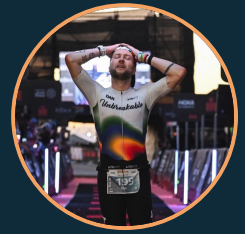


Dan Furze

Kona Dream Project — an amateur triathlete's honest, long-term road to the Ironman World Championships.

@konadreamproject • danfurze.com • British, based in the Netherlands



ABOUT THE PROJECT

The Kona Dream Project documents one ordinary person's attempt at something extraordinary: qualifying for Kona. Every swim, bike, run, race and setback is shared honestly, with calm confidence, a sense of humour, and no highlight-reel polish.

Kona is the vehicle. The real point is the community around it: people who feel braver about their own big, scary goals because they watched someone commit to one in public. It is a documentary, not an influencer account, and the audience trusts it for that reason.

Latest chapter: Ironman Japan (Hokkaido), 13 September 2026. Swim good, bike good, run not as planned. The honest recap became the most-commented post of the quarter (62 comments). The winter block toward the next race is now underway.

REACH & RESULTS

2,860

INSTAGRAM FOLLOWERS

278.6K

VIEWS, LAST 90 DAYS

100%

ORGANIC — NO PAID ADS

Best 28 days (10 Aug – 6 Sep 2026)

131.9K

VIEWS

48.7K

ACCOUNTS REACHED

- 72% of views came from non-followers
- 147 new followers (net +81)
- 3.8K interactions — 7.8% of accounts reached

Last 28 days (2 – 29 Oct 2026)

28.6K

VIEWS

9.1K

ACCOUNTS REACHED

- 1.1K interactions — 12% of accounts reached
- Daily views rebuilt from ~100 to 6.7K within days of resuming

Includes a ~3-week break in posting due to illness; daily posting resumed 25 Oct.

AUDIENCE

Top countries

United Kingdom	<div></div>	46%
United States	<div></div>	11%
Germany	<div></div>	4%
Brazil	<div></div>	4%
Australia	<div></div>	3%
Netherlands	<div></div>	3%

Top city: London.

Who they are

Men	<div></div>	75%
Women	<div></div>	25%
Aged 25–34	<div></div>	30%
Aged 35–44	<div></div>	38%

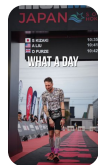
67% of the audience is aged 25–44: working adults fitting big goals around real life.

TOP CONTENT BY PILLAR — LAST 90 DAYS



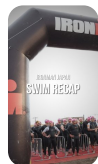
24.5K
VIEWS

Comedy — left out of the free Ironman backpack
353 likes · 32 shares · 21 Aug 2026



7.1K
VIEWS

Reflection — Ironman Japan finish: the honest recap
270 likes · 62 comments · 14 Sep 2026



3.6K
VIEWS

Race recap — Ironman Japan swim: what went right and wrong
149 likes · 11 comments · 7 saves · 17 Sep 2026



2.5K
VIEWS

Key Session — the 3 tests that gave me real training data
64 interactions · 11 saves · drives to my free calculators · 21 Aug 2026



2.5K
VIEWS

Race plan series — swim strategy for Ironman Japan
44 interactions · 29 Aug 2026

WHAT I MAKE

- **Race build countdown** — weekly documentary reels
- **Closing The Gap** — tracking the fitness gap to a Kona standard
- **Key Session** — weekly training deep dives with real data
- **Reflection** — honest, personal talking-head pieces
- **Community Moments** — collabs, meetups, athlete features
- **Comedy** — the relatable side of triathlon life

Daily Reels, plus carousels and daily Stories; Instagram-first, cross-posted to TikTok, YouTube Shorts and Facebook.

PARTNERS

Tri-Fit Athletic

Kyloe in the Wild

Elements Fitness

BoostMode

DualFuel

Triathlon apparel · eyewear & lifestyle · gym · energy drinks · hydration. Followers receive discount codes with several partners. Past paid work includes a sponsored video for Athlete Life Insurance.

OPEN TO

- Long-term ambassador roles
- Affiliate and discount-code partnerships
- Product-for-content testing
- Selective paid campaigns

HOW I WORK WITH BRANDS

- **One brand per category** — no competing endorsements, so every recommendation carries weight.
- **Only products I genuinely use** — tested in real training and racing first, then shared.
- **Woven into the story** — no scripts, no forced talking points, no posting quotas.
- **Value for the audience** — real discounts and honest reviews, always clearly disclosed.
- **Long-term over one-off** — I would rather build a partnership across a season than run a single promo.

Let's talk dan@danfurze.com

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