

# shoeX

THE SNEAKY COIN

# US 4 Billion

Total Available Market (TAM) of  
footwear market in Australia

## 3.6%

Annual Growth Rate

## 21 x Growth

Resale Shoe Market Growth

# Size the Market

Some shoes fetch million dollar price tags.  
Far out of reach from the average person

OPPORTUNITIES

PROBLEMS

SUMMARY

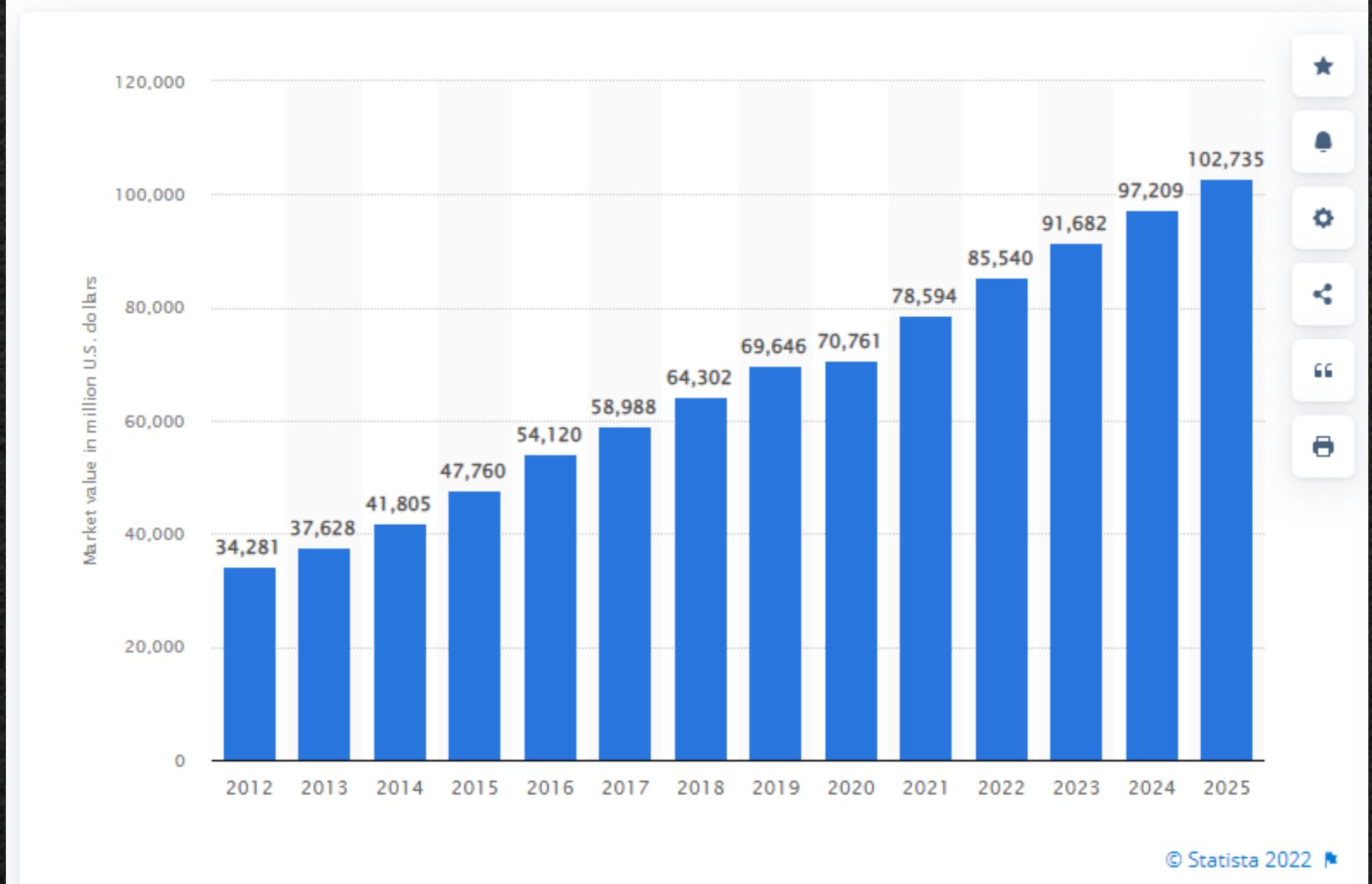
APPROACH

DEMO

FUTURE

Q&A

## Value of the sneakers market worldwide from 2012 to 2025 (in million U.S. dollars)



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# Target Market

Male < 40 with College Degree with income > \$60,000



## Diversifier

Young Investors choosing alternative asset classes



## Sneaker Freakz

Sneaker nerd who want the trendiest shoes quickly

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# Problems

1

## Problem 1

Owning Expensive Shoes  
is risky and has many  
associated costs  
including storage

