

OUR EXCUSE.

The sport is the excuse.

ABOUT

Our Excuse is a curated social sports marketplace based in Madrid. We connect people through small-group sport experiences – padel, hiking, running, cycling – run by vetted local organisers.

The sport is the excuse. The people are the point.

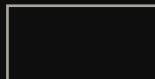
KEY FACTS

Founded	2024
Based in	Madrid, Spain
Sports	Padel · Hiking · Running · Cycling
Format	Small-group, led by vetted organisers
Website	ourexcuse.com
Instagram	@ourexcuse

BRAND COLOURS



#E8521A
Brand Orange



#0E0E0E
Near Black



#F5F2ED
Off White



#D4FF00
Neon Yellow

TYPOGRAPHY

Bebas Neue – Display / Headlines

Playfair Display Italic – Taglines / Editorial

Epilogue – Body / UI / Labels

STORY ANGLES

01 Loneliness is a public health crisis. Sport might be the cure.

Research links social isolation to poor health outcomes. Our Excuse bets that movement – not mindfulness apps – is the most natural antidote.

02 Madrid's sport culture is building something bigger than fitness.

One of Europe's most vibrant padel scenes, a growing trail running community, and an outdoor culture that runs year-round.

03 The creator economy comes to sport coaching.

Padel coaches, hiking guides, cycling instructors – talented people who run great events but struggle with discovery and payment.

04 Against the algorithm: why small-group beats mass fitness.

While big platforms compete on scale, Our Excuse goes the other direction – intentionally small, intentionally local, intentionally human.

TONE OF VOICE

Use	Direct · Confident · Human · A little irreverent
Avoid	Wellness · Community (overused) · Journey · Optimise
Tagline	"The sport is the excuse."
Core	"Show up. Play. Meet people worth knowing."

GET IN TOUCH

press@ourexcuse.com

We respond quickly. Mention if you'd prefer a call.