

TM

Dawn Dickson  
Founder & CEO

@FlatOutofHeels



# Women LOVE High Heels



...SO SEXY IT HURTS



1 in 10 women wear high heels



48% have had a shoe related injury

78% of women have walked barefoot because of the pain from heels



# Solution

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**Flat Out of  
Heels** are the  
most  
convenient  
way for women  
to relieve  
stiletto sore feet  
on-the-go.



# Flat Outs fit in a clutch purse

Traditional flats  
**can't fit** in women's  
bags

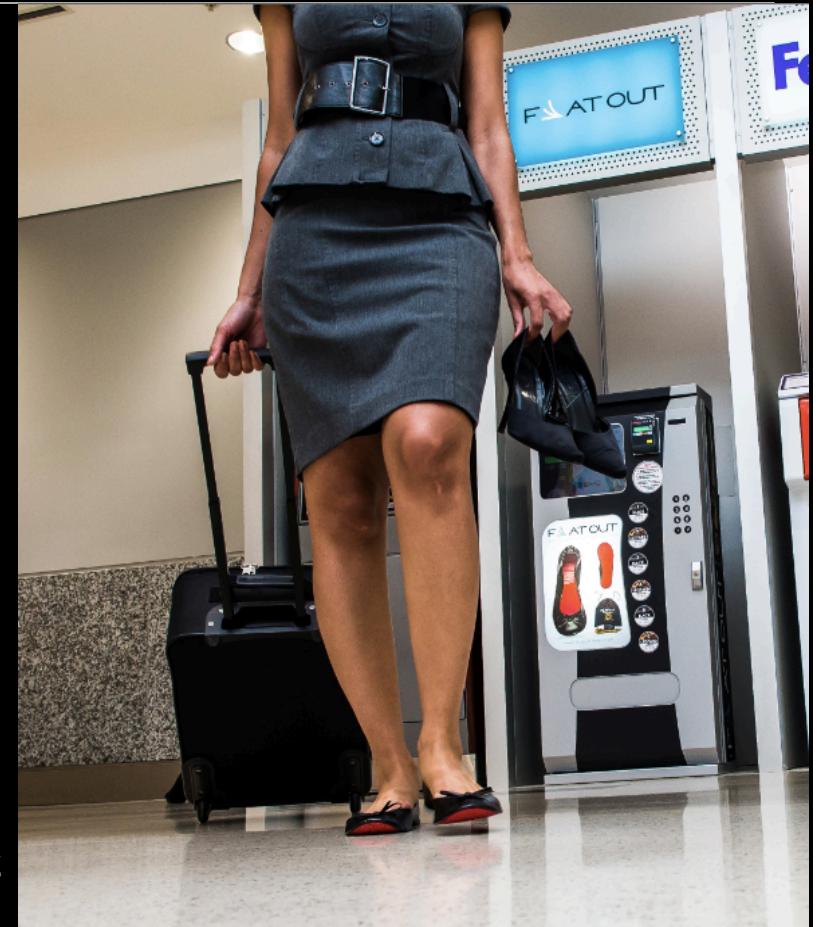
# Distribution Strategy

ONLINE



WHOLESALE /VENDING

- Vending machine in Atlanta Airport #1 in the WORLD; LIV nightclub in Miami, top 5 in the WORLD
- 60 boutiques globally
- Sold on multiple ecommerce websites



nomorerack

DAILY CANDY



Fab.