2

## Problem 2

Trading Shoes is an Illiquid  
market

3

## Problem 3

Novices get  
Disadvantaged by Sniper  
Bots and Fake Shoes

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# Solution

## Sneaker Tokenization

A revolutionary way to trade high-end sneakers, backed by the collateral of a stockpile of investment grade shoes



Secure



Immutable



Revolutionary

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# Executive Summary

## What do Shoes Have To Do with FinTech?

- Data Analysis
- Machine Learning
- ERC-20 Token
- Presale
- Crowdsale
- Shoe NFT

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# Approach

Website for users interaction  
(Streamlit)



Data Analysis & Machine learning  
model for inventory development  
(SKLearn)

Smart contracts  
ERC-20, ERC-721.  
(Solidity & Python & Pandas)

Warehouse  
Inventory management



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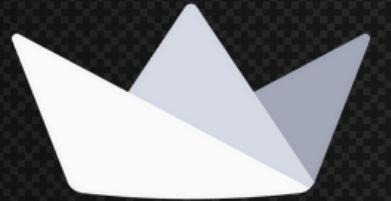
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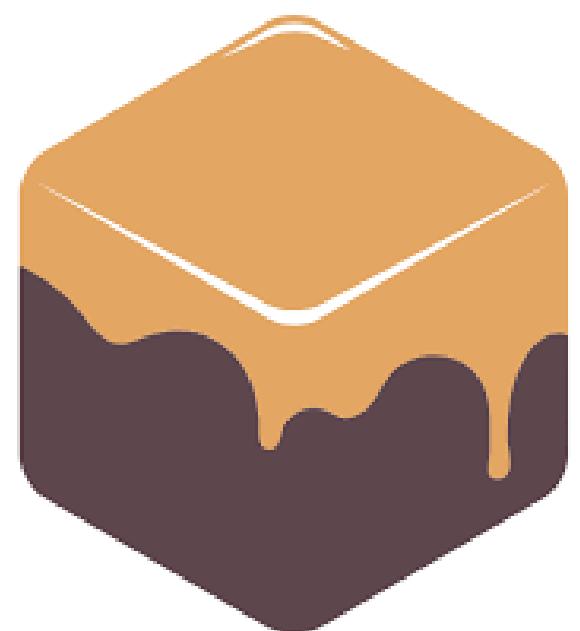
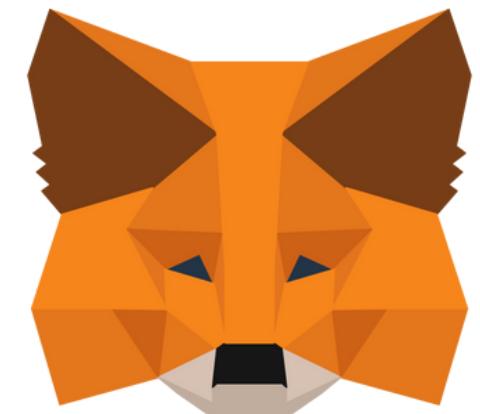
# Techniques & Tools

