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*Watts are a measurement of your power or output - which is why watts training is often referred to as “training with power.” In scientific terms, a watt is equal to one “joule” per second – with a “joule” being the derived unit needed to accelerate a mass of one kilogram over a distance of one meter. Watts is your power to overcome inertia and make things go – to go for a walk, run up a hill, or sprint on a track.*



## Who are we?

WattRunner is a St. Louis-based smartphone application that measures how much power you are exerting. We believe power is the next metric in running that will drive training plans to help runners achieve their potential. WattRunner is a free app that provides the same data that comparable companies provide with a \$300 piece of equipment.

## Why Train with Power & Watts?

The capability of observing your watts as you run gives you immediate and quantifiable feedback on the intensity of your workout. When concentrating on watts you stay motivated to maintain your target workload during hard efforts. This type of training will build your endurance, increase your speed, make you stronger climbing hills, and improve your physical performance overall. Watts can also help you pace your efforts. Instead of training too hard and becoming fatigued, you can monitor your watts output to stay within your target zone and complete a workout knowing you are exercising at your personal best.

If losing weight is one of your goals, a watts-based training program can also help you be successful. When you monitor and record watts, you get the most accurate measurement of calories burned during your workout. You can use this information to help plan your caloric input to lose, maintain, or gain muscle weight depending on your personal goals.

## Why is Training with Watts Better?

For runners, heart rate data may not always be the same when running in similar situations. Factors like heat, fatigue, wind, and caffeine can all affect your heart rate and response can lag behind your running effort. Since watts measures the power you generate as you run, it is the most objective way to measure your performance and compare your results on different days. Monitoring both heart rate data and watts information is the best way to train for peak results and to also making sure you do not over or under train to meet your goals.

