

A dynamic photograph of a large ocean wave curling over, creating a tunnel-like structure. The water is a deep blue, and the foam is bright white. The sky is a clear, light blue.

Mizuno Wave Rider 20

CAD - Multiple Views



Lateral View



Medial View

CAD - Multiple Views

Top Down



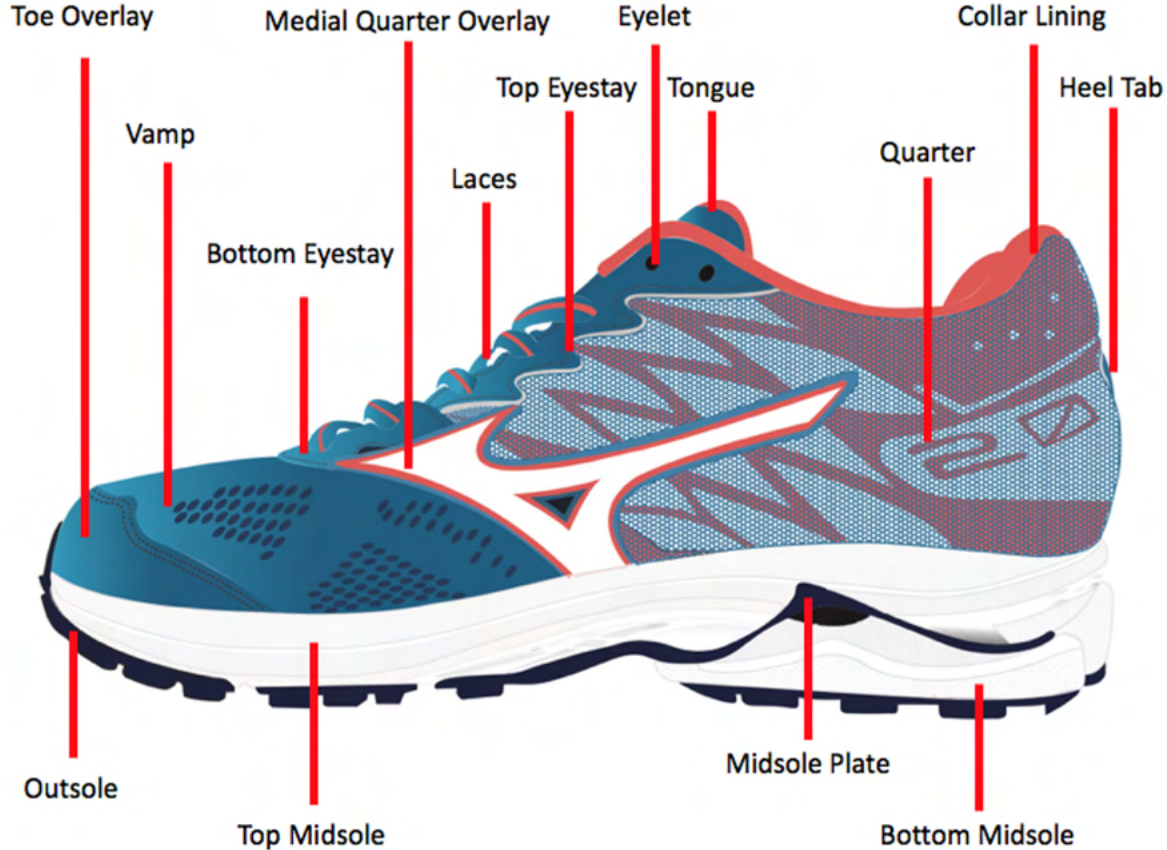
Heel



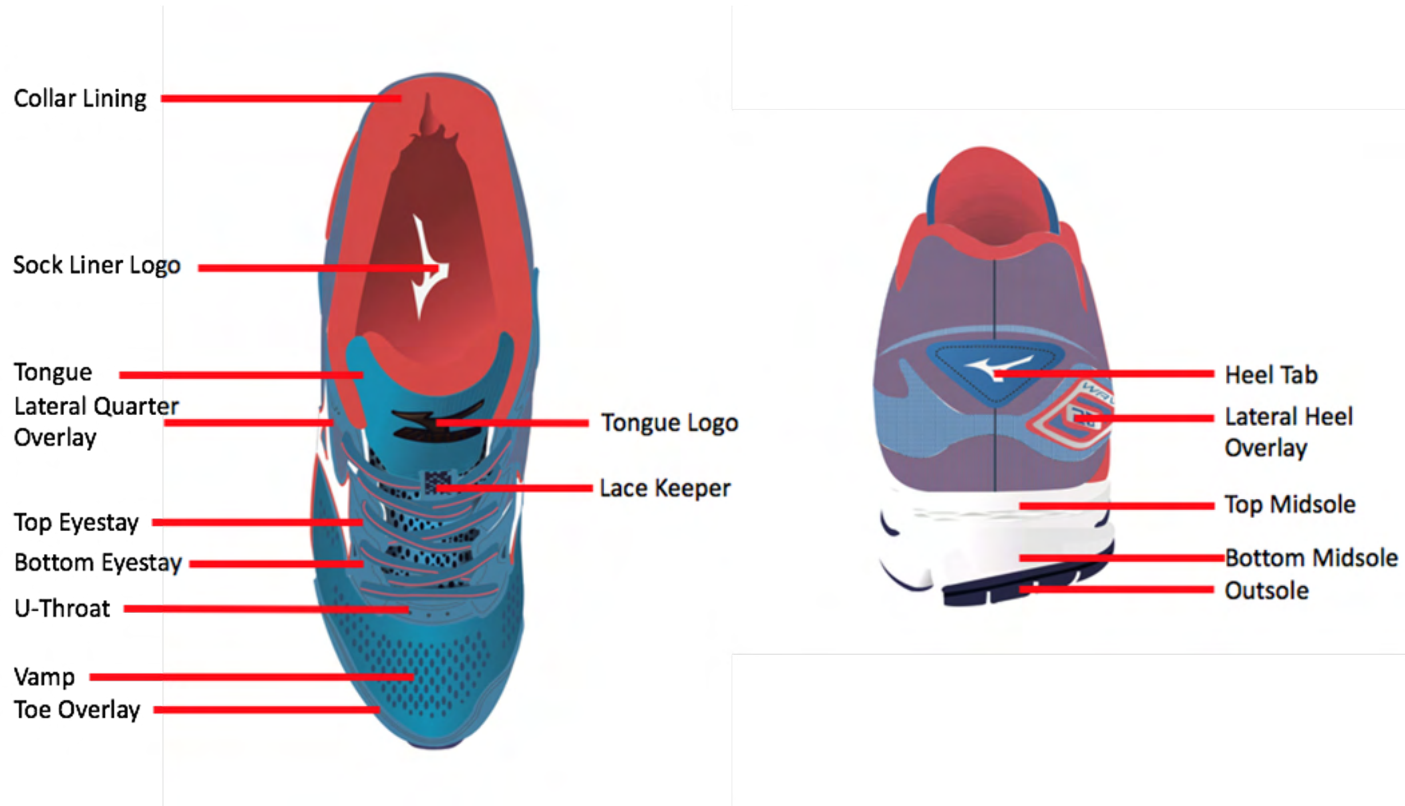
Component Call Out (Lateral view)



Component Call Out (Medial view)



Component Call Out (Top and Heel view)



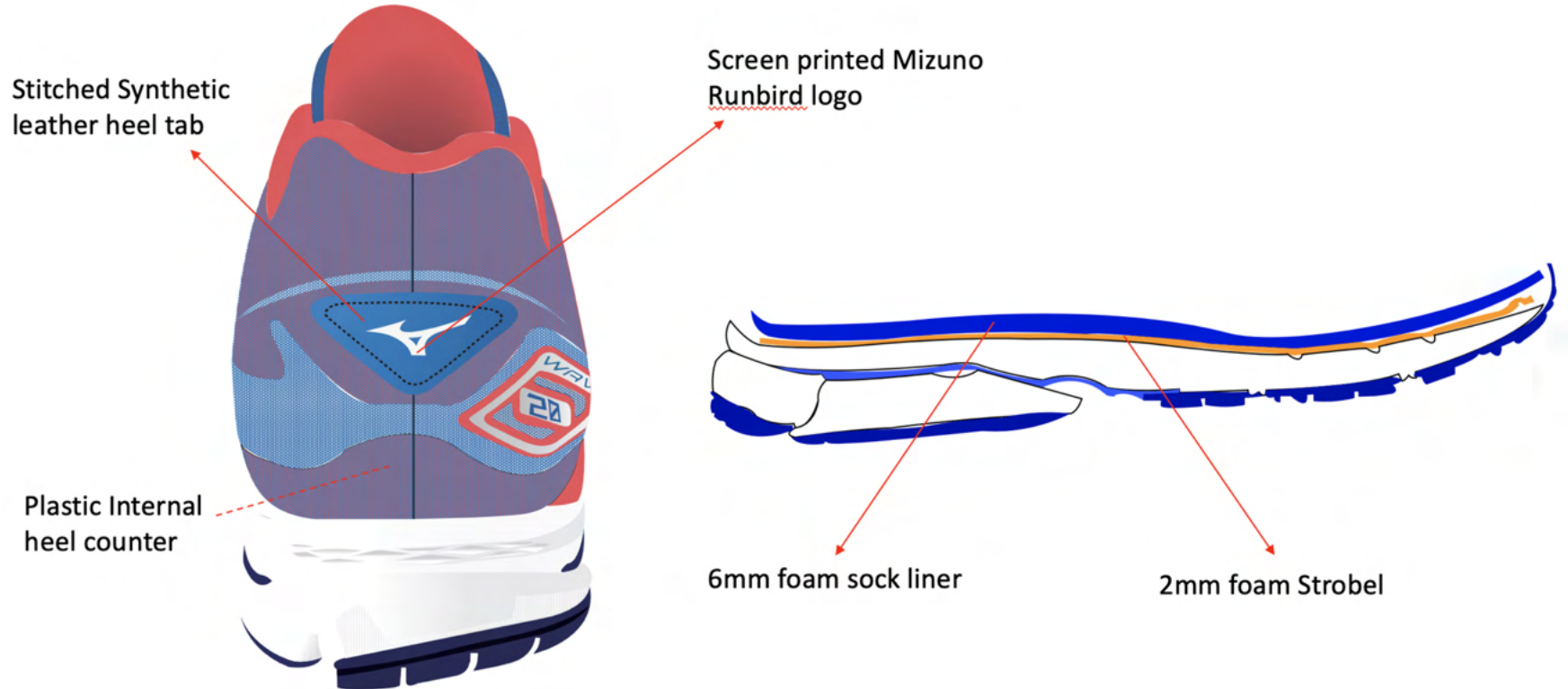
Material Call Out (Lateral view)



