

PRODUCT STRATEGY

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Puneeth

July 10, 2024



Pitch deck

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ABOUT US: FOOT-FLOW

“Evokes the idea of seamless movement and personalized foot analysis”

Vision:

Empowering individuals to achieve optimal health and wellness through innovative smart footwear

Mission:

Our mission is to revolutionize the way people interact with their shoes by integrating cutting-edge technology and actionable data to enhance performance and prevent injuries.





PROBLEM

CURRENT HEALTH MONITORING DEVICES LIKE SMART WATCHES AND OTHER WEARABLES OFTEN LACK THE DETAILED AND SPECIFIC INSIGHTS THAT USERS NEED FOR COMPREHENSIVE HEALTH MANAGEMENT.

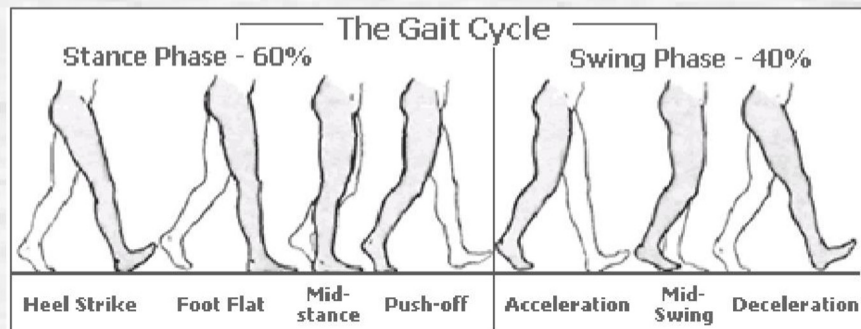
THEY TYPICALLY PROVIDE GENERAL DATA ON STEPS, HEART RATE, AND CALORIES BURNED BUT FALL SHORT OF OFFERING WHAT'S NECESSARY FOR OUR TARGET AUDIENCE

- 1. Detailed Foot and Posture Analysis:** In-depth analysis of the foot pressure, gait, and posture which are crucial for preventing injuries and improving overall health
- 2. Real-time adjustments:** The typical devices cannot make real-time adjustments based on the user activity and health data such as adjusting cushioning or support dynamical
- 3. Activity-Specific Benefits:** For activities like running, walking or standing for long periods, current devices do not offer tailored support and feedback to enhance performance and reduce fatigue

Initial stages of the gait cycle



Normal Gait



TARGET AUDIENCE

FITNESS ENTHUSIASTS, HEALTH-CONSCIOUS CONSUMERS AND ATHLETES

Individuals who are eager on tracking their physical activity, improving their performance, and preventing injuries

SENIOR CITIZENS

Smart Shoes can provide them added safety and support

HOSPITALS – REHABILITATION PATIENTS

Individuals recovering from injuries or surgeries who need to monitor their progress and receive feedback on their movements

INDUSTRY – FACTORY WORKERS

Individuals who stand for long hours in a production line need to monitor their posture and reduce fatigue

VALUE PROPOSITION

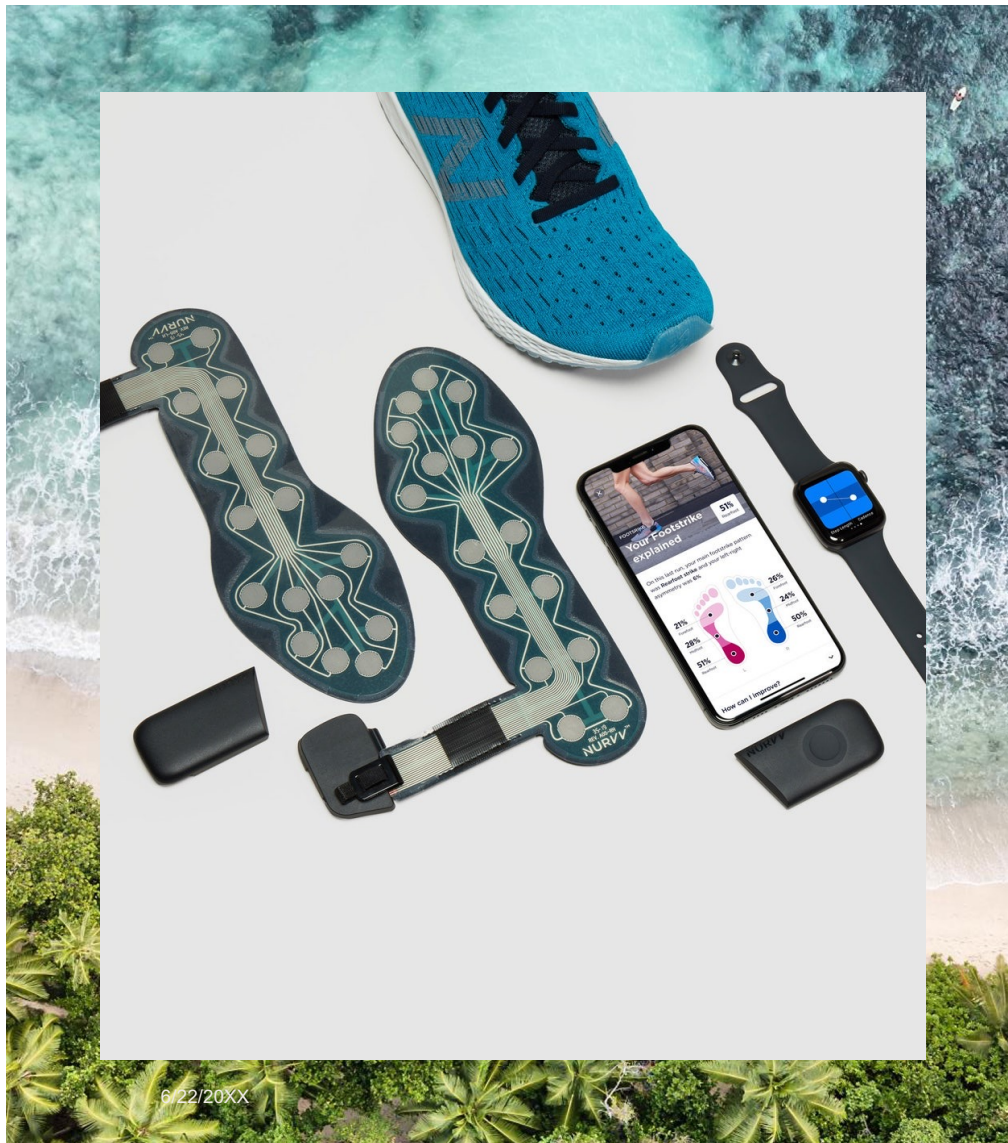
Go further, and recover faster:

