**Apply to John Keells X - Open Innovation Challenge**

Please ensure all founders have been added to your application.   
Applications must have at least one founder to be accepted.   
A **Youtube video URL** based on the guidelines specified [**here**](http://www.disrupt.keells.com/how-to-make-a-video/) is required in order to submit.

Top of Form

COMPANY OR TEAM

Team or company name \*

What do you like us to call your team/startup

**HAPPY FEET**

Team or company url, if any:

-

If you have an online demo, what's the url?

(Please don't password protect it; just use an obscure url.)

-

Describe your team or company in 50 characters or less.

**Innovation, Creativity & Motivation is what we possess.**

What is your team or company going to make?

**“Chameleon” is** **a high heel shoe where the colours could be changed in order to match with your dress color. At present, ladies have to purchase lot of pairs of high heels in order to match with their various colors of dresses. Hence, they are currently facing the problem of lack of space to store the pairs. Moreover, due to their busy hectic life, duties and responsibilities that have to be fulfilled by a woman, there isn’t much time to waste on shopping the right shoe to be worn for a special occasion and to decide the right pair out of all the many pairs you have. Hence, “Chameleon” is the right solution which addresses solutions to the above highlighted problems of Time, Space and Money faced by most of the ladies these days.**

**Its’ unique technology makes it a simple and a fashionable shoe which will strive to make your feet happy with variety of colors and designs. With just one touch you will be able to turn your complete shoe, the Chameleon into a new design with a new color by replacing the sets of colors that comes with the shoe or by the customized sets of colors.**

Which category best applies to your team or company?                                                                                                                                         **Consumer**

Email address we should contact you at

**sanushkaamani1@gmail.com**

Phone number(s)

**0719285577/0775050030**

FOUNDERS

Please provide an email address for each founder in the startup, including yourself. \*

Founders must have at least 10% equity in the company or team. We will send an email to each founder to fill out additional information about themselves.

**sanushkaamani1@gmail.com**

**sanduni.2015097@iit.ac.lk**

**oshadhi.vanodhya@gmail.com**

For each member, please list: first name, last name; age; year of completion, school, degree and subject for each degree; personal url, github url (if any), facebook id, twitter id; employer and title (if any). Put unfinished degrees in parens. List the main contact first. Separate founders with blank lines.

Example: Sean, Penn; 25; graduated 2008; JKX University; bsc. In Engineering; sean@johnkeellsx.com; http://www.seanpenn.com/; facebook.com/seanpenn; @seanpenn; JKX, Chief Disruptor

**D. H. Sanushka, Amani; 22; to be graduated 2019;** **University of Westminster; (BSc. Information systems with** B**usiness Management); facebook.com/sanushka.amani1**

**Sanduni, Fernando; 20; to be graduated 2019;** **University of Westminster; (BSc. Information Systems with Business Management); facebook.com/sandu.fernando.77**

**Dombagammana Mudiyanselage, Vanodhya Oshadhi; 20; to be graduated 2019; University of Westminster; (BSc. Information systems with Business Management); facebook.com/oshadhi.vanodhya**

Please enter the url of a 1 minute unlisted (not private) youtube video introducing the founders. \*

Follow the Video Guidelines here: <http://www.disrupt.keells.com/how-to-make-a-video/>

**https://www.youtube.com/watch?v=tiY4UQrAZ5o**

Please tell us about an interesting project, preferably outside of class or work, that two or more of you created together. Include urls if possible.

**Worked as a team showcasing our project "Chameleon" and was able to achieve the 1st place in best project revealing our extraordinary talents at the Cutting Edge exhibition organized by IIT.**

How long have the founders known one another and how did you meet? Have any of the founders not met in person?

**Since we are batchmates in University of Westminster we have been knowing each other since one year back.**

PROGRESS

How far along are you?

How long have you been working on your idea and how many things have you accomplished. Which stage of development are you at?

**We started working on the project 2 months before. We have completed the initial prototype.**

If you've already started working on it, how long have you been working and how many lines of code (if applicable) have you written?

**N/A**

Date

**05/06/2016**

Which of the following best describes your progress?                                                                                                                                             **Completed the initial** **prototype**

Do you have revenue?

**We don’t have revenue yet as we haven’t launched it yet.**

If you have already participated or committed to participate in an incubator, "accelerator" or "pre-accelerator" program, please tell us about it.

**Won 1st place in cutting edge exhibition organized by IIT highlighting the high market potential.**

WHY?

What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?

**We have identified that there's a market gap in the shoe market where there is no high heel shoe which could change its colors with just one pair of heels only. No need to worry about the limited space at your house to store the pairs of shoes as only one pair will be needed. Thirdly, money would be saved. Lastly, precious time would be saved. Moreover, the shoe could be adjusted to any new fashion trend as the designs could be pre ordered, which is impossible to be achieved with the ordinary high heel pair at your home.**

**Therefore, once our product “Chameleon” is launched it will be the life changer for a woman as one shoe will solve most of the problems faced by women within a few seconds of their busy schedule.**

**Since there is no shoe which could save ones time, space and money, ladies resort to the expensive high heel shoes available in the shops. Through, our research we conducted we were able to identify most of the ladies have trouble with storing shoes and had to buy expensive shoe racks to store many pairs. As a temporary solution to this problem some ladies are even inclined to borrow shoes from their friends or sisters. As ladies love to match their dress color with their shoe they may not be wearing the same pair frequently for a longer period of time. Hence, they even have to throw away the new pairs despite its value without using for a longer period of time as the material used in shoes gets worn out when not used frequently. Also, ladies tend to waste lot of time in deciding the right pair while shopping.**

**Therefore, problems such as lack of space to store shoes, having to waste lot of time in deciding the most matched heel according to the dress color and wasting lot of money in having to buy lot of shoes is nor more a problem once the shoe is launched into the market.**

Who are your competitors, and who might become competitors? Who do you fear most?