SHOP.COM™  
powered by marketamerica®

zulily

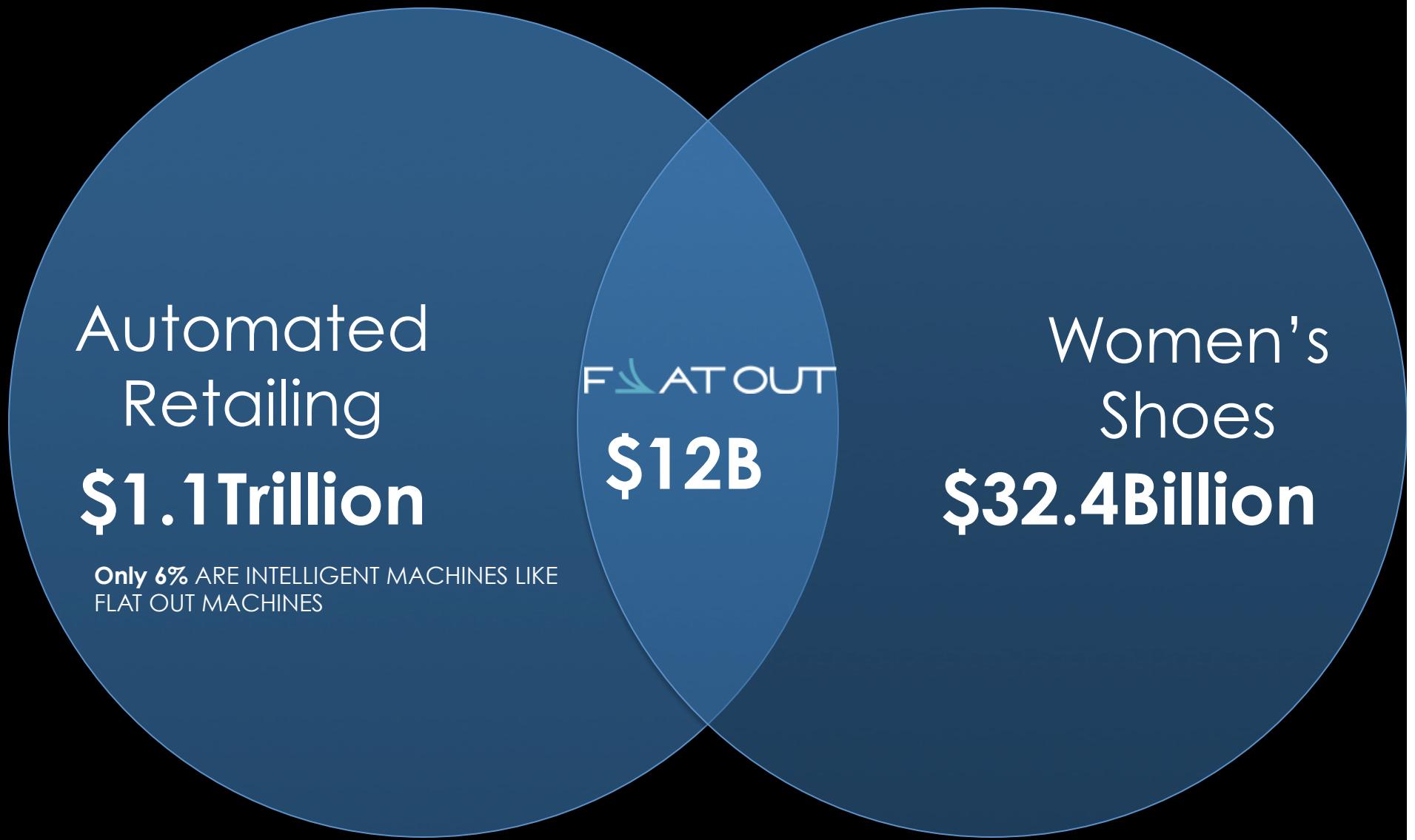
# We meet women where their feet hurt!

