NIKE DIGITAL TRANSFORMATION

HypnoTech Consulting LLC

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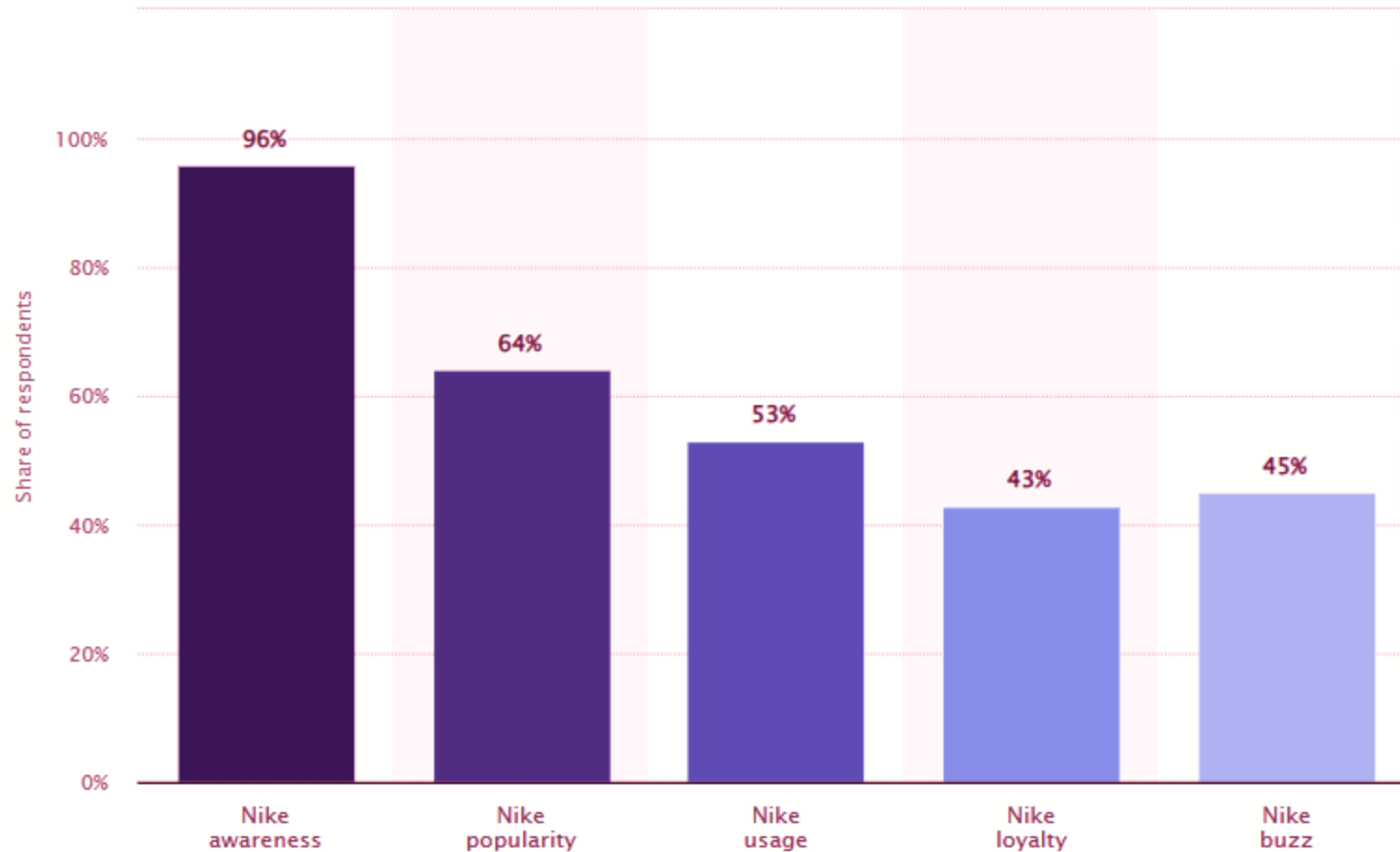
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Agenda