Front-end



## Streamlit

Back-end



Ganache

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# Technical Challenges

1

## Challenge 1

Streamlit is Limited - EG  
Countdown Timer

2

## Challenge 2

Using The Full Stack - EG  
Integrating The Front and  
Backend

3

## Challenge 3

Whitelisted Crowdsale  
was limited in  
OpenZeppelin

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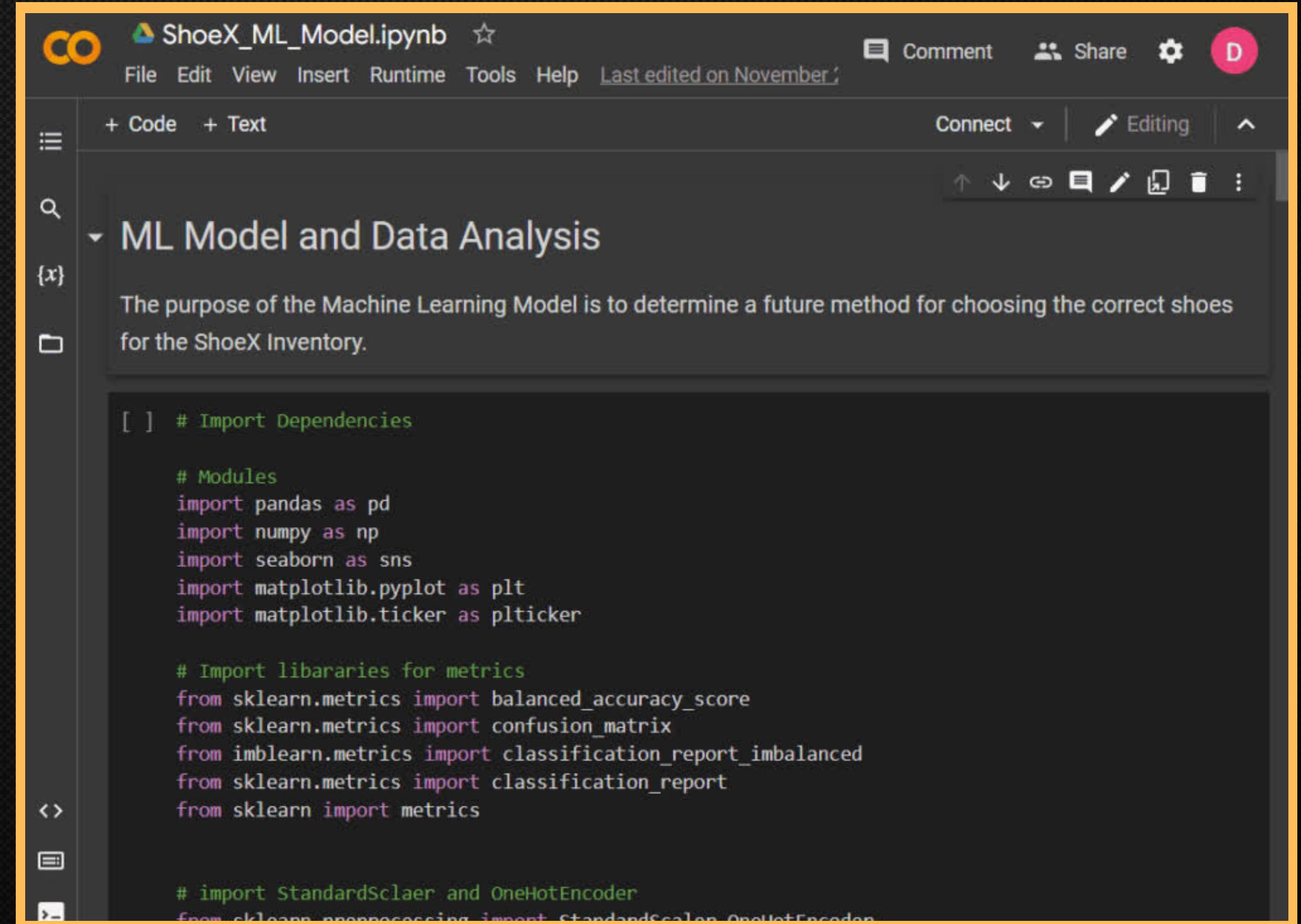
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# Demo



# ML



The screenshot shows a Jupyter Notebook interface with the following details:

- File:** ShoeX\_ML\_Model.ipynb
- Toolbar:** File, Edit, View, Insert, Runtime, Tools, Help, Last edited on November 1, 2023, Comment, Share, Settings, User icon.
- Code Cell:** Contains Python code for importing dependencies and metrics.
- Section:** ML Model and Data Analysis
- Description:** The purpose of the Machine Learning Model is to determine a future method for choosing the correct shoes for the ShoeX Inventory.

```
[ ] # Import Dependencies

# Modules
import pandas as pd
import numpy as np
import seaborn as sns
import matplotlib.pyplot as plt
import matplotlib.ticker as plticker

# Import libraries for metrics
from sklearn.metrics import balanced_accuracy_score
from sklearn.metrics import confusion_matrix
from imblearn.metrics import classification_report_imbalanced
from sklearn.metrics import classification_report
from sklearn import metrics

# import StandardScaler and OneHotEncoder
from sklearn.preprocessing import StandardScaler, OneHotEncoder
```