Provide targeted foot and ankle relief while being mobile, so you can integrate recovery seamlessly into your routine.

Designed for uneven terrain:

Understand the specific needs of Indian users, incorporating features like adjustable pressure and temperature settings for optimal comfort.





MARKET POTENTIAL

Demographic Trends

- **Health Awareness:** There is a rising awareness and emphasis on health and wellness among the general consumers
- **Growing Elderly Population:** The global elderly population is increasing, with projections indicating significant growth in the next decade.

Market Opportunity

- **Wearable Health Devices:** The wearable health devices market is expanding rapidly, with a significant portion dedicated to senior health monitoring.
- **Technology Adoption:** Increased tech-savviness among the elderly, partly driven by simplified user interfaces and the desire for health tracking (25% of the population soon)

SOLUTION

SMART SHOES INTEGRATE ADVANCED TECHNOLOGY TO PROVIDE A COMPREHENSIVE HEALTH AND FITNESS MONITORING SOLUTION. THEY COMBINE PHYSICAL SENSORS, MOBILE APPS, CLOUD STORAGE, AND AI APPLICATIONS TO OFFER A SEAMLESS AND PERSONALIZED USER EXPERIENCE.



PRO-ACTIVE HEALTH MONITORING

Embedded sensors track metrics like steps, calories, posture, and gait, providing valuable health insights real-time and necessary customization through AI for comprehensive health improvement



TARGET AUDIENCE

1. Fitness Enthusiasts and Athletes
2. Senior Citizens
3. Hospitals – Rehabilitation centers
4. Industry – Factory Workers



TOTAL COST OF OWNERSHIP

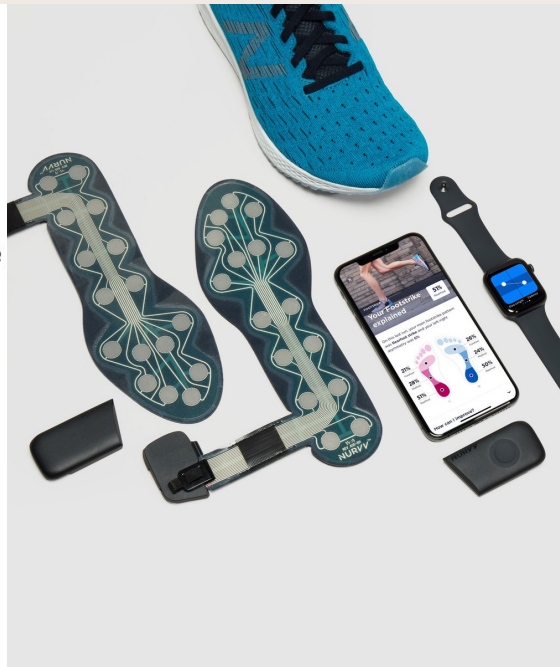
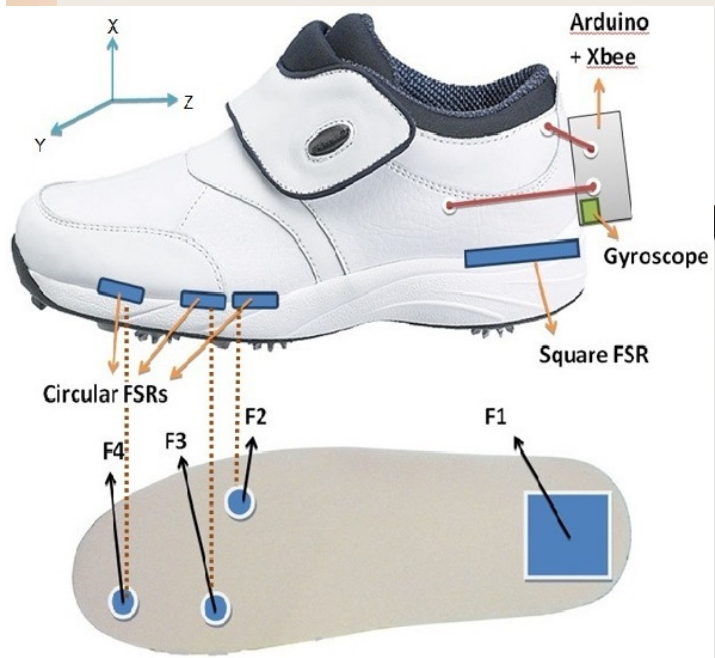
- Long-term health benefits to our customers
- Comprehensive Health improvement