Material Call Out (Top view)



Material Callout (Heel and Tooling Interior views)



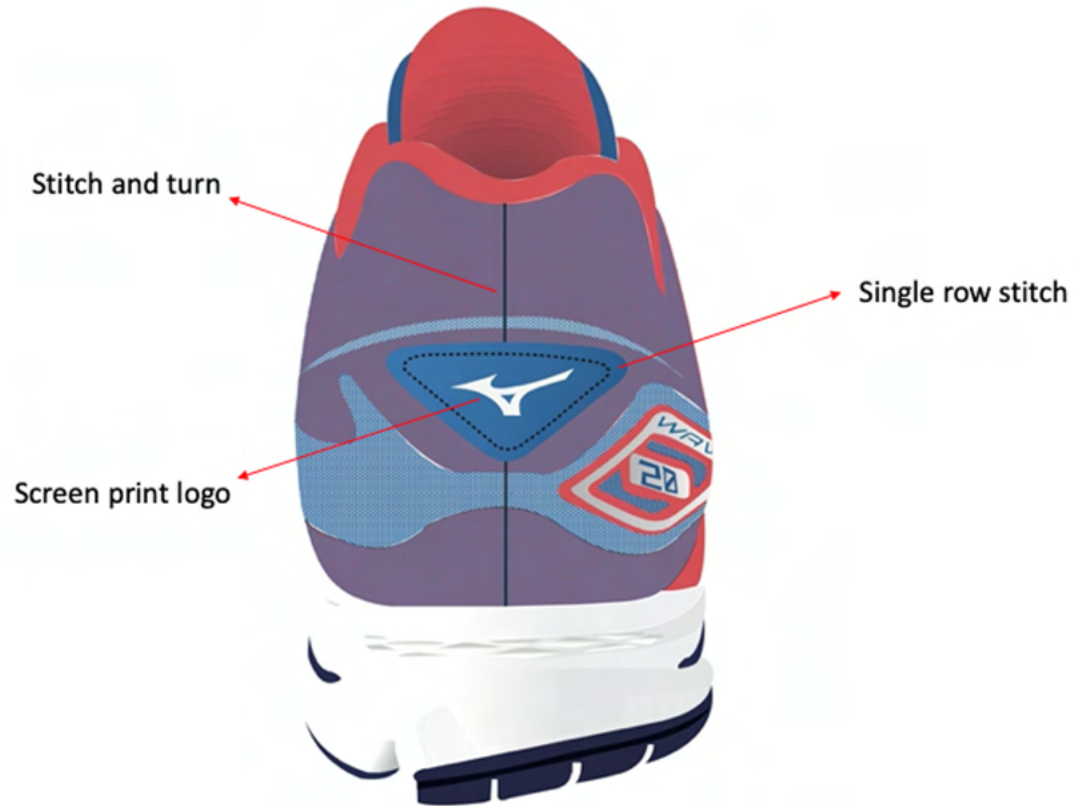
Construction Callouts



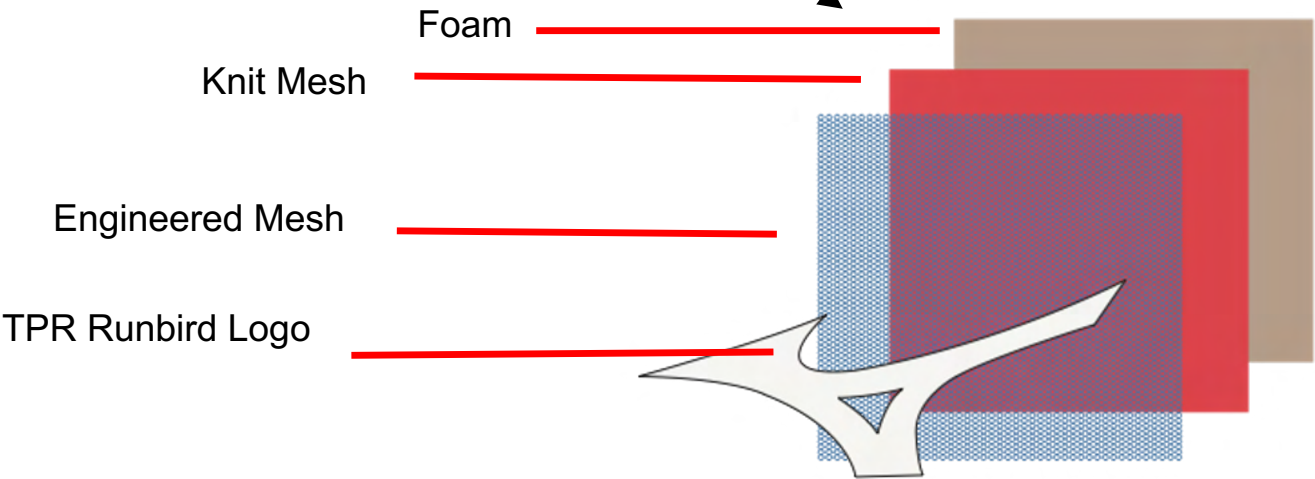
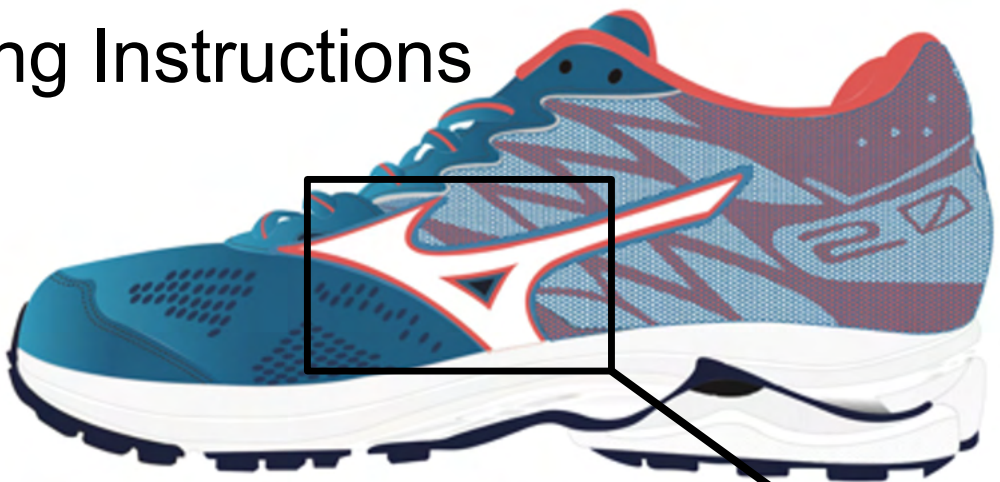
Construction Callouts