- Nightclubs
- Airports
- Convention/  
Conference  
Centers
- Transit Stations

**High Traffic  
Venues with  
Women in Heels!**



# We are a Market Maker



Sources: ShopSmart, NPD, IBISWorld, Nielsen, DSW, Morgan Stanley

MANUFACTURING = China

COG = \$2.20 - \$3.50 per pair

WHOLESALE = \$10 - \$15 per pair

RETAIL = \$19.99 - \$29.99

MARGIN = 70%

# Traction

30,000+ pairs sold

#TeamFlatOut has a social media reach of **OVER:**

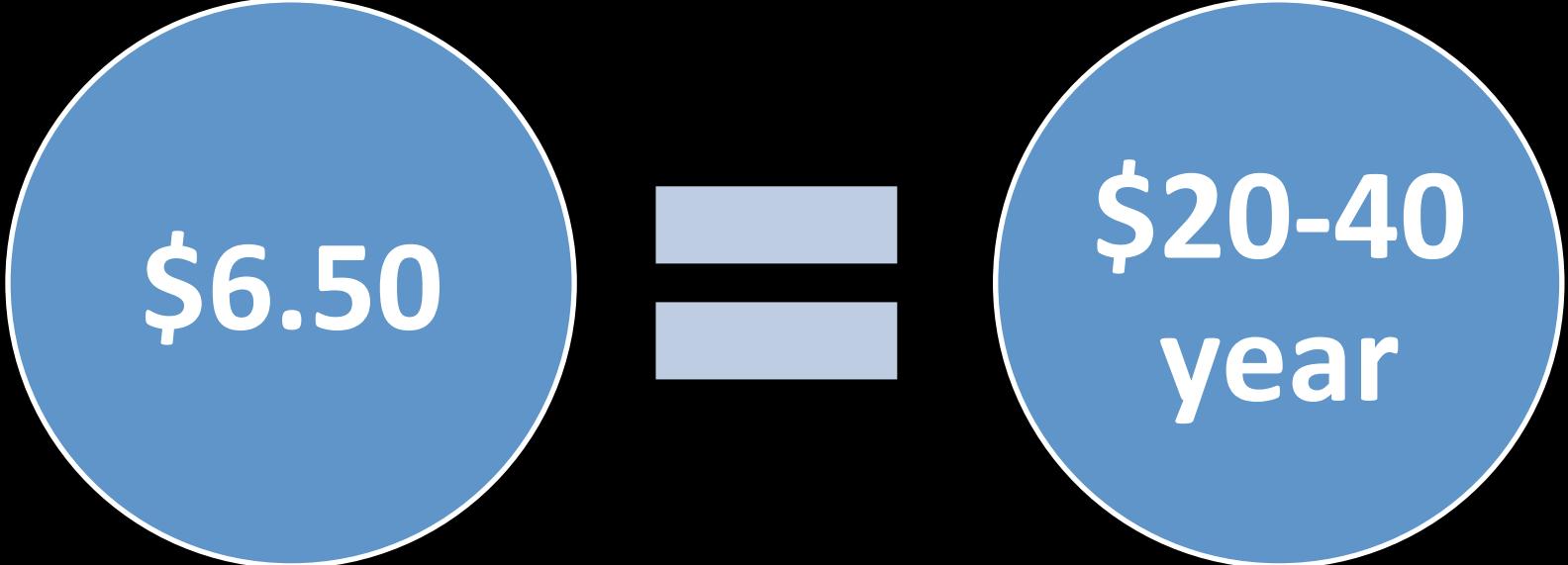


20 +  
**MILLION**  
PEOPLE



# Customer Acquisition

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\$6.50



\$20-40  
year

# Celebrity Endorser

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2.35  
Million



1.26  
Million



992k



- Co-Star of 'Power' on Starz
- NY Times best selling author
- Multi-million dollar cosmetics line with Motive's and Loren Ridinger
- Beauty, fashion and health icon

# Celebrity Effect



- Loren Ridinger is a key health and beauty influencer
- Launched Loren Ridinger collection on February 9, 2015 at the Market America conference in Miami, FL
- Projected to generate **\$297,000** in sales in 2015

# Partnerships

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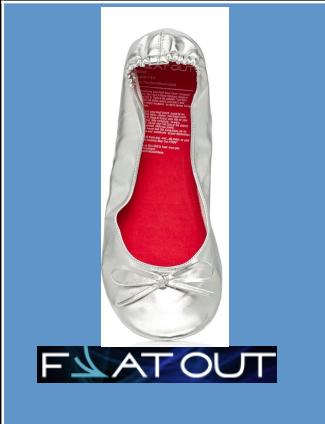


- Flat Out of Heels is a featured product on Star Stop, preload on over 1 million phones a month in the US
- Led by CEO Kevin Harrington, creator of 'As Seen on TV' and original 'shark' on ABC Shark Tank and Flat Out Board Member



- Selected for SIMON Specialty Leasing Program
- Expand brand presence in the SIMON Malls through strategic kiosk placement

# Competition

					
<b>Price</b>	\$29.97	\$19.99	\$22-\$69	\$33.95	\$9.97
<b>Direct Competitor</b>	Yes	-	No	No	No
<b>Sold Online</b>	Yes	Yes	Yes	Yes	No
<b>Intelligent Machine</b>	No	Yes	No	No	No
<b>Celebrity Endorser</b>	No	Yes	No	No	No

# Customer Referral



#TeamFlatOut – 35% repeat customers

# Marketing: Press & TV

YAHOO!