EASY TO USE

- Easy to wear and use
- Seamless integration with mobile apps for easy access to data and customization options
- Emergency Alerts

PRODUCT IDEA



PRODUCT OVERVIEW

HEALTH MONITORING

Embedded sensors track metrics like steps, calories, posture, and gait, providing valuable health insights.

CUSTOMIZATION

AI algorithms personalize shoe features, such as adjusting temperature and support based on user behavior and activity.



REAL-TIME FEEDBACK

Mobile apps deliver instant feedback and recommendations, helping users improve their fitness routines and posture.

Emergency Alerts & GPS Tracking

DATA ANALYSIS

Data is stored in the cloud, allowing for long-term tracking and detailed analysis, which can be shared with healthcare providers.



PRODUCT BENEFITS

1.

Enhanced Fitness: Users can optimize their work-outs and monitor their progress (Improved Performance)

2.

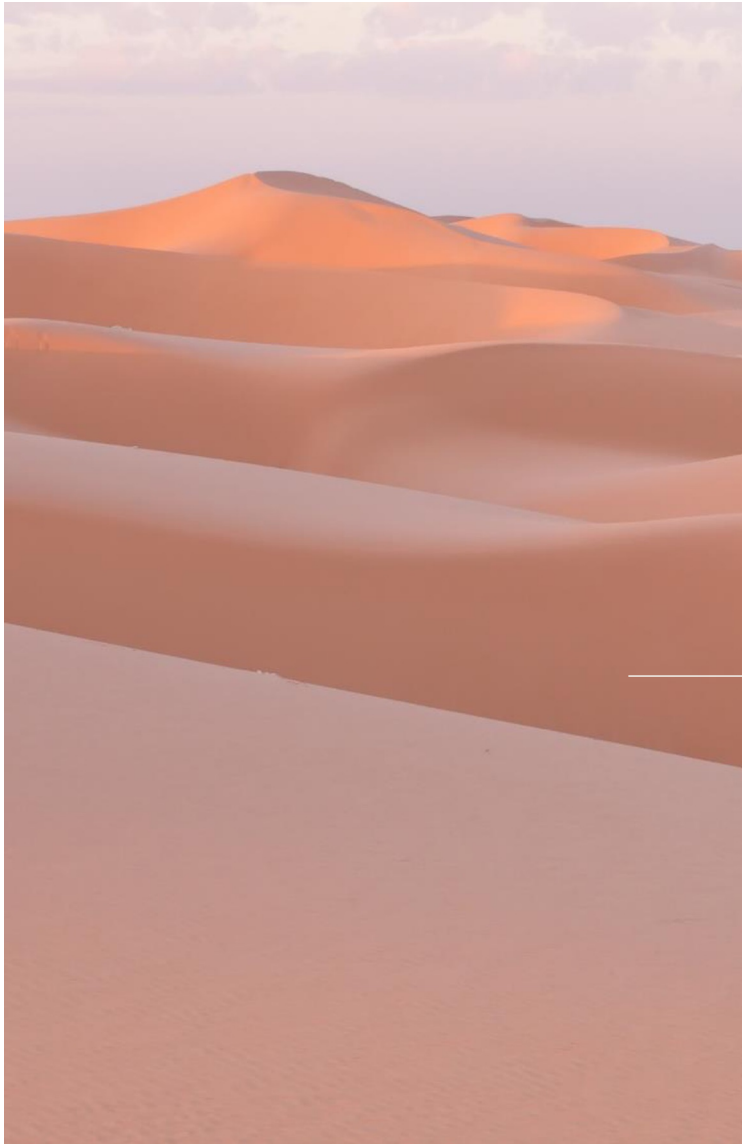
Personalization: Tailored features that adapt to individual needs and preferences

3.