- Introduction
- Technologies
- New Data
- Projected Impact
- Risks and Mitigations
- Next Steps
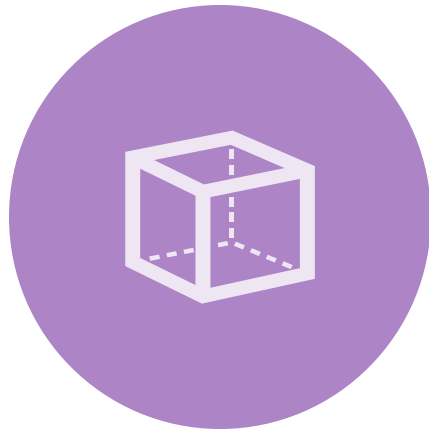- Conclusion

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Nike brand awareness, usage, popularity, loyalty, and buzz among sneakers owners in the United States in 2022

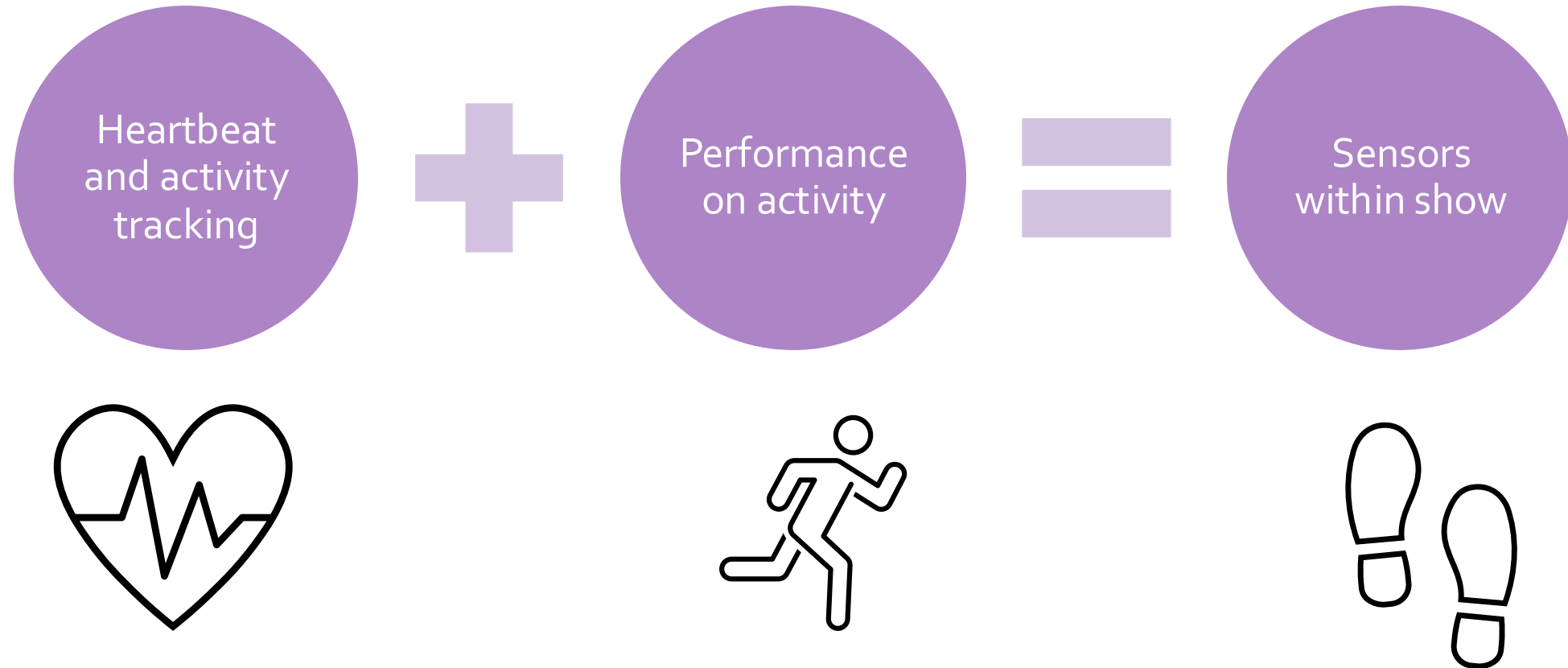# Technologies

Internet of Things Sensors
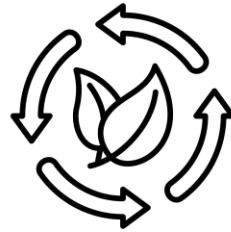
4D Printing

Monthly Subscription

Mobile App With Integrated AI And AR

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Internet of Things

Heartbeat and activity tracking

Performance on activity

Sensors within show

4D Printing

