

One Pager on FLEX Shoe

The arch on your foot has the ability to absorb shock and produce strength to push off and balance when walking. Without the appropriate support for the arch, you may develop flat feet, which causes your joints to come out of alignment due to the fact that bones are connected. It can cause pain to areas starting from the toes up to the lower leg. Meet Flex, a shoe that caters to over 50% of adults that prefer being barefoot however, still wear shoes for safety reasons. Flex makes the user feel as if they are barefoot with its super thin and light design, and comfortable fabric body. The sole provides foot-arch support while still being very flexible and thin. The user is able to feel the ground as if they are barefoot.

Target Market

The specific target market for this product is adults, above the age of 35, who have additional income to spend on luxuries. The age is based on the fact that people over the age of 35 are not considered millennials. Millennials are generally much more interested in their brands versus their health. Furthermore, in-house research states that 53% of adults prefer being barefoot, therefore we are targeting those adults specifically.

My secondary market is adults who are health-conscious individuals and are always looking at ways to help keep themselves in good health.

Marketing Strategy

Flex will be marketed at gyms, med-spas, doctor's offices (specifically podiatrist), and hospitals. There will be flyers distributed at these places for people to take. Additionally, we will work with well known "good lifestyle advocates", such as Oprah or Doctor Oz, to push the shoes to their audiences. We will also submit our shoes to the American Podiatric Medical Association for their Seal of Acceptance/Approval Program in-order to gain some authenticity and be listed in their database for potential customers to find us. Lastly, we will send out our shoes with display cases and our website, to order from, to podiatrists around the country to put up in their waiting rooms. Therefore patients waiting to see their doctor will be exposed to Flex.

Elevator Pitch

Over 50% of adults prefer being barefoot however being barefoot does not provide adequate heel support and causes flat feet and your bones to de-align. Flex is a stylish shoe that creates a barefoot feeling while providing the needed heel support. Being barefoot... bearable with Flex.

Sustainable Competitive Advantage

Our competitive advantage is to create a product that not only is orthopedic, but also very light and flexible. Current shoes in this market are very bulky or rigid. The technology in FLEX would be patented and would have the American Podiatric Medical Association Seal of Acceptance. Imitation shoes would not be able to compete due to the complexity and technology associated with designing such a shoe.

An industry analysis

Existing products in the market that help prevent flat-feet are shoe insoles, foot casts, medicated orthotics, etc.. The goal of an orthotics is to help your foot and body accept the stress and strain of standing or walking. These products work fine with users, however, they are designed to be a medical tool and are bulky and rigid. Therefore they may be healthy however, not comfortable or very restricting in how the user can feel the texture of the ground. Foot casts are very uncomfortable for the user the wear and tend to develop an odor fairly quickly. Insoles wear out quickly and tend to be pricey, especially when they need to be replaced every two to three months.

Financial analysis

Normal Orthopedic Footwear tend to run anywhere from \$40 to \$200 depending on brand and comfort. FLEX would use much less material than these shoes, therefore have reduced production costs and not have an inflated price based on brand. The cost for FLEX would run around \$99, the same price as standard well made dress shoes, which are also bought by my target market.