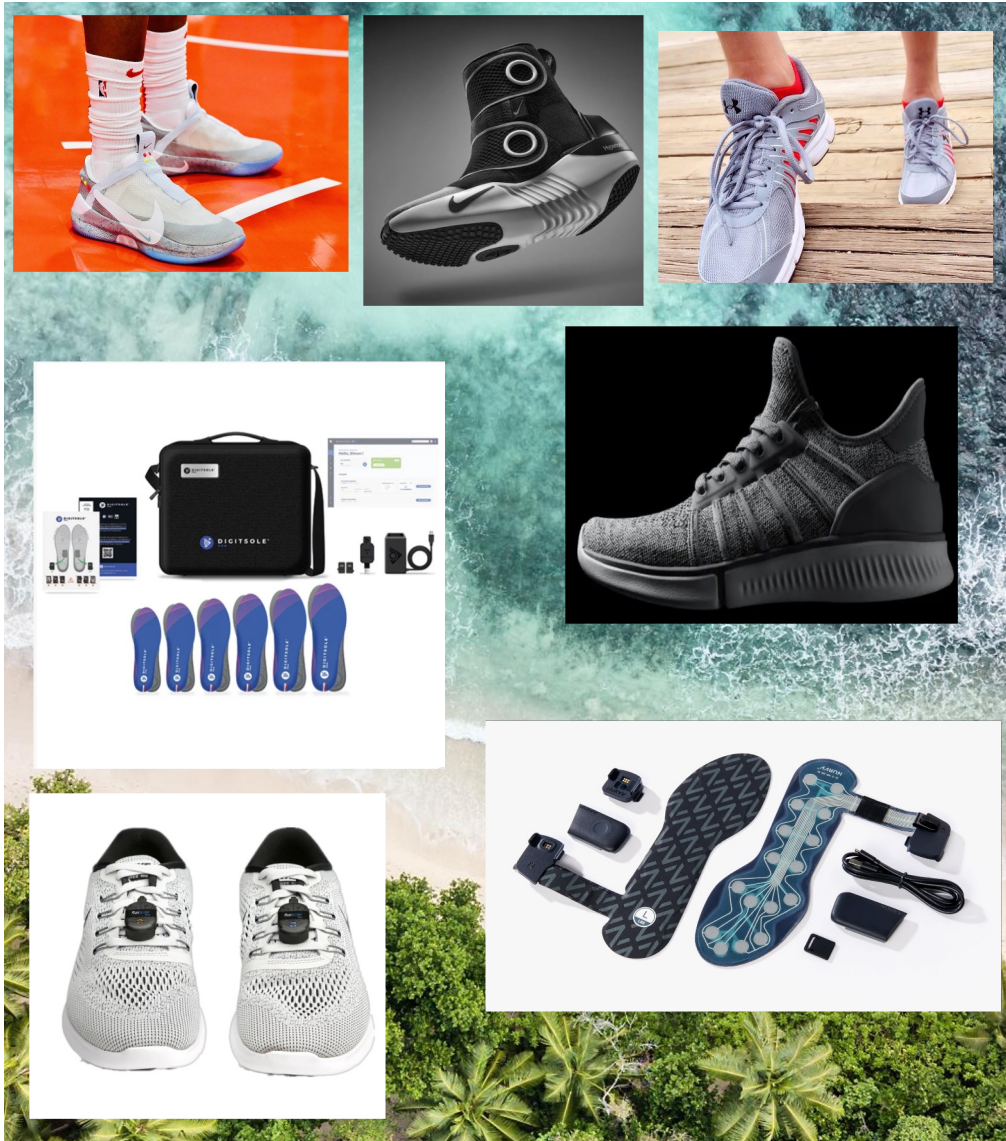
Improved Health: Early detection of health issues and better posture support (Faster Recovery, Reduced Foot pain)

4.

Convenience: Easy to wear and use; Seamless integration with mobile apps for easy access to data and customization options



COMPETITION



COMPETITION

Recovery Shoes:

- Nike Adapt BB Self lacing shoe; Price: \$ 350
- Puma Fi, Self Lacing shoe; Price: \$140
- Under Armor HOVR Infinet; Price: \$ 150

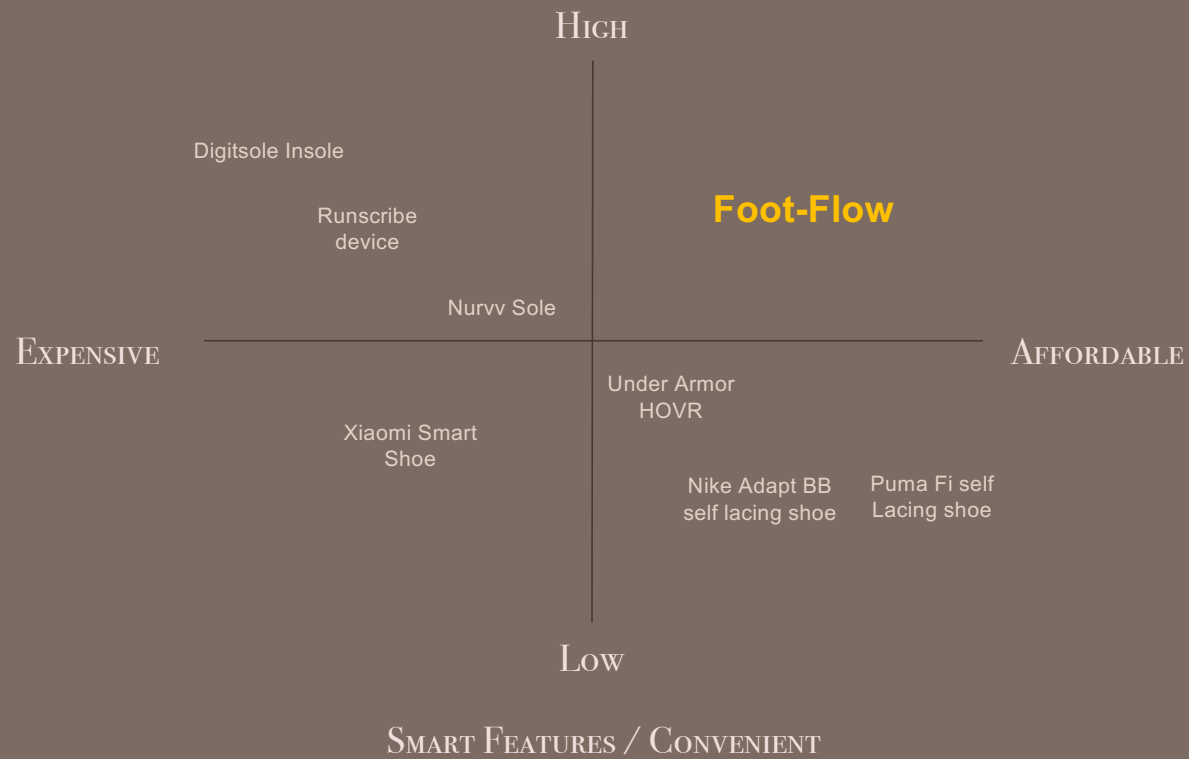
Add-on chip to the midsole: Steps, Distance, Calories burned

