

THE ROAD TO SUB-10.

A season of endurance sport, documented through professional photography and content for partner brands.

My goal is to finish IRONMAN France Nice in September 2027 in under ten hours: a 3.8 km swim, 180 km bike ride and a marathon, completed consecutively.

After finishing IRONMAN Copenhagen in 10h24 in 2025, I want to build towards a faster performance on Nice's demanding mountainous course. Together with Britt Lambrecht, a professional content creator, I will document the preparation and create photography, short-form video and product content for partner brands.

WHY TEN HOURS MATTERS

2025 IRONMAN FRANCE NICE / MEN 25-29

01 / WINNER

9:20:32

02 / SECOND

9:55:29

03 / THIRD

10:05:31

A 9h59 finish would have placed third in that field of 272 age-group finishers.

That makes sub-10 a meaningful benchmark for exploring podium potential. It is a historical comparison: conditions and competition change each year, and faster times have been required in other editions.

The performance goal comes first. An age-group podium is the opportunity beyond it.

RESULTS SOURCE / REGULAR JUNE 2025 RACE, NOT THE WORLD CHAMPIONSHIP
ironmanagegroupseries.com/race/im-france-2025

THREE CHAPTERS. ONE FINISH LINE.

01 PARIS / BUILD THE RUN

Target: a sub-3-hour marathon in spring 2027.

Paris is the first major performance milestone: developing running speed, efficiency and the endurance to hold a consistent pace over 42.2 km. That fitness becomes a foundation for Nice. The next challenge is expressing it after swimming and cycling, when pacing, fuelling and fatigue become decisive.

CONTENT / Running footwear, apparel, training technology, nutrition and recovery.

02 VENTOUX / PREPARE FOR THE CLIMBS

Planned for early July: three cycling ascents, followed by a trail ascent, in one day.

After completing the three cycling ascents in 2025, I want to return with a new challenge. Sustained climbing, equipment choices and fuelling create a distinctive mountain chapter. The cycling connects directly to Nice; the trail ascent adds a personal adventure, with preparation and recovery built around the wider Ironman plan.

CONTENT / Cycling equipment, eyewear, outdoor apparel, sports nutrition and destination photography.

03 SUMMER / BRING IT TOGETHER

Target: turn individual fitness into a complete triathlon performance.

Consistent swimming, long hilly rides, open-water sessions and runs immediately after cycling bring the disciplines together. The focus is reaching the marathon ready to run well: controlling the climbs, practising fuelling and hydration, and rehearsing race equipment. Training evidence will guide the final race targets.

CONTENT / Products in real use, training films, equipment preparation and progress updates.

NICE. THEN WHAT?

04 / EXECUTE THE RACE

The target is a finish under ten hours and the best possible M25–29 placing. A controlled swim, an economical ride through the mountains and a strong marathon bring the season together.

The 2025 results show that sub-10 can be relevant to the age-group podium. It remains an ambitious target to validate through training, with race-day conditions and the field shaping the final result.

THE NEXT POSSIBILITY / KONA

Beyond Nice sits a longer-term ambition: earning a place at the IRONMAN World Championship in Kailua-Kona, Hawaii.

IRONMAN France offers World Championship qualifying slots. Qualification depends on the applicable system, available slots, race-day performance and slot acceptance. Sub-10 or a podium does not guarantee qualification. The relevant championship edition and allocation must be confirmed for the 2027 race.

A PARTNERSHIP ACROSS THE SEASON

Britt and I combine professional content creation with firsthand endurance experience. Partners can receive an agreed selection of photographs, short-form videos and UGC assets, with deliverables, deadlines and usage rights defined together.

Paris, Ventoux and Nice provide three distinct settings within one connected story. The training between them creates further opportunities to photograph products, document progress and show the practical experience behind the goal.

LET'S CREATE CONTENT THROUGH THE ROAD TO NICE.