

# EXECUTIVE SUMMARY

TiE Young Entrepreneur

Proudly Presented to

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## Problem statement

Kids Shoes are very expensive and need to be purchased frequently as kids grow fast during age 3-8.

Deliverables

**Market Research  
Inventor Pitch**

Role

**CMO**

**3 K\$** raised

**250 Hours** spent

### Lessons learned

How challenging product building truly is.

### Challenges outplayed

Financial projections,  
Feedback from strangers,  
Tight deadlines,  
Managing Team conflicts

### Industries visited

Microsoft,  
Nvidia,  
Litespeed,  
Google.

### Skills developed

Marketing,  
Financials,  
Communication

Link to the project - <https://www.tyedigital.org/2023/SouthCoastSD/XPK>

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Signature

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Date