- Xiaomi Mijia Smart Shoes; Price: Rs. 4,000

Foot pressure, Impact force, foot strike position, pronation, flight time, stride:

- Nurvv soles, \$300
- Digitsole, \$1500
- Runscribe device, \$599 to \$799

COMPETITIVE LAYOUT



COMPETITIVE POSITIONING

- **Modular Design:** Our shoes feature removable smart insoles for convenience and versatility.
- **Affordable Innovation:** Offering competitive pricing without compromising on smart technology.
- **Sustainable Electronics:** Easily detachable electronics ensure reuse with new shoe purchases.
- **Enhanced Insights:** Utilizing sensor data for advanced insights to optimize performance coaching.



MARKET SIZE

MARKET OVERVIEW

\$2.1B (GLOBAL)

Opportunity to build

Fully inclusive market

Total addressable global market

\$0.2B (INDIA)

Serviceable available market

Rs. 16.4B

Focus on India

CAGR – 20%

\$ 25M

Serviceable obtainable market

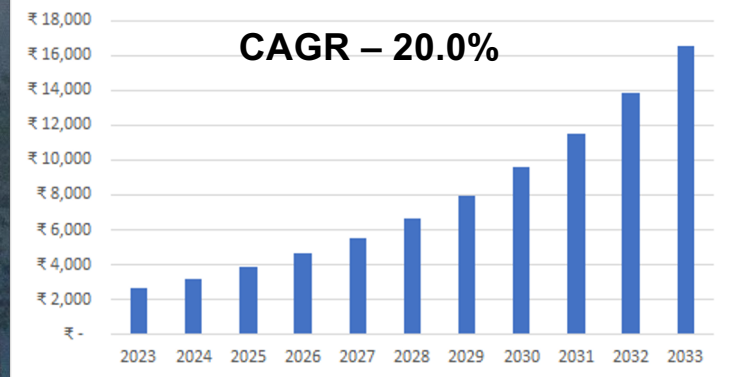
Rs. 1,656M

Focus on Tier 1 Cities (10% of Revenue)

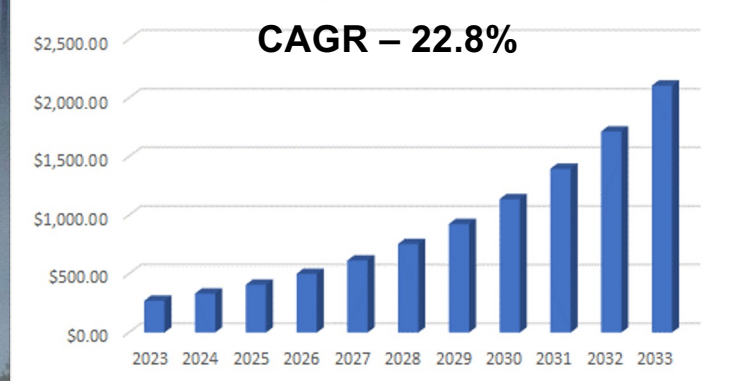
Mumbai, Chennai, Bangalore

Pitch deck

India Smart Shoes Revenue (in million Rupees)



Global Smart Shoes Market Size





INTERNAL ANALYSIS

INTERNAL ANALYSIS – VRIO MODEL

Aspect	Footflow's Initial Assessment	Feedback / Thoughts
Valuable	Foot-flow's sensory technology, gyroscope, accelerometer, and pressure sensors enhance user experience by tracking activity, suggesting walking / running styles, and improving efficiency.	<p>Foot Pressure Analysis:</p> <ol style="list-style-type: none"> 1. Foot pressure analysis involves measuring the distribution of force exerted by your feet on the ground while walking or running. 2. Sensors embedded in the shoe's sole collect data on pressure points, helping users understand their gait and adjust their stride for better comfort and performance. <p>Gait Analysis:</p> <ol style="list-style-type: none"> 1. Gait analysis assesses how you walk or run. It considers factors like stride length, foot strike pattern, and pronation (inward or outward rolling of the foot). 2. Smart shoes use accelerometers and gyroscopes to analyze gait, providing insights for injury prevention and optimal training. <p>Posture Monitoring:</p> <ol style="list-style-type: none"> 1. Posture monitoring tracks your body alignment during various activities. 2. Smart shoes can detect deviations from proper posture and alert users to make adjustments, reducing strain on joints and muscles.
Rarity	Foot-flow's unique combination of features (e.g., gyroscope, pressure sensors) is not easily replicated by competitors.	Footflow shoe design not only provides the necessary information on Steps, Distance, Calories burned, Heart rate but also provides Foot-Pressure analysis, Gait analysis and Posture monitoring. This unique combination is not provided by our competitors
Imitability	Foot-flow's technology is difficult to imitate due to its specialized components and design.	Opportunity to create an IP/Patent both for the design and utility that it provides for the customers
Organization	Efficient integration of components, wireless charging, and data transmission via Bluetooth contribute to Foot-flow's competitive advantage.	We're in the process of developing an organisation structure that would provide a sustained competitive advantage in this Smart Shoe space

