



# Eco-Flex Footweares

*Time to Change to Eco-Shoes and flaunt the new style*



HULT  
PRIZE



United Nations  
Office for Partnerships

**TEAM ACHIEVERS**



# Problem Statements

## **Onset arthritis due to intensive pressure on the knees**

Due to the way normal shoes are made, the constriction of the toes and extra cushioning might look good but instead prevents feet from spreading out on the floor which lead to less efficient transfer of force between the body and the floor.

Over the years that could mean deterioration of the surface of the bone itself and the connecting tissues that cushion and stabilize bones of a joint like the knee, which is what arthritis is all about.

## **Unrecyclable Sneakers**

Sneaker production is exceptionally carbon intensive, accounting for 1.4% of the global greenhouse gas emissions, which is significant given that air travel is responsible for 2.5 percent of all emissions.

A study conducted by MIT in 2013 found that a typical pair of running shoes generates approximately 13.6 kilograms of CO<sub>2</sub> emissions.

# Our Solution

## Womble

- Made of Polyblend Resin of Bamboo and Cork
- Bio-fabricated barefoot style shoes
- Softer than cotton
- Odor repellent and antibacterial
- Easy to maintain
- Customizable
- 3D printed sole
- May prevent Arthritis

## UN Sustainable Development Goals

Our Products altogether follows:



# Our Designs and App Interface

For Users to Access our Products and also customize their shoes, Our Company is accessible on Website and our App.



# Unique Value Proposition

- **Minimal Waste**: Incorporating the unparalleled avant-garde benefit of biofabrication i.e reusability of resin which will enable us to produce brand new stock from the residue of previous stock.
- **Customizable Structure**: Feel a sense of control over your footwear by using our customizable shoes option to design the shoes of your dreams.
- **Shoes For All**: Mainstream shoes may not cater to your distinct needs but we pride ourselves in our ability to deliver value to all.

# Social Impact

## FIT INDIA Initiative

Providing top quality affordable sports footwear thereby encouraging intensive activities and sports among the youth of the nation in accordance with the FITINDIA initiative taken by the honorable government of our country.

## One Size may not fit all, But Our Shoes does

Customizable footwear will be produced so that even people with special needs and geriatrics will be able to have indistinguishable fun and enjoy group activities and partake in physical activities to enrich their lives in unequivocal proportions.

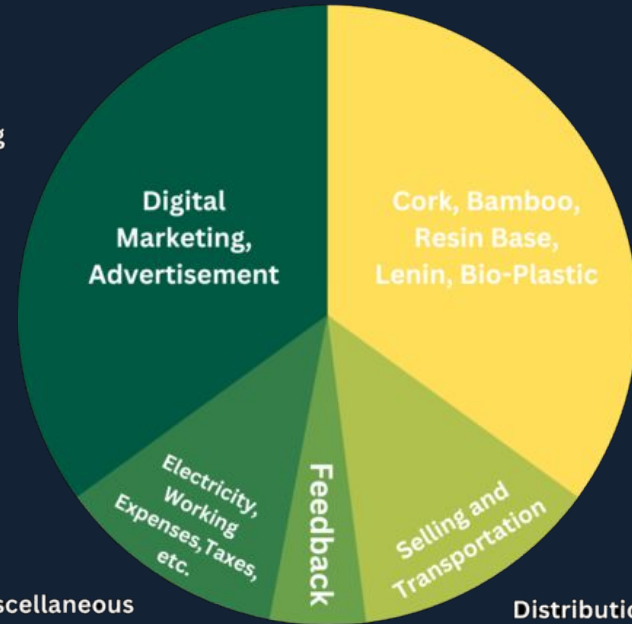


# Cost Structure

Particular	Cost (per Pair)
Lenin	30-40
Bamboo	90-100
Cork	200-250
Material Cost	320-390
Miscellaneous	60-90
Transport	25-40
Labour Cost	260-400
Market Price	2000-3000

\*Rough Estimate (incl. taxes)

Marketing  
35%



Raw Materials  
35%

Miscellaneous  
12%

After-Sales Services  
5%

Distribution  
13%

# Revenue Stream

## B2C Earnings

These earnings includes the revenue generated from Offline Sales, Online Sales and Rental Services.



## Subsidies

Government of India is providing monetary benefits awarded to firms whose work benefits the public and has strategic importance



Raising fundings through the public thereby increasing retention of shares.

## Peer-to-Peer Learning



Providing Membership Mode for the customers to buy/rent our products at a lower cost.

## Recurring Payments



# Our Team Strength



**Nikhil Majorwar**

DOC, BBA

Team Leader, Business  
Structure



**Arfaz Khan**

DOC, BBA

Product research



**Shikhar Sinha**

DOC, BBA

Collaboration, Team  
Worker and Research



**Ayush Sinha**

DOC, BBA

Finance management



**Shashank Iyer**

DOC, BBA

Marketing and Social  
Impact



*Thank You!*