

Sole Search

To connect the world of sneakers to you



SOLE SEARCH
TO CONNECT THE WORLD OF SNEAKERS TO YOU

Hello!

My name is Dylan Branch

- ◎ I'm the CEO/Founder of Sole Search
- ◎ I am 15 years old, and have always held a passion towards to sneaker community
- ◎ As a reseller, my main problem was finding customers. I created Sole Search to link resellers to buyers in their local area



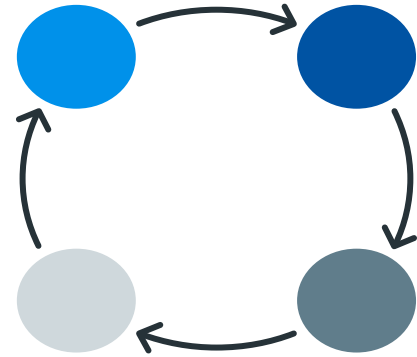
SOLE SEARCH
TO CONNECT THE WORLD OF SNEAKERS TO YOU

Problem:

- ◎ Nowadays, it is very difficult the to find certain shoes you want because of how fast they sell out from retail stores
- ◎ Big corporations are charging top dollar for these shoes. Not to mention shipping, taxes, and fees

Solution:

- ① Connecting local resellers with customers, allowing both parties to get what they need in a timely fashion
- ① Growing the sneaker community by offering cheaper fees to buyers, and sellers



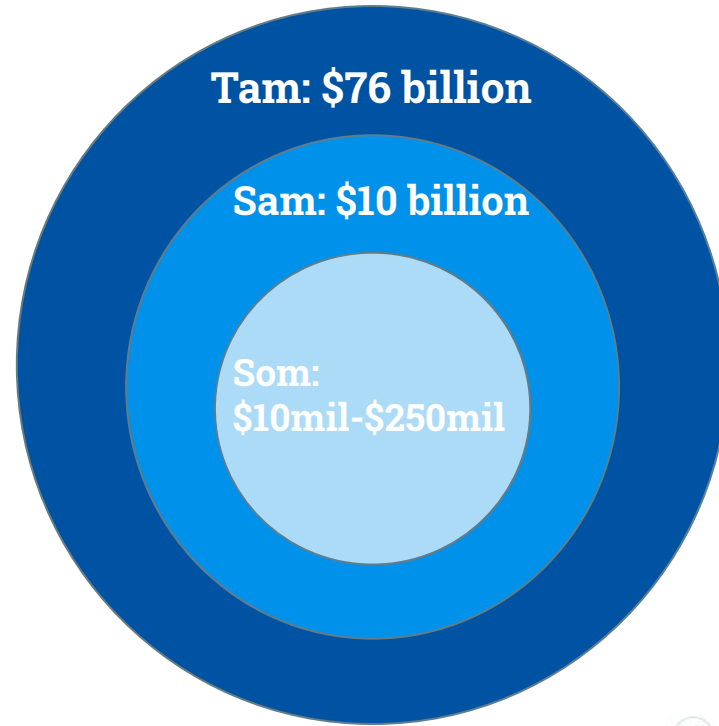
Market:

- ◎ As of 2020, the global market sneaker market is estimated at \$79 billion
- ◎ The market is predicted to reach at least \$120 billion by 2026