TECH.CO

the Real  
Housewives  
OF ATLANTA

CNBC

EBONY

LUXURY AWAITS

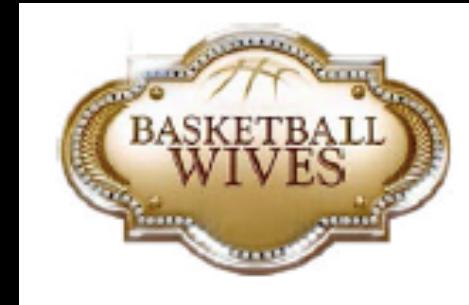
LOVE &  
HIPHOP  
ATLANTA

The Miami Herald

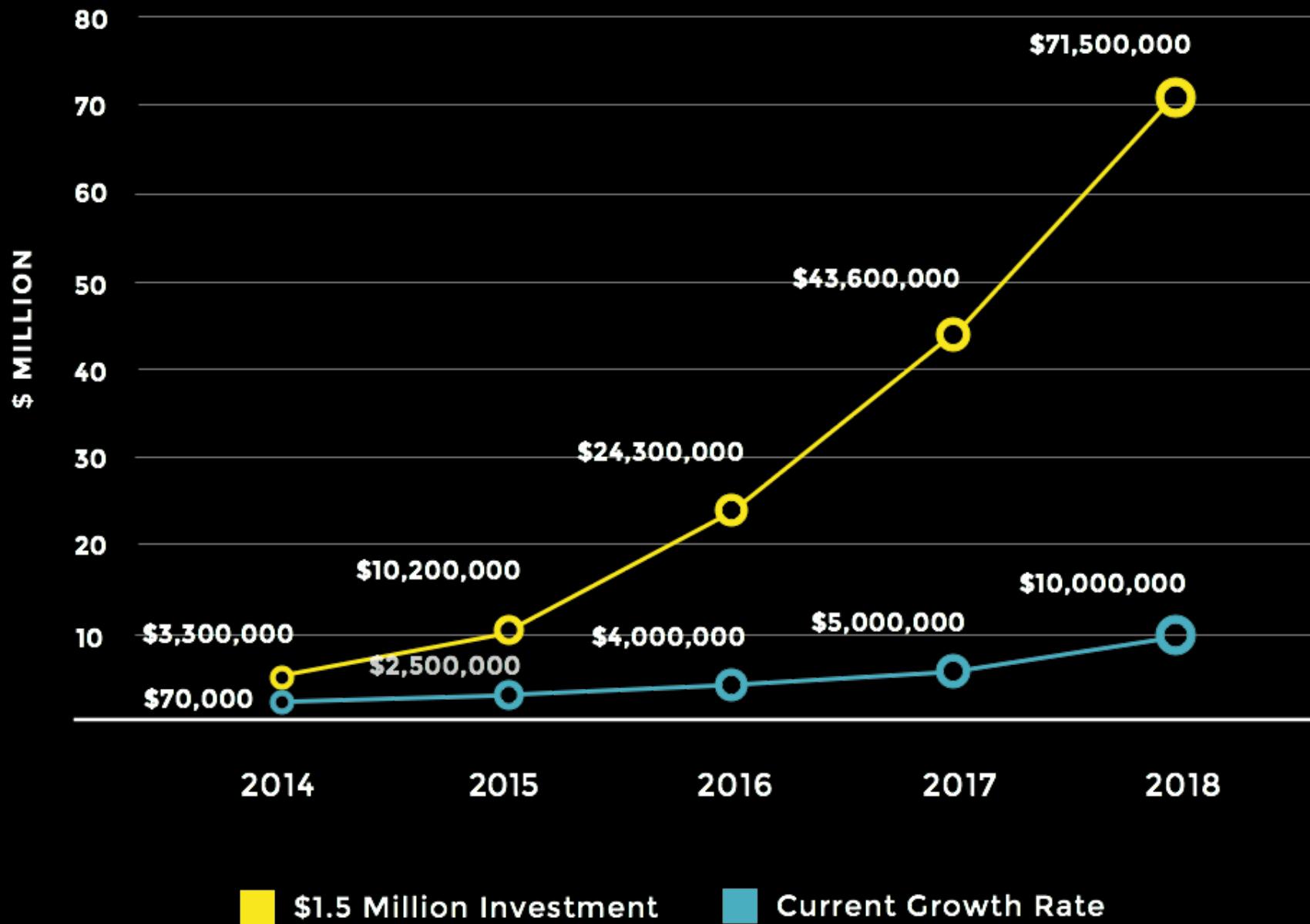
MOB WIVES

MARRIED TO  
MEDICINE

Vending Times



# Revenue Projections



# Team

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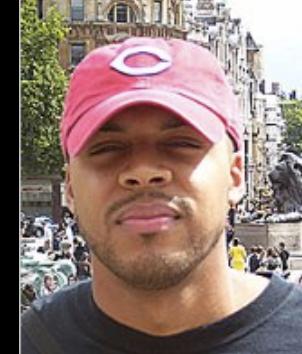
Dawn, Founder & CEO

- Launched three successful and cash flow positive companies since 2002
- 15 years of experience in Marketing and Business Development



Richard, CFO

- Co-lead the fastest-growing retail concept in history - \$0 to \$1 billion in 5 years
- Built out the Victoria's Secret PINK licensed apparel business from \$0 to over \$100M in sales in 3 years.



Brandan, Design & Branding

- 15+ years experience in design/branding
- Design professor and curriculum developer

## BOARD

- Kevin Harrington – Shark Tank, As Seen on TV
- Angela Benton – Founder, NewME Accelerator
- Larry White -

# Connect



Dawn Dickson

Founder & CEO

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