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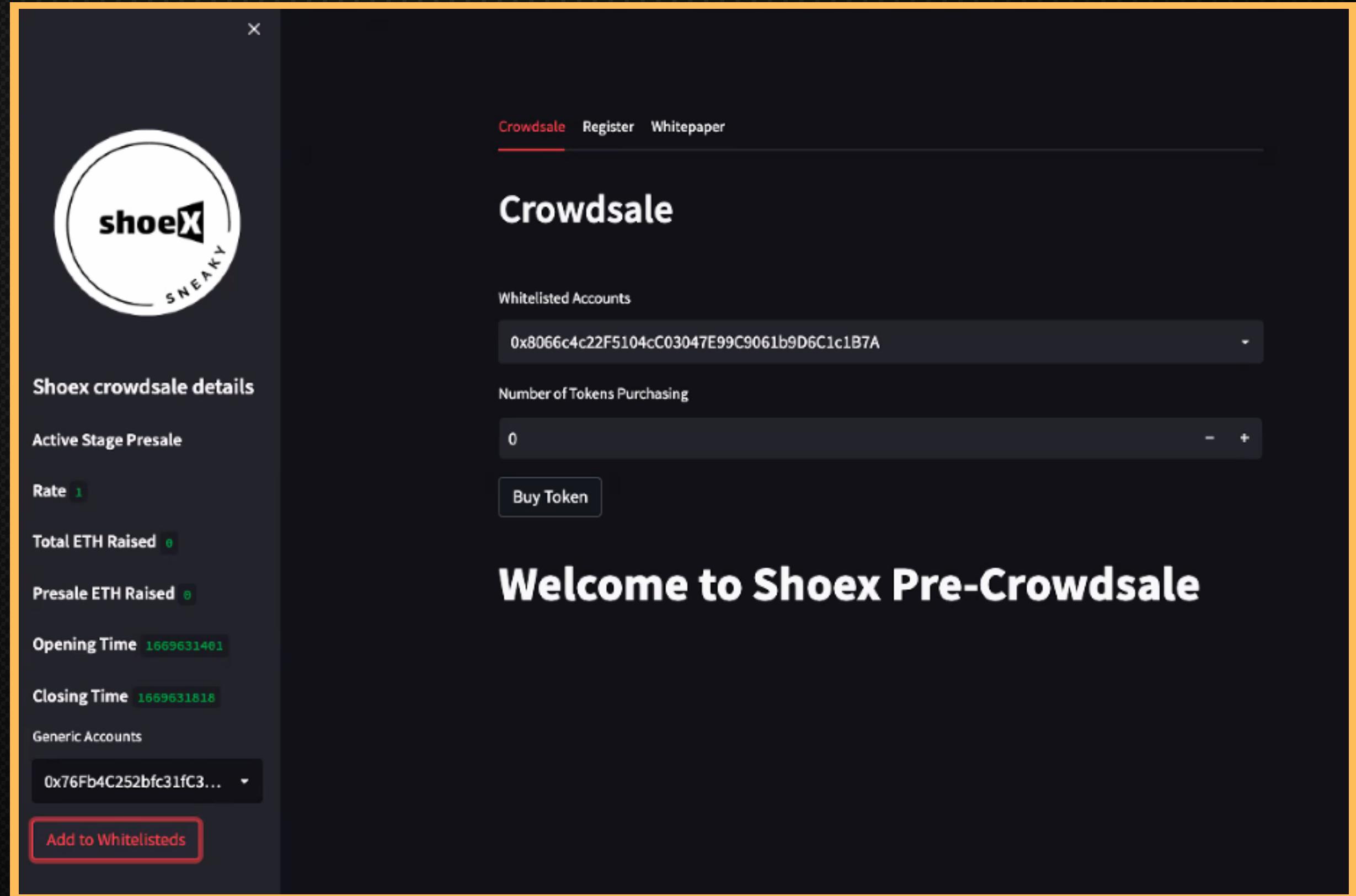
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# Front End