**All the high heel shoe brands which are targeted towards the ladies and which are available in the local market as well as in the international market.**

What do you understand about your business that other companies in it just don't get?

**Our new product will be a threat to the current ordinary shoe market as it’s an innovative product with unique features. Competing products are not concerned about the fact that their shoes are only wearable for a lesser number of times as the material gets worn out when not used frequently. Also it’ s very disappointing as the ordinary pair of high heels cannot be matched with the new fashion design trends hence by the time the customer uses the pair it may be out of fashion. But with “Chameleon” there will not be such an issue as the lady could pre order the new design from the company and change the design of Chameleon to adjust with the new fashion trend.**

How do or will you make money? How much could you make?

(We realize you can't know precisely, but give your best estimate.)

**In our initial stage (PHASE 1), we are planning to sell our product through online (social medias/ website) and deliver through courier service. The delivery charges have to be borne by the consumer, in addition to the Shoe purchased through an online channel. We are charging $23.90 per pair with 3 sets of defined colors. If they wish to buy additional custom made sets of colors/ patterns, they have to pay $3.45 for each set. In our next stage which is phase 2, we will be launching our own showroom and selling the pair to attract more customers through the feel good effect.**

**PHASE 1**

**1ST MONTH – 150 UNITS**

**Total direct material cost (x150) = $2060**

**Web development cost = $400**

**Total production cost(x150) = $ 1030**

**Total distribution cost = $ 110**

**Marketing cost = $ 280**

**Total cost = $ 3880**

**Cost per unit = $25.87**

**No. Of units forecasted to be sold = 150 units**

**Selling price = $ 23.90**

**Break even (units) = 239units**

**Profit = $ -295**

**3 MONTHS – 600 UNITS**

**Total direct material cost (x600) = $8240**

**Web development cost = $400**

**Total production cost(x600) = $ 4122**

**Total distribution cost = $ 310**

**Marketing cost = $ 390**

**Total cost = $ 13462**

**Cost per unit = $22.44**

**No. Of units forecasted to be sold = 600 units**

**Selling price = $ 23.90**

**Break even (units) = 333 units**

**Profit = $ 880**

**6 MONTHS – 1000 UNITS**

**Total direct material cost (x1000) = $13738**

**Web development cost = $400**

**Total production cost(x1000) = $ 6869**

**Total distribution cost = $ 350**

**Marketing cost = $ 480**

**Total cost = $ 21837**

**Cost per unit = $ 21.84**

**No. Of units forecasted to be sold = 1000 units**

**Selling price = $ 23.90**

**Break even (units) = 374 units**

**Profit = $ 2060**

**12 MONTHs – 2200 UNITS**

**Total direct material cost (x2200) = $30225**

**Web development cost = $400**

**Total production cost(x2200) = $ 15112**

**Total distribution cost = $ 600**

**Marketing cost = $ 520**

**Total cost = $ 46857**

**Cost per unit = $21.30**

**No. Of units forecasted to be sold = 2200 units**

**Selling price = $ 23.90**

**Break even (units) = 462 units**

**PROFIT = $ 5718**

**PROFIT MARGIN (For 1 year) = 12.21%**

**Moreover, apart from the revenue gained from selling the basic shoe we would be able to gain revenue and achieve higher profits by selling the custom made color sets starting from $ 3.45 according to the complexity of the ordered design (with pebbles/beads)**

How will you get users? If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users till it has a lot of users (e.g. A marketplace, a dating site, an ad network), how will you overcome that?

**By promoting through new media channels such as YouTube. YouTube videos will be displayed as sponsored ads in Facebook.**

**By having a photo booth challenge at the clothes store where the customer would be able to win a prize if she gets the most number of likes for the photo in social media for wearing the “Chameleon” shoe.**

EQUITY

Have you incorporated, or formed any legal entity (like a Partnership or LLC) yet?

**No**

If you have not formed the company yet, describe the planned equity ownership breakdown among the founders, employees and any other proposed stockholders.

**Founder 1 – 30%**

**Founder 2 – 25%**

**Founder 3 – 25%**

**Investors – 20%**

Please provide any other relevant information about the structure or formation of the company.

N/A

LEGAL

Are any of the founders covered by noncompetes or intellectual property agreements that overlap with your project? If so, please explain.

N/A

Was any of your code written by someone who is not one of your founders? If so, describe how can you legally use it.

(Open source is ok of course.)

**N/A**

Is there anything else we should know about your company?

(Pending lawsuits, cofounders who have left, etc.)

**N/a**

OTHERS

If you had any other ideas you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.

**A CRM System which will capture the user’s personal information while he/she does a transaction and promote various products and services in future. For example discounts and promotions on certain products will be notified to the customer based on customer details such as sex, age, current location, birthday, types of meals ordered, festivals celebrated, likes on scenic location photos uploaded in social media etc,.**

Please tell us something surprising or amusing that one of you has discovered.

(The answer need not be related to your project.)

**Virtual Reality**

OFF THE RECORD

What convinced you to apply to John Keells X?

**We realized that JohnKeelsx is the right competition for us to apply as John Keels is a well-known prestige company which gives a place for the startups with high market potential though it’s risky.**