

From the Silicon Valley Business Journal

:<http://www.bizjournals.com/sanjose/blog/techflash/2015/03/teamrunners-goal-streamline-sports-travel.html>

TeamRunner's goal: Streamline sports travel

The Pitch

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Zimcode Inc. has developed TeamRunner, a cloud-based digital platform that helps with the logistical problems related to group travel in general and sports team travel in particular. It streamlines the process and creates a one-stop shop for hotel, restaurant and other travel-need reservations for groups. TeamRunner also said it helps sports organizations increase revenue from their events.

The Pitch is a weekly profile of startups in the Silicon Valley Business Journal. The paper does not endorse the companies featured, nor is this an invitation to invest.

How it makes money

TeamRunner gets revenue through a combination of commission, transaction and fee-based models. It makes money now on hotel nights and restaurant reservations (dine-in and pick-up) it books. It is developing ways to make money on merchandise, activities, ground transportation, advertising and data mining.

Business it may disrupt

Traditional group-travel organizers.

Management team

The company was founded by [Ziad Tleimat](#), [David Anderson](#) and [Colette Kuhnsman](#). CEO Tleimat

has more than 20 years of experience in the software industry for both established companies and startup ventures such as Computer Aided Systems and **Sybase**. He has also played and coached soccer at competitive levels. Anderson is vice president of engineering and worked for **Oracle** and NASA. Kuhnsman is VP of marketing and previously co-founded Jocoto Advertising. Chief Technology Officer [Wael Chatila](#) was previously senior architect for Barnes & Noble on the Nook. Corporate development chief [Scott Leber](#) was previously founder and CEO of iSoccer.

Advisers

[Taylor Twellman](#), ESPN soccer analyst and former MVP Major League Soccer; [Ed Komo](#), former VP of engineering at Hotwire.com, One Kings Lane, Jigsaw and FanIQ; [Paul Miller](#), former director of the Sacramento Conventions & Visitors Bureau; [Bill Glazier](#), venture partner at Redwood Ventures and founder and executive director of NorCal Lacrosse.

Money sought

\$3 million to \$5 million in Series A funding.

Partnerships, affiliations

TeamRunner has partnered with more than 30 sports organizations to host and manage the travel needs for participating teams. It also manages more than 45 events. It has also partnered with major hotel brands and restaurants.

Potential market

Sports travel is estimated to be a \$182 billion industry. About 27 percent of all travel is said to be related to sports. TeamRunner said its immediate target market of youth and collegiate sports travel is worth about \$22.5 billion.

Likely competitors

TeamRunner said no competitor provides all it is creating for its market.

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