

PRODUCT PARTNERSHIPS · GERMANY

# Your equipment. Real stories.

German-language product content and practical rider feedback. A personal journey from professional esports towards long-distance triathlon in 2028.

Former esports professional / Content creator / Founder

[christian@project226.de](mailto:christian@project226.de) / [project226.de/partners](https://project226.de/partners)

## THE PERSON

### A new discipline. The same curiosity.

I'm Christian Kelbler. I previously competed professionally in Fortnite and spent years streaming on Twitch. Creating content and connecting with an audience have been part of my life for a long time.

Today, I'm a co-founder of a digital studio and a sports analytics SaaS product for professional athletes. We bring different data sources together in one hub. Building products, working with data and explaining ideas connect both projects.

Project 226 is my personal journey towards a long-distance triathlon in 2028. I'm looking for equipment partners to help shape it through actual product use, agreed content and honest feedback.

## WHERE THE PROJECT STANDS

Creator experience. A new endurance chapter.

More than 20,000 followers across existing creator channels are the starting point. The new endurance content and first product stories are being developed now. Scope, usage and results are discussed for each collaboration.

## THE GOAL: LONG-DISTANCE TRIATHLON IN 2028

3.8 km SWIM / 180 km BIKE / 42.2 km RUN

## WHAT WE CAN CREATE

## Make the product easier to understand.

Proposed formats, shaped around your product. Scope and delivery dates are agreed together.

### Introduce & explain

A product introduction, setup walkthrough or photo story that answers a rider's practical questions.

### Use & revisit

Training observations and a follow-up after actual use. Show how the product fits into everyday preparation.

### Listen & improve

Structured feedback from Germany on setup, usability and product communication. Useful context for your team.

## THE FIRST COLLABORATION

## Start with one product.

A manageable first step for both sides. A product or loan, a defined period of use and a content plan we can deliver.

### Your contribution

A suitable product or loan. Compatibility, delivery and any return are agreed before we begin.

### Our proposed work

An introduction or setup story, documented training use and a structured feedback report.

### The agreement

Content quantities, dates, expenses and usage rights are defined in writing. We review the work before discussing a longer partnership.

An example starting point. The final scope depends on the product and is agreed individually.

## THE ROAD TO 2028

|               |                         |                                                                                                    |
|---------------|-------------------------|----------------------------------------------------------------------------------------------------|
| Now           | Build the foundation    | Develop the training, find suitable equipment and create the first product stories.                |
| 2027          | 70.3 Duisburg           | Planned as the next triathlon step. A second 70.3 is possible; race entries are not yet confirmed. |
| Further goals | Sub 3 & 160 km          | A marathon in under three hours and a 160 km ultra. Events and dates are still open.               |
| 2028          | Long-distance triathlon | The personal goal: 3.8 km swimming, 180 km cycling and 42.2 km running.                            |

## WHAT WE'RE LOOKING FOR

|                          |                                  |
|--------------------------|----------------------------------|
| - Road & triathlon bikes | - Frames & components            |
| - Wheels & tires         | - Computers & sensors            |
| - Clothing & protection  | - Swim, run & training equipment |

## LET'S TALK

## Let's find the right fit.

Tell me about your brand and the product you have in mind. A short introduction is enough to start.

[christian@project226.de](mailto:christian@project226.de)

Instagram: [@christian.kbr](#) / [@christian.pry](#)

WeChat: wxid\_5nn79uln3k3e12

A short profile to share with your team / [project226-partner-profile-en.pdf](#)