GAP ANALYSIS

Aspect	Current State (Footflow)	Desired State	Competitor Products in the Market
Foot Progression Angle Measurement	Utilizes inertial and magnetometer sensors embedded in the sole of the shoe.	Accurate measurement of foot progression angles during walking.	This feature is available in NurvSole and Runscribe soles at extremely high pricepoint
Data Storage	Can store up to 160 hours of continuous data locally.	Efficient data storage and retrieval.	Varies; some products may have limited storage capacity.
Accuracy	Overall average error of 0.1 ± 1.9 degrees compared to standard motion capture system.	Minimal error in foot progression angle calculation.	Accuracy levels vary across different products.
Gait Patterns	Consistent accuracy across different walking gait patterns.	Robust performance across various walking styles.	Gait Analysis (stride length, foot strike pattern, and pronation (inward or outward rolling of the foot)) is not provided extensively by our competitors
Clinical Applicability	Potential use beyond research labs, especially for knee osteoarthritis patients.	Widely applicable in community settings and clinics.	Other products don't promote different clinical applications.
Sensor Optimization	Ongoing feature analysis to identify optimal sensor combinations.	Efficient sensor selection for gait classification.	Sensor selection strategies may differ.

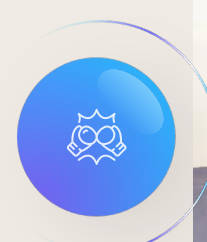
SWOT ANALYSIS

Aspect	Description
Strengths	- Innovative technology: Integration of sensors (gyroscope, accelerometer, pressure sensors) for accurate Foot progression angle measurement, Gait Analysis and Posture Monitoring.
	- Health Conscious Customers and Athletes: Trendy design appeals to tech-savvy consumers.
	- Clinical applicability: Benefits knee osteoarthritis patients and aids rehabilitation (Senior Citizens and rehabilitation patients)
Weaknesses	- High production costs: Advanced technology components increase manufacturing expenses.
	- Limited market awareness: Footflow is relatively new; awareness needs to grow.
Opportunities	- Fashion and fitness trends: Growing demand for smart shoes due to changing lifestyles.
	- Expanding market: Projected CAGR of 22.7% from 2023 to 20331.
Threats	- Competition: Rival smart shoe brands entering the market.
	- Technological obsolescence: Rapid advancements may impact Footflow's relevance.



EXTERNAL ANALYSIS

PORTER'S 7 FORCES



Entry Barriers

- **Technological Complexity:** High R&D costs and specialized knowledge for smart shoe development.
- **Brand Loyalty:** Established competitors have loyal customer bases.
- **Distribution Channels:** Existing players control key distribution channels.

Exit Barriers

- **Investment in Infrastructure:** High sunk costs (manufacturing facilities, R&D labs)
- **Brand Reputation:** Reputation risk if Foot flow exits the market
- **Employee Retention:** Challenges in retaining skilled workforce.

Bargaining power of buyers

- **Consumer Preferences:** Buyers have choices among smart shoe brands.
- **Price Sensitivity:** Price-conscious consumers may switch to alternatives.
- **Switching Costs:** Ease of switching to other smart shoe brands.

Bargaining power of suppliers

- **Sensor Manufacturers:** Limited suppliers for high-quality sensors.
- **Raw Materials:** Dependence on specific materials (e.g., advanced polymers, electronics).

