

# PELOTON

STACKUP



# WHAT IS PELOTON?



Live and On demand indoor cycling classes from the comfort of your home



# PELOTON

PELOTON LAUNCHED

2014

PELOTON EMPLOYEES

300+

TOTAL FUNDING

\$110M+

YOY REVENUE GROWTH

>400%

PELOTON MEMBERS

35,000+

SHOWROOMS

16



# WHAT IS *TECH MANAGEMENT*?



# WHAT IS *TECH ~~MANAGEMENT~~*?

Try not to stand in their way...



# WHAT NOT TO DO - MICROMANAGEMENT



WHAT NOT TO DO - AUTHORITARIAN



# WHAT NOT TO DO - CRITIC





# WHAT NOT TO DO - PROCESS PROCESS PROCESS



# WHAT WE DO - CHEERLEADER



# WHAT WE DO - GOALS

S.M.A.R.T.

OKRs

KPI

Sprint Goals



# WHAT WE DO - SERVANT LEADERSHIP

“To lead people, walk behind them.” – Lao Tzu



# 2012-2014 (PRE LAUNCH)



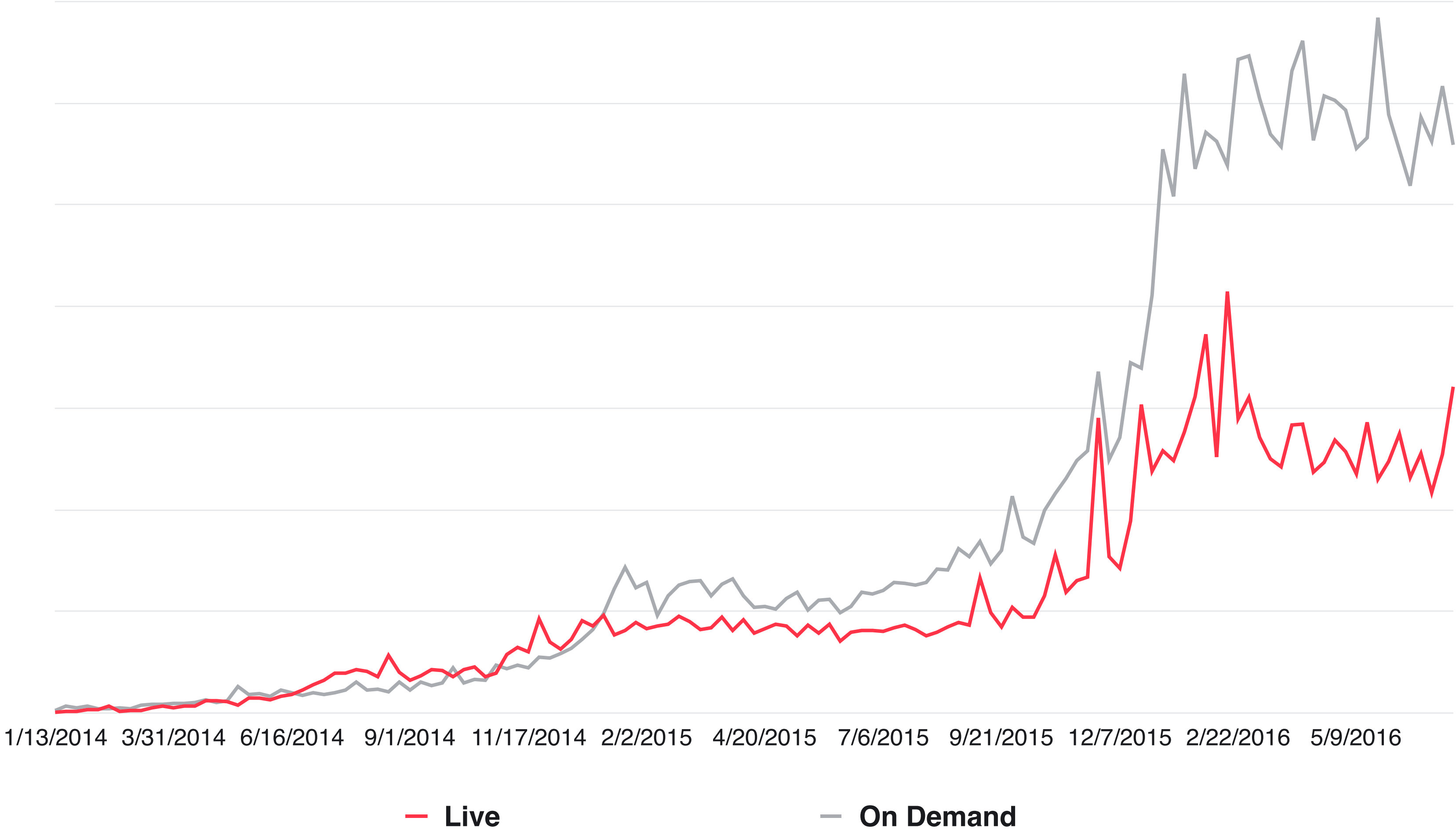
# 2014-2015 (OMG! WE'RE LIVE)



# 2016 (OK. NOW WHAT?!)



# CONCURRENT USERS





# TEAM EVOLUTION

2012-2014

- 5-9 Engineers
- 1 Engineering Manager
- 1 Product Manager
- 1 Product Designers
- MVP. MVP. MVP.
- Speed is Key

2014-2015

- 10-18 engineers
- 1 Engineering Manager
- 2-3 Product Managers
- Maturing the Stack
- Scaling

2016

- 31 Engineers
- 3 Engineering Managers
- 5 Product Managers
- 3 Product Designers
- 2 Agile Coaches
- 8 teams
- Indoor fitness diversification



# FAILURE IS NOT AN OPTION

