

Day 7 – Business Pitch Deck

SoleStride

1. Introduction

Business Overview & Vision:

SoleStride is an innovative online footwear store that offers a diverse range of stylish and comfortable shoes. Our vision is to make footwear shopping seamless, personalized, and accessible by providing high-quality shoes with a user-friendly online experience. We aim to be the preferred choice for customers looking for trendy, affordable, and high-performance footwear.

2. Problem Statement

Many customers face challenges when shopping for shoes online, including size mismatches, limited variety, and lack of personalized recommendations.

Traditional footwear stores often lack the convenience and customization that modern consumers demand. Additionally, there is a growing need for hassle-free returns and faster delivery services.

3. Solution

SoleStride offers a superior shoe-shopping experience by providing:

- **Extensive Shoe Collection** – A variety of styles, sizes, and brands catering to all demographics.
- **Personalized Recommendations** – AI-driven suggestions based on user preferences and browsing history.

- **Size Guide & Virtual Try-On** – Interactive tools to help customers find the perfect fit.
- **Easy Returns & Exchanges** – Hassle-free return policies to ensure customer satisfaction.
- **Fast & Reliable Delivery** – Nationwide shipping with real-time tracking for convenience.

We bridge the gap between traditional footwear stores and modern e-commerce platforms by offering a customer-centric, innovative shopping experience.

4. Market Opportunity

Target Market & Demand:

- **Customers:** Young professionals, fashion enthusiasts, athletes, students, and casual shoppers.
- **Market Size:** The global online footwear market is valued at over \$100 billion and is rapidly growing.
- **Trends:**
 - Rising demand for stylish yet comfortable shoes.
 - Increased adoption of AI-driven shopping experiences.
 - Growth in online retail and fast delivery expectations.

5. Product

Key Features:

1. **Diverse Footwear Collection** – Various styles, from sneakers to formal shoes.
2. **AI-Powered Recommendations** – Smart suggestions based on purchase behavior.
3. **Virtual Try-On** – Augmented reality-based size and fit checking.

6. Business Model

Revenue Streams:

1. **Direct Sales (Website & Social Media Orders)** – Customers order via our online store and social media platforms.
2. **Brand Collaborations & Bulk Sales** – Partnerships with footwear brands and bulk orders for corporate clients.
3. **Exclusive Memberships & Discounts** – Subscription-based VIP services offering discounts and early access to new arrivals.

7. Marketing Strategy

Customer Acquisition & Retention:

- **Social Media Campaigns:** Engaging reels, influencer collaborations, and targeted ads.
- **Referral & Loyalty Programs:** Incentives for repeat purchases and referrals.
- **Partnerships:** Collaborations with fashion influencers and e-commerce platforms.
- **Seasonal Discounts & Promotions:** Exclusive offers during major sales events.

8. Team

Key Members & Roles:

- **[Your Name] (Founder & CEO)** – Manages operations, marketing, and business development.
- **E-commerce Specialist** – Oversees website and order management.

- **Logistics & Delivery Partners** – Collaborate with local and national delivery services.

9. Financial Projections

Initial Investment: PKR 50,000 – PKR 100,000

- **Inventory (Shoes & Packaging)** – PKR 40,000
- **Marketing Budget** – PKR 20,000
- **Website Development & Maintenance** – PKR 10,000
- **Logistics & Delivery** – PKR 20,000
- **Miscellaneous** – PKR 10,000

Projected Revenue (First 6 Months):

- **Estimated Sales:** PKR 100,000 – PKR 500,000
- **Profit Margin:** ~35%

10. Call to Action

What We're Looking For:

- **Funding & Investment** – To expand inventory and enhance marketing reach.
- **Strategic Partnerships** – Collaborating with footwear brands and logistics providers.
- **Customer Engagement** – Encouraging early adopters through pre-orders and loyalty benefits.