.



Alex Zurita: And the second takeaway point for Sport Tech Hub is there's the bit around how can we just speed our sales cycle up? Or how can we bring the two a little bit together? Just so sector and starters can operate in a little bit more of a partner friendly point of view.

Milly Pelmore: I hope you enjoyed that as much as we have. So do be sure to subscribe, download, share, and leave a comment on your preferred podcast platform. Tune into the next episode to hear from another brilliant leader within the sector, talking all things sport tech and leadership.