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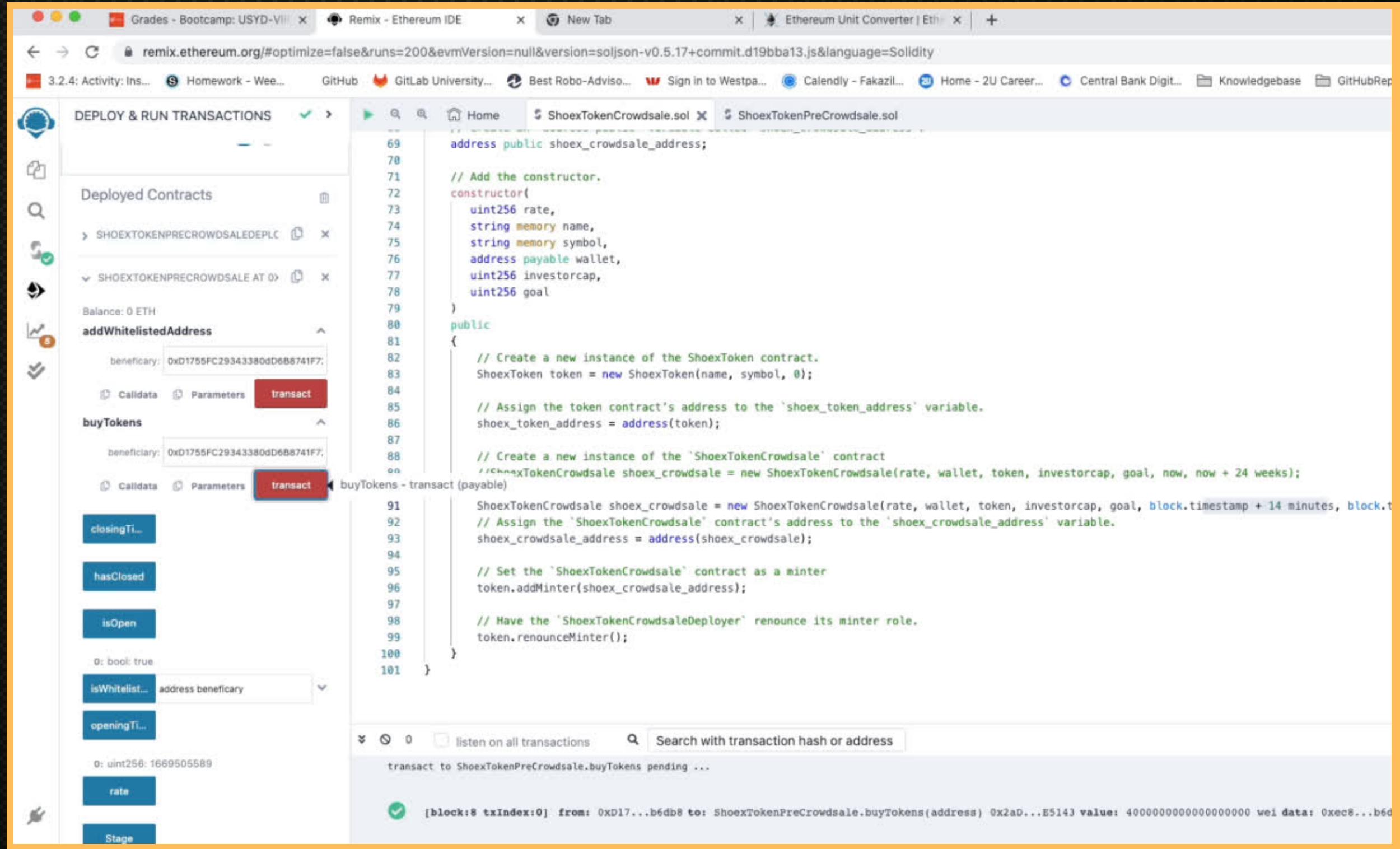
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# Back End



# OPPORTUNITIES

# PROBLEMS

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# Future Roadmap

We are looking for \$15 Million in funding from the pre-sale and \$10M from the crowdsale. The Funds will be used to fund the inventory and business costs.

## Presale

Q4 2022



## Launch

Q2 2023



## Crowdsale

Q3 2023



## Delivery

Q4 2023



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# What's next

- Frontend & Backend Integration/Enhancement
- Warehouse Management System
- Cloud Deployment for ICO page
- Users Database Email Capture/Campaign
- NFT System For Shoe Storage/Delivery
- Proof of Inventory

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**Github Whitepaper**