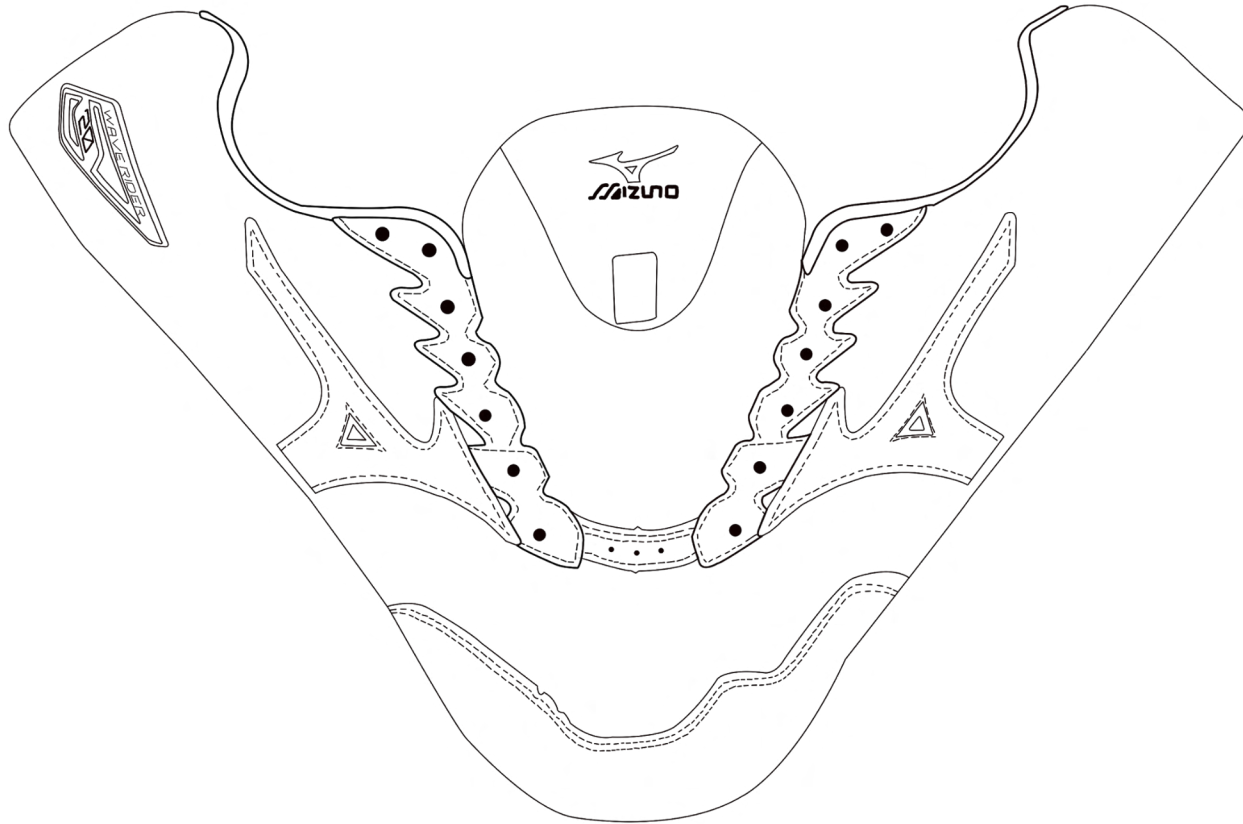
Construction Callouts



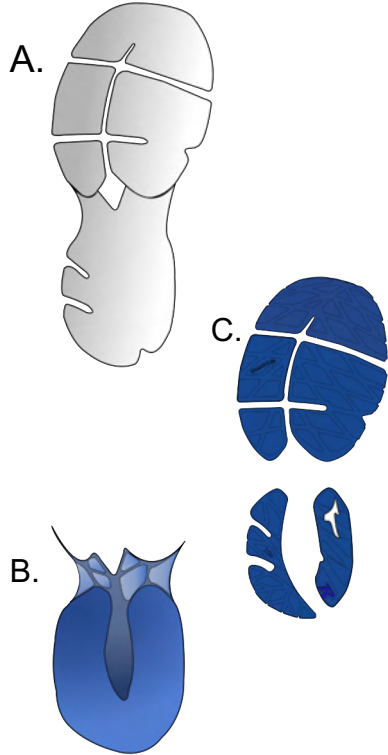
Layering Instructions



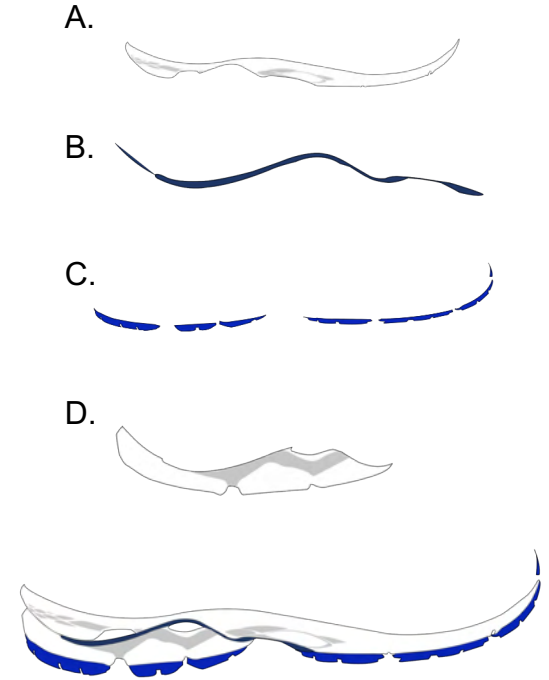
Shell Pattern



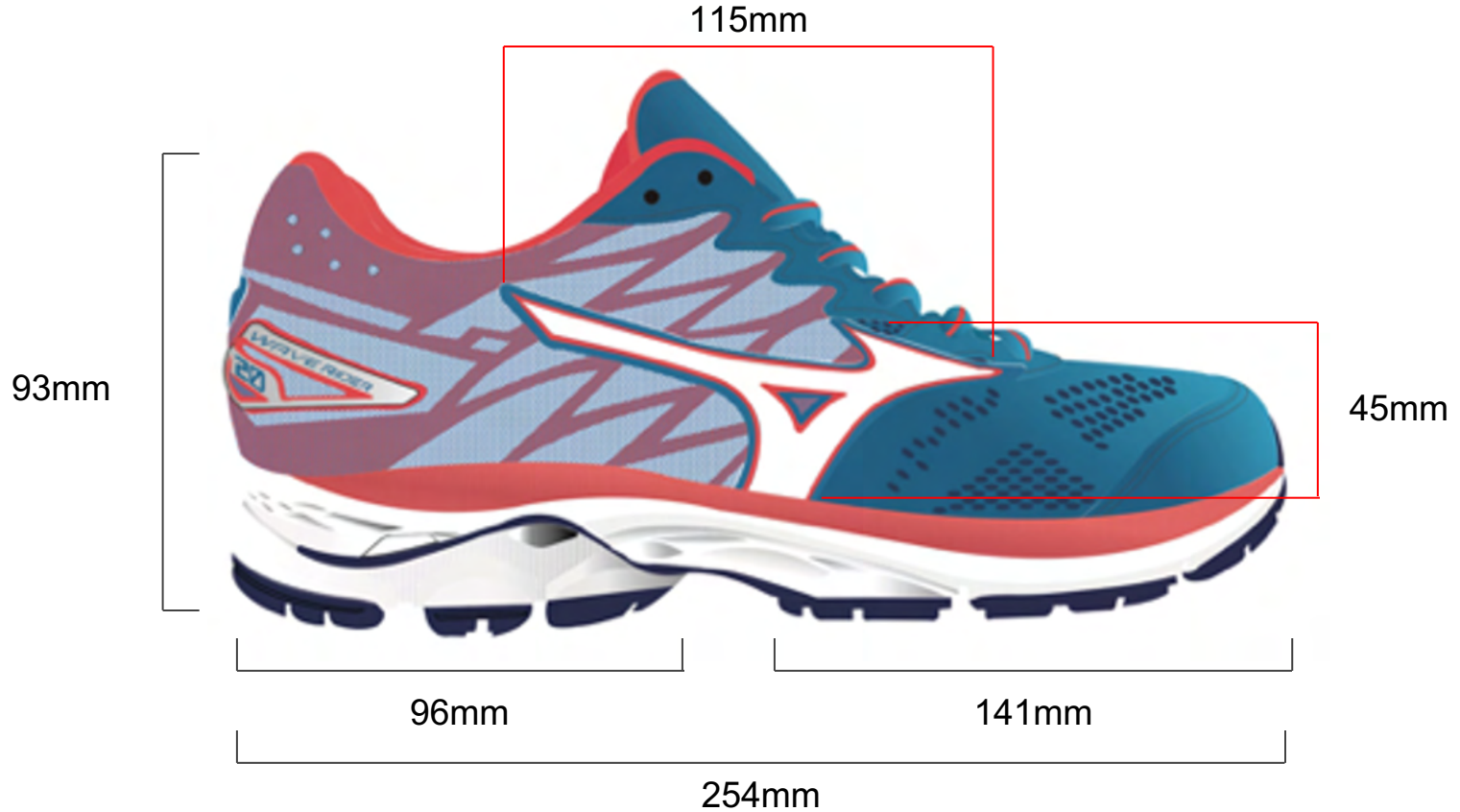
Tooling