Competitive rivalry

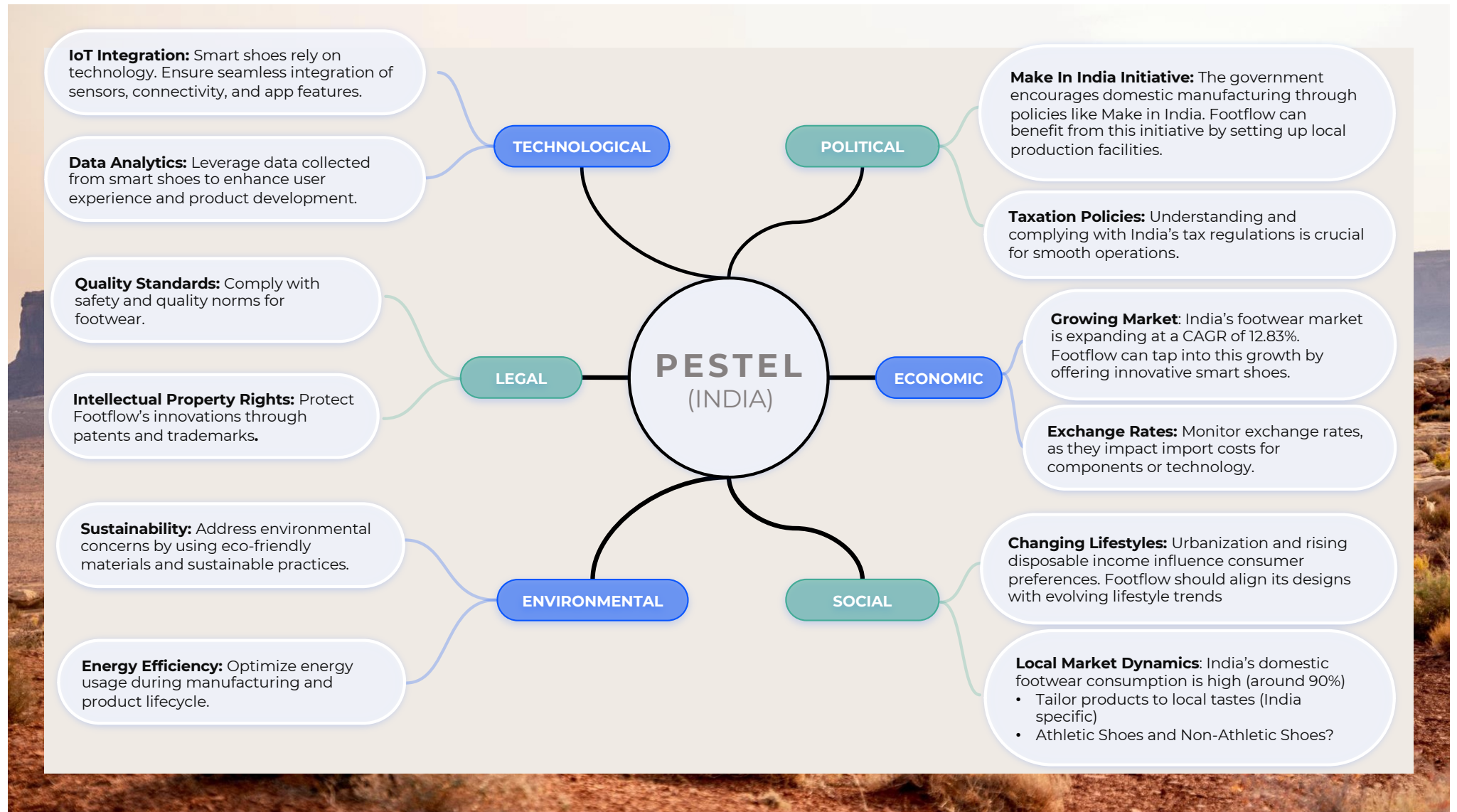
- **Existing Smart Shoe Brands:** Nike Adapt, Under Armor HOVR, etc.
- **Traditional Shoe Brands:** Adidas, New Balance, etc.
- **Innovative Startups:** Emerging players disrupting the market.

Power of Substitutes

- **Fitness Trackers:** Substitutes for gait analysis and health monitoring.
- **Traditional Shoes:** Non-smart alternatives for walking and running.

Power of Complementors

- **Fitness Apps:** Integration with fitness apps enhances value
- **Wearable Devices:** Synergy with other wearables (smartwatches, fitness bands).





GOALS AND INITIATIVES

PRODUCT GOALS

Revenue Growth:

- Sales Expansion: Increase market penetration of the Smart Shoes by targeting new customer segments (e.g., fitness enthusiasts, seniors, and Rehabilitation patients).
- Sales Expansion: Provide Shoe-in-soles as a replaceable part adding to the revenue growth goals
- Subscription Model: Offer premium features (e.g., advanced health insights, personalized coaching) through a subscription plan

Customer Satisfaction - Health Insights:

- Gait and Posture Optimization: Continuously analyze gait and posture data to provide real-time feedback and corrective exercises.
- Activity-Specific Insights: Tailor health recommendations based on the type of activity (walking, running, standing etc.).

Reduction in Fatigue:

- Heart Rate Management: Monitor heart rate during activities and suggest optimal intensity levels.
- Weight and Fatigue Tracking: Monitor weight and help customers manage fatigue effectively.

Sustainability:

- Eco-Friendly Materials: Source sustainable materials for shoe production.
- Recycling Program: Encourage users to return old shoes for recycling or repurposing.

Strategic Initiatives

Innovative Features and Design :

- **Smart Shoe Enhancements:** INVEST IN CUTTING-EDGE FEATURES LIKE ADAPTIVE CUSHIONING, TEMPERATURE REGULATION, AND PERSONALIZED FIT ADJUSTMENTS. THESE INNOVATIONS CAN SET FOOTFLOW APART FROM COMPETITORS.
- **Aesthetics and Comfort:** PRIORITIZE SLEEK DESIGNS AND SUPERIOR COMFORT. AESTHETIC APPEAL ATTRACTS CUSTOMERS, WHILE COMFORT ENSURES REPEAT BUSINESS AND POSITIVE REVIEWS.