Tam:
\$76 billion

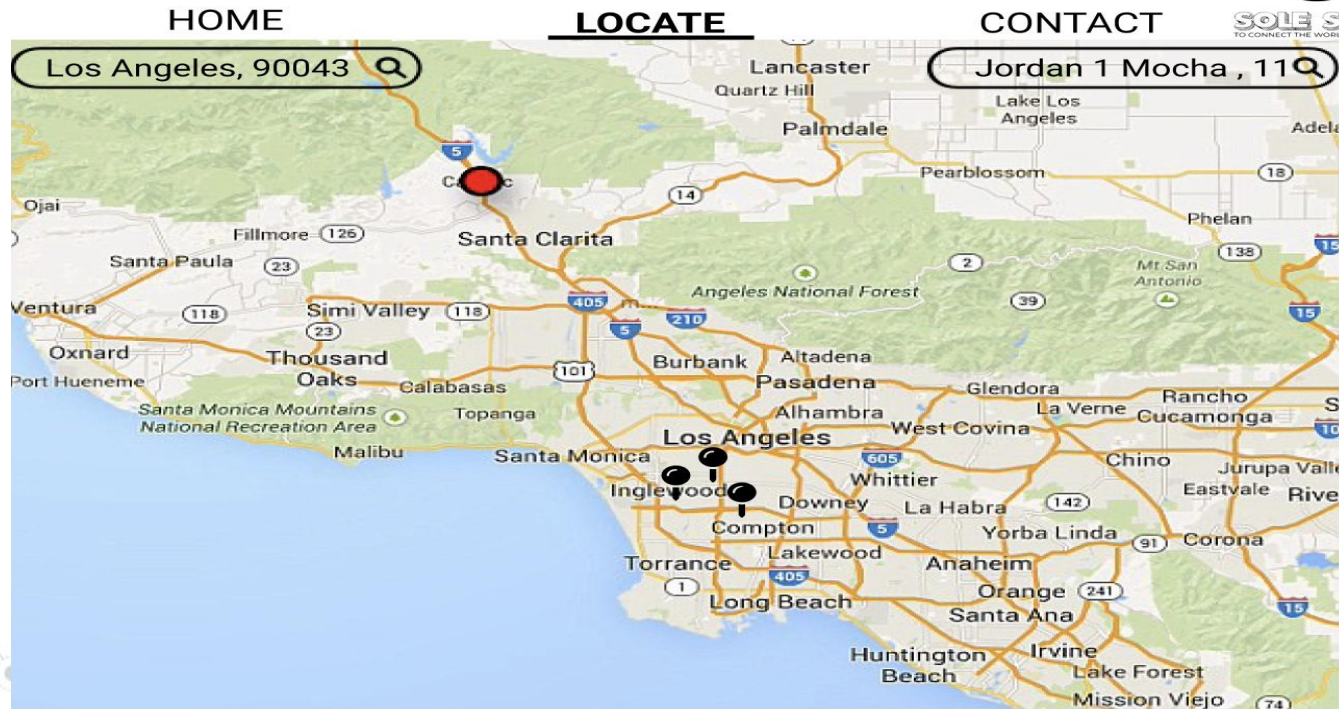
Sam:
\$10 billion

Som:
\$10 mil-\$250 mil



SOLE SEARCH
TO CONNECT THE WORLD OF SNEAKERS TO YOU

Technology/How it works

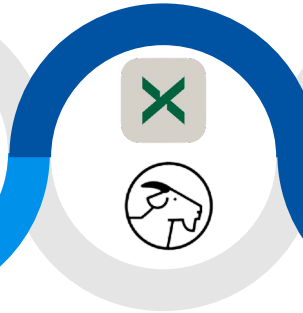


Customer Journey:

1. Marketing



3. Comparing



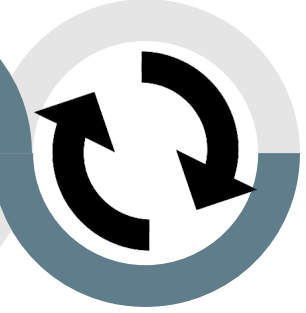
5. Purchase



2. Awareness



4. Build Trust



Market Competition:

Goat is a sneaker market app that allows people to buy and sell shoes through their app. Their app charges you 9.5% + \$5 Fee to sell on their app.



Although StockX is an app that is not limited to just shoes, it is an app where buying; and selling shoes plays a very big role. They charge 15% to sellers on their app and have had faulty authentication steps multiple time and have yet to correct them.



Business Model

Service Price Percentages

1-4 Deals

2.5%

The beginning percentage that I take from each person is 2.5%.

5-9 Deals

2%

The more deals you do through my service, the cheaper the fee is.

10+ Deals

1.5%

When you have 10 or more deals under your belt through me I drop the fee to a flat 1.5% from here on out.

My Team: ME



Dylan Branch
CEO/Founder