MILESTONE

Every mile matters !



PRESS KIT

YOUR RACE NUTRITION PLAN.

Gel by gel, at the right mile.

LAUNCH **19.11.2026**

MILESTONE-RUN.FR

Photo: Mathieu Leroux

THE IDEA

"A MARATHON CAN BE LOST ON ONE GEL TAKEN TOO LATE."

— Mathieu Leroux, founder

Runners train for months for a finish time, yet nutrition is still guesswork. In marathons as on trails, many races are decided by a missed gel, one drink too many or a stomach that gives out.

Milestone starts from the real race: the course, the organizer's aid stations, the target pace, the runner's weight and the forecast for race hours. Then it places every intake at the right mile, with the brand the runner already uses.

Free | No account | French · English | Road and trail | Offline on race day



BY THE NUMBERS

201 road races, 27 countries

212 trail formats, 54 events

900 nutrition products compared

60 brands, listed alphabetically

65 studies cited: every guideline in the plan is sourced (53 summarized in the app)

0 paid placement. No brand pays to be listed first.

HOW IT WORKS

THREE ANSWERS, ONE PLAN.

01

THEIR RACE

Road or trail, from the preloaded races, or their own GPX track.

02

THEMSELVES

Their goal, weight, what their gut tolerates, race-day weather.

03

THEIR BRAND

The plan uses the products they already use.



The Paris Marathon while the plan is calculated: every gel at the right mile (streets © OpenStreetMap).

- **Carbs, fluids, sodium and caffeine calculated**
- **Before, during and after the race**
- **PDF, printable wristband, offline plan**

WHAT THE APP DOES

THE WHOLE PLAN, BEFORE, DURING, AFTER.

01

GEL BY GEL

Every intake at the right mile: carbs, fluids, sodium, caffeine.

02

REAL AID STATIONS

The organizer's aid stations, the course and elevation.

03

RACE-DAY WEATHER

Forecast for race hours, sweat and fluids adjusted.

04

WITH THEIR BRAND

60 brands, a comparison tool and a brand finder.

05

BEFORE AND AFTER

Carb loading in the days before, rehydration and recovery.

06

GUT TRAINING

8 weeks to train the gut for carbs.

07

ON RACE DAY

PDF, printable wristband, offline plan on the phone.

08

MY STASH

The plan uses the products you already have first.



Also: split times, pace zones, a shareable card, a share link for the plan, a page for every race.

ROAD

FROM 10K TO 100K.



77
marathons

83
half marathons

41
10K and 100K

- 201 races in 27 countries
- The organizer's aid stations, sourced (60 races); otherwise estimated, always flagged
- The course on the map and elevation (126 tracks)
- The longest stretch without water and split times
- The forecast for race hours

TRAIL

TRAIL TOO.

54
events

212
formats, short to 100 miles

10
countries

- Sections between aid stations, organizer's elevation
- Water to carry between water points
- Margin on every cutoff
- Temperature of each section by altitude

THREE PRINCIPLES

NEUTRAL.

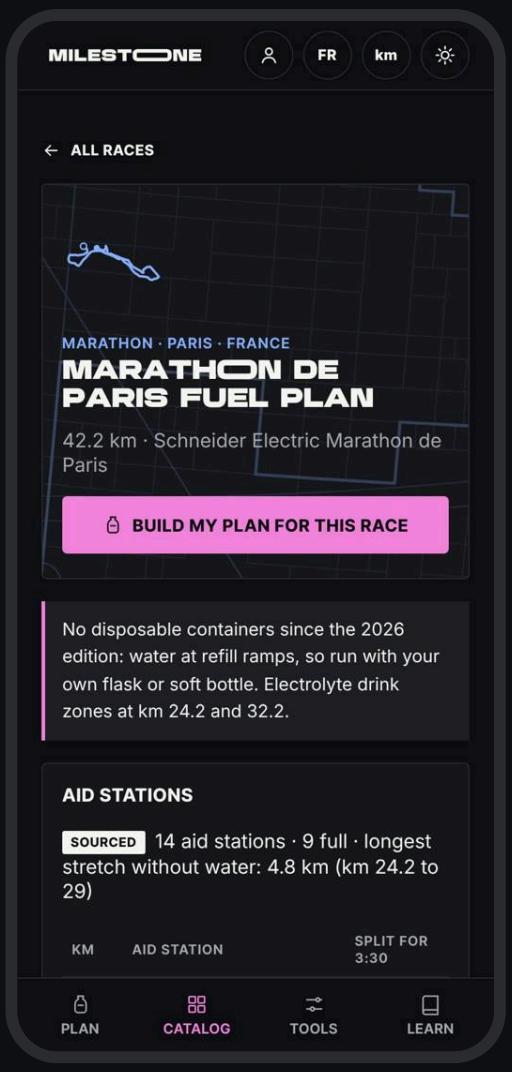
No brand pays to be listed first. Alphabetical order, sorting on measurable data, partner links always labeled.

SOURCED.

Every guideline comes from a study cited in the app. Product values as published; anything missing is flagged.

CAREFUL.

General guidelines to test in training, visible safety notes, no finish-time promises.





THE FOUNDER

MATHIEU LEROUX

Runner. He built Milestone to give every runner, from a first marathon to a 100-miler, the nutrition plan he wished he had: tailored to their race, using their products, and explained.

JUST ASK

- Interview
- Demo
- A plan calculated for the race of your choice
- High-resolution visuals and screenshots

contact@milestone-run.fr
milestone-run.fr
Instagram @milestone_run_mlst