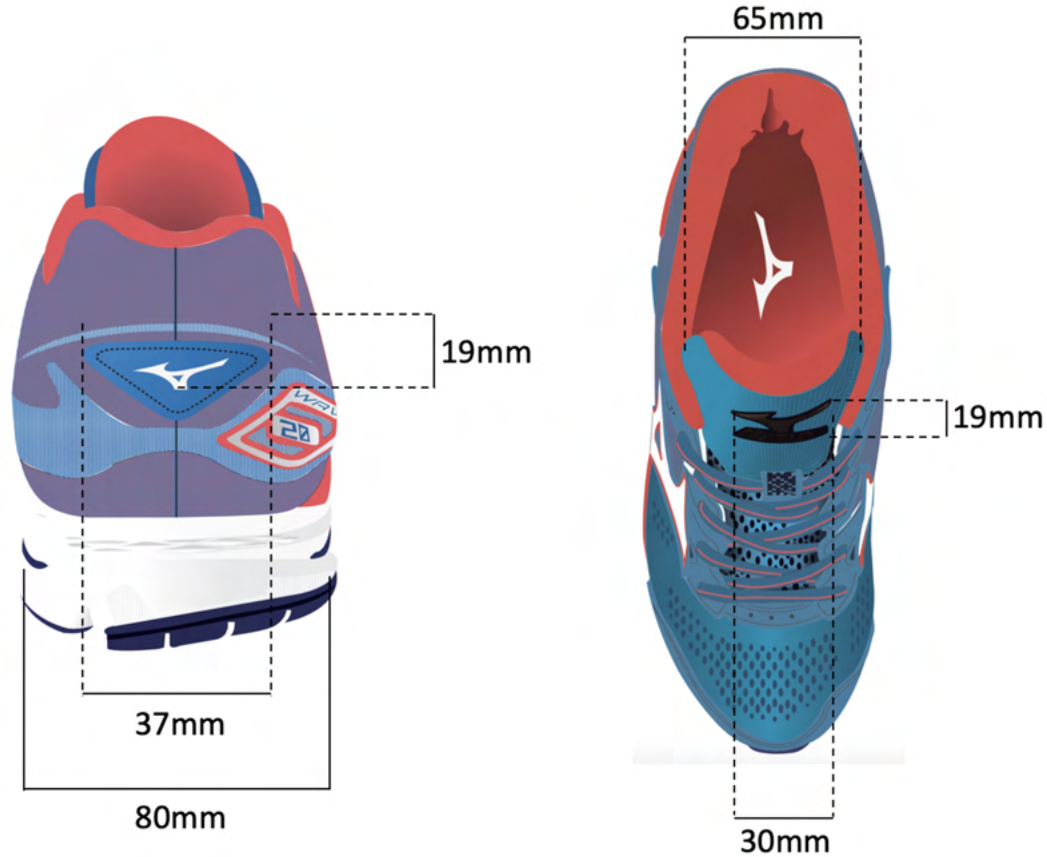
- A. Single density EVA foam
- B. Rigid plastic plate
- C. Carbon Rubber
- D. Dual density EVA foam



Measurements - Lateral



Measurements - Heel



Wear Test Plan

- 10 total participants (5 Men, 5 Women)
- Duration: 6 weeks
- Participant is expected to run a total of 300 miles
 - 50 miles/wk
- 3 surveys to be completed
 - Each survey taken after every 2 weeks (100 miles)
- Sample shoe shall be blacked out due to privacy reasons

Wear Test Plan cont.

Example Survey:

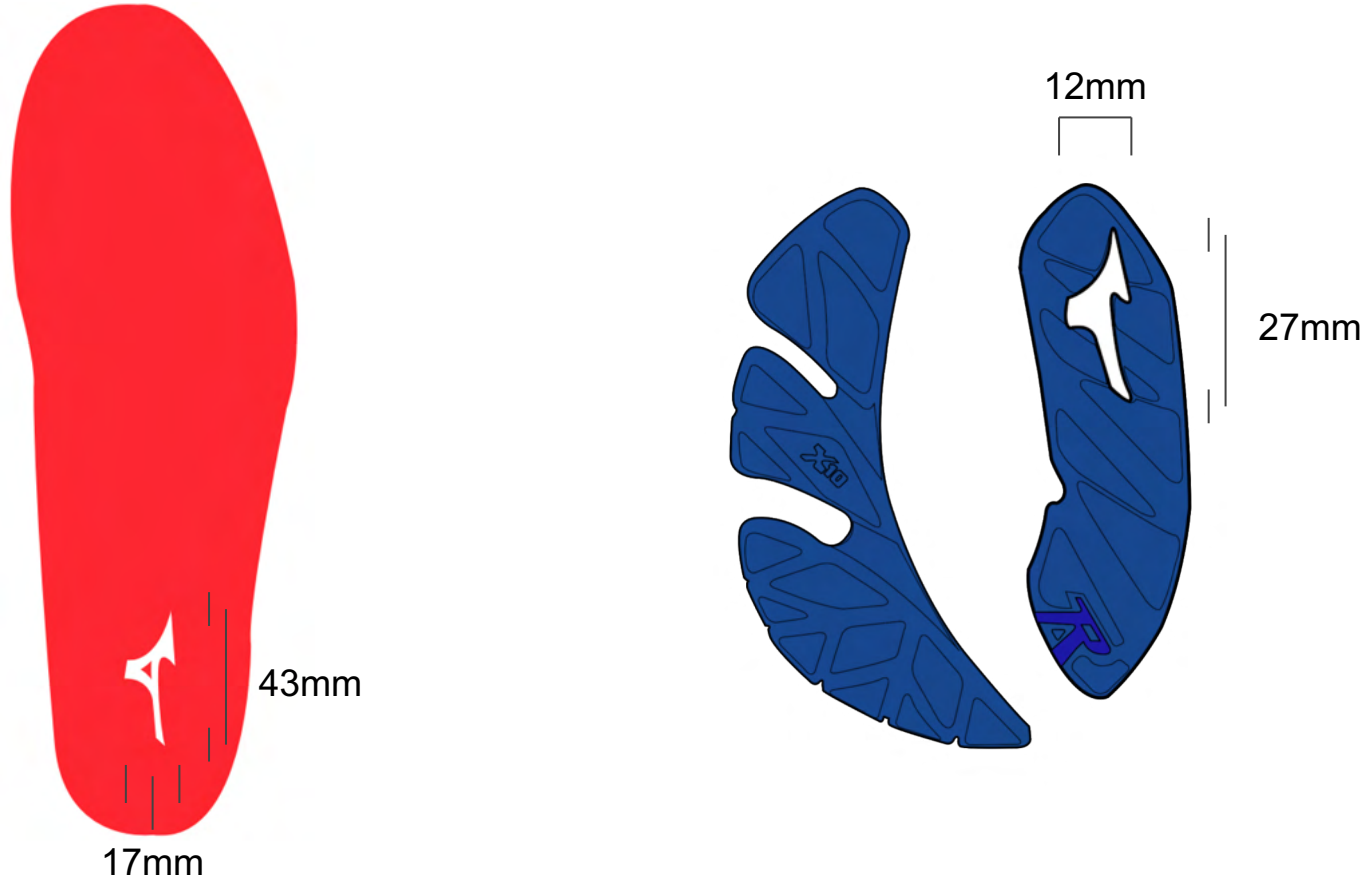
Measure “Perception” and “Comfort” for each of the following:

- Heel to Toe Length
- Toe Box Width
- Ball Girth
- Heel Width
- Toe Box Height
- Medial Collar Height
- Lateral Collar Height
- Back Tab Height
- Midfoot Height

Discomfort level of the following:

- Flex pressure
- Lace pressure on top of foot
- Tongue irritation
- Medial collar irritation on ankle bone
- Lateral collar irritation on ankle bone
- Back tab irritation on achilles
- Heel slip
- Feet falling over medial edges
- Feet falling over lateral edges

Measurements - Sock Liner and Outsole



BOM

Part Type	Component	Mtl	Vendor	Color	Comments
Upper	Heel Tab	Synthetic Leather	Lebron Leather	Blue	Stitched with screen printed logo
Upper	Lateral Heel Overlay	Molded urethane Wave Rider 20 logo	Jeremy Lin	Grey	HF Welded
Upper	Collar Lining	Mesh	Bean Bryant	Red	
Upper	Collar Lining Cushion	Foam	Bean Bryant	White	10mm thickness
Upper	Lateral Quarter	Engineered mesh	Bean Bryant	Blue	
Upper	Medial Quarter	Engineered mesh	Bean Bryant	Blue	
Upper	Lateral Quarter Underlay	Polyester Spacer mesh	Bean Bryant	White/Red	Screen printed underlay design
Upper	Medial Quarter Underlay	Polyester Spacer mesh	Bean Bryant	White/Red	Screen printed underlay design
Upper	Lateral Quarter Overlay	TPR Runbird logo	Jeremy Lin	White	Stitched
Upper	Medial Quarter Overlay	TPR Runbird logo	Jeremy Lin	White	Stitched
Upper	Tongue	Reflective mesh	Bean Bryant	Blue	
Upper	Tongue Cushion	Foam	Bean Bryant	White	8mm thickness
Upper	Tongue Logo	TPR Runbird logo	Jeremy Lin	Red	HF Welded
Upper	Top Eyestay	Synthetic Leather	Lebron Leather	Blue	
Upper	Bottom Eyestay	Synthetic Leather	Lebron Leather	Blue	
Upper	Eyelet	Synthetic Leather	Lebron Leather	Blue	Raw-edge eyelet
Upper	Laces	Cotton	Bean Bryant	Blue/Red	
Upper	Vamp	Engineered mesh	Bean Bryant	Blue	
Upper	Toe Overlay	Synthetic Leather	Lebron Leather	Blue	
Upper	Lace Keeper	Nylon strap	Bean Bryant	Blue	
Upper	U-Throat	Synthetic Leather	Lebron Leather	Blue	
Upper	Sock Liner	Foam	Bean Bryant	White	6mm thickness
Upper	Strobel	Foam	Bean Bryant	White	2mm thickness
Upper	Heel Counter	Plastic	Giannis LLC	White	
Midsole	Bottom Midsole	Dual density EVA foam	Giannis LLC	White	compression molded
Midsole	Top Midsole	Single density EVA foam	Giannis LLC	White	compression molded
Midsole	Midsole Plate	Rigid plastic plate	Giannis LLC	Blue	12mm heel offset
Outsole	Outsole	Carbon Rubber	Giannis LLC	Blue	
Packaging	Box	Cardboard	Zion Packaging	Blue	
Packaging	Tissue Paper	Tissue Paper	Zion Packaging	Grey	
Packaging	Toe Stuffing	Tissue Paper	Zion Packaging	Grey	