Business Model Innovation:

- **Revenue and Subscription-Based Model:** EXTEND THE SUBSCRIPTION APPROACH BEYOND PREMIUM FEATURES. CONSIDER OFFERING PERSONALIZED HEALTH INSIGHTS, MAINTENANCE SERVICES, AND EXCLUSIVE EVENTS TO SUBSCRIBERS.
- **Strategic Partnerships :** COLLABORATE WITH HEALTHCARE FACILITIES, HOSPITALS, FITNESS APPS, GYMS, OR WELLNESS PLATFORMS. INTEGRATION CAN ENHANCE FOOTFLOW'S VALUE PROPOSITION AND EXPAND ITS REACH.

KPI / METRICS

Delivery Time:

- Measures the time from order placement to customer receipt.
- Optimize production and delivery processes to ensure timely delivery.

Customer Satisfaction Rating:

- Gauge customer happiness through surveys or feedback.
- High satisfaction leads to repeat business and positive reviews.

Average Order Value (AOV):

- Calculate the average value of each customer's order.
- Increasing AOV boosts revenue per transaction.

Return Rate:

- Track the percentage of returned shoes.
- Lower return rates indicate better product quality and customer fit.

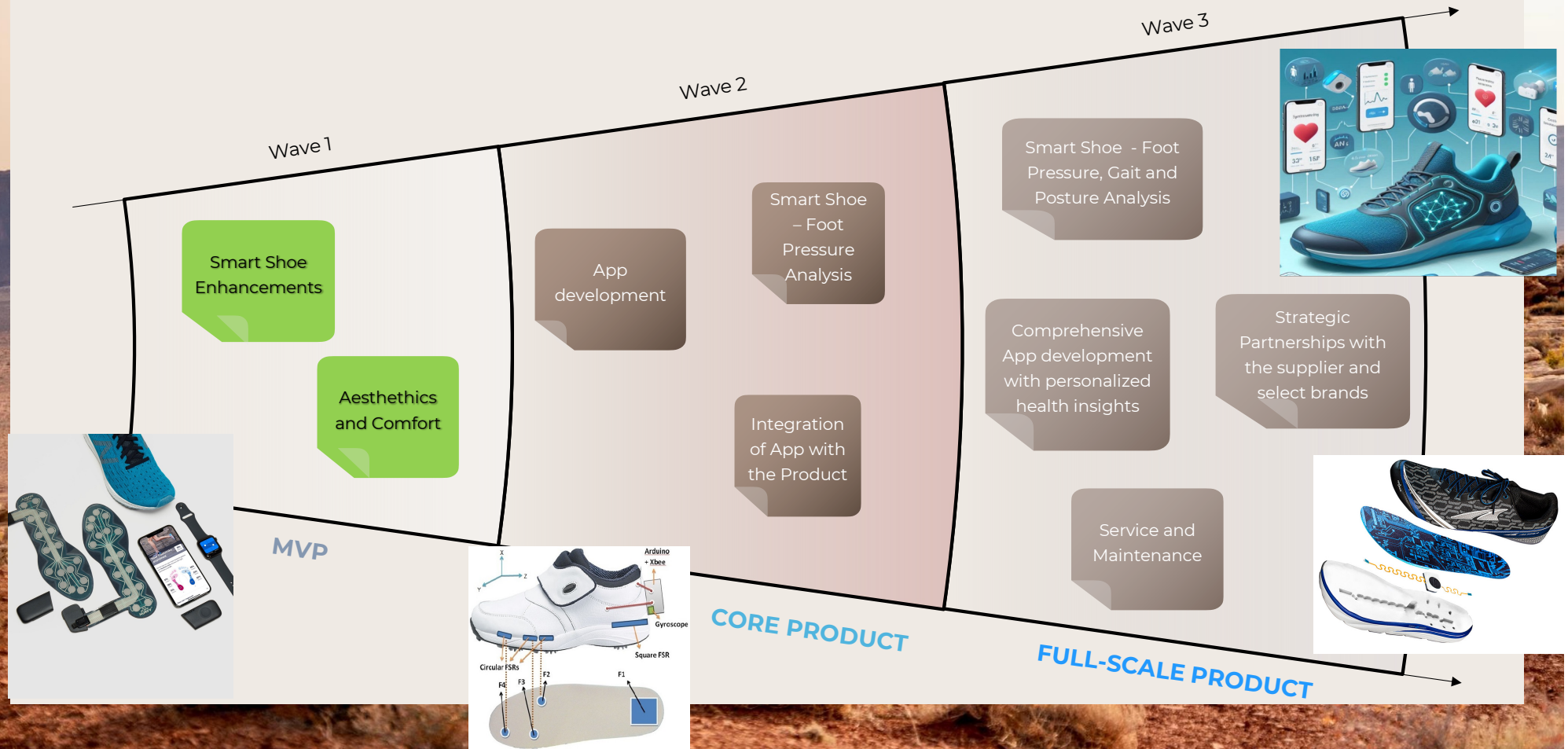
Sustainability Metrics:

- Monitor waste reduction, eco-friendly materials usage, and recycling efforts.
- Align with Footflow's sustainability goals.

Employee Satisfaction Level:

- Happy employees lead to better productivity and customer service.
- Regularly assess employee satisfaction.

PRODUCT ROADMAP & EVOLUTION CANVAS





THANK
YOU

SUNDAR
PUNEETH
GUNA