Cost Breakdown

Part Type	Component	Mtl	Vendor	Price (per pair)
Upper	Heel Tab	Synthetic Leather	Lebron Leather	\$ 0.12
Upper	Lateral Heel Overlay	Molded urethane Wave Rider 20 logo	Jeremy Lin	\$ 0.22
Upper	Collar Lining	Mesh	Bean Bryant	\$ 0.24
Upper	Collar Lining Cushion	Foam	Bean Bryant	\$ 0.25
Upper	Lateral Quarter	Engineered mesh	Bean Bryant	\$ 0.10
Upper	Medial Quarter	Engineered mesh	Bean Bryant	\$ 0.10
Upper	Lateral Quarter Underlay	Polyester spacer mesh	Bean Bryant	\$ 0.10
Upper	Medial Quarter Underlay	Polyester spacer mesh	Bean Bryant	\$ 0.10
Upper	Lateral Quarter Overlay	TPR Runbird logo	Jeremy Lin	\$ 0.40
Upper	Medial Quarter Overlay	TPR Runbird logo	Jeremy Lin	\$ 0.40
Upper	Tongue	Reflective mesh	Bean Bryant	\$ 0.10
Upper	Tongue Cushion	Foam	Bean Bryant	\$ 0.13
Upper	Tongue Logo	TPR Runbird logo	Jeremy Lin	\$ 0.30
Upper	Top Eyestay	Synthetic Leather	Lebron Leather	\$ 0.14
Upper	Bottom Eyestay	Synthetic Leather	Lebron Leather	\$ 0.08
Upper	Eyelet	Synthetic Leather	Lebron Leather	\$ 0.10
Upper	Laces	Cotton	Bean Bryant	\$ 0.20
Upper	Vamp	Engineered mesh	Bean Bryant	\$ 0.22
Upper	Toe Overlay	Synthetic Leather	Lebron Leather	\$ 0.45
Upper	Lace Keeper	Nylon strap	Bean Bryant	\$ 0.05
Upper	U-Throat	Synthetic Leather	Lebron Leather	\$ 0.10
Upper	Sock Liner	Foam	Bean Bryant	\$ 0.67
Upper	Strobel	Foam	Bean Bryant	\$ 0.10
Upper	Heel Counter	Plastic	Giannis LLC	\$ 0.40
			Subtotal	\$ 5.07

Cost Breakdown

Part Type	Component	Mtl	Vendor	Price (per pair)
Midsole	Bottom Midsole	Dual density EVA foam	Giannis LLC	\$ 2.40
Midsole	Top Midsole	Single density EVA foam	Giannis LLC	\$ 3.00
Midsole	Midsole Plate	Rigid plastic plate	Giannis LLC	\$ 2.00
			Subtotal	\$ 7.40
Outsole	Outsole	Carbon Rubber	Giannis LLC	\$ 2.00
			Subtotal	\$ 2.00
Packaging	Box	Cardboard	Zion Packaging	\$ 0.40
Packaging	Tissue Paper	Tissue Paper	Zion Packaging	\$ 0.10
Packaging	Toe Stuffing	Tissue Paper	Zion Packaging	\$ 0.10
			Subtotal	\$ 0.60
			Material Cost Total	\$ 15.07
			Labor Cost Total	\$ 2.50
			Overhead Cost Total	\$ 3.00
			Profit	\$ 2.00
			Tooling Amortization	\$ 2.00
			Total FOB	\$ 24.57



NAME

CATEGORY

RELEASE

GENDER

Wave Rider 20

Running

Jan 1, 2022

Female

TFOB

WHOLESALE

RETAIL

TIER

\$24

\$66

\$120

Good **Better** Best

CONSUMER

- Women
- 25-35 years-old
- Road runners (City)
- 10-25 miles / week
- Community-focused
- Run to stay in shape
- Priorities
 - Value
 - Durability
 - Comfort

HEROES

- Compressed foam cushioning
- Midfoot shank
- Breathable upper

CHALLENGES

- Color consistency
- Durability (400+ miles)
- Upper layering



COMPETITION



**Brooks Adrenaline GTS
19
\$99.95**



**Asics Gel-Kayano 25
\$99.95**



**Saucony Echelon 7
\$130.00**



Workback Calendar

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