AESTHETICS

Thermochromic: Changes color based on temperature shifts, letting the shoe react visually to different weather conditions.
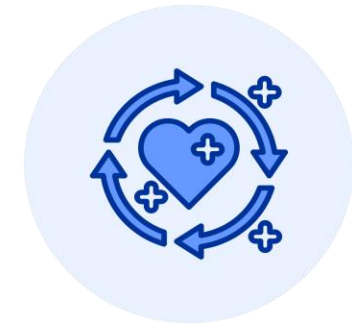
Photochromic: Shifts color when exposed to different lighting levels, creating adaptive looks in sunlight vs. shade.

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4D Printing

SHAPE MEMORY ALLOYS/ POLYMERS

Change shape based on temperature

Restore into original configuration, self-heal

Customize shoes' appearances

Save preferred settings

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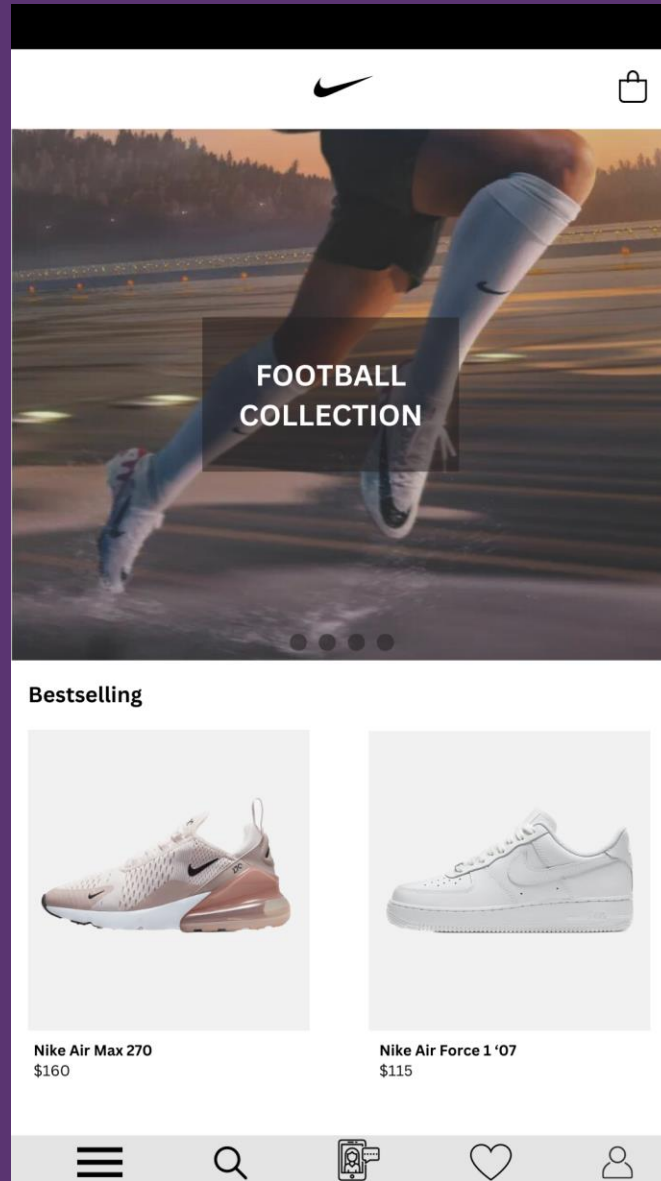# Monthly Subscription

Strategic Shift to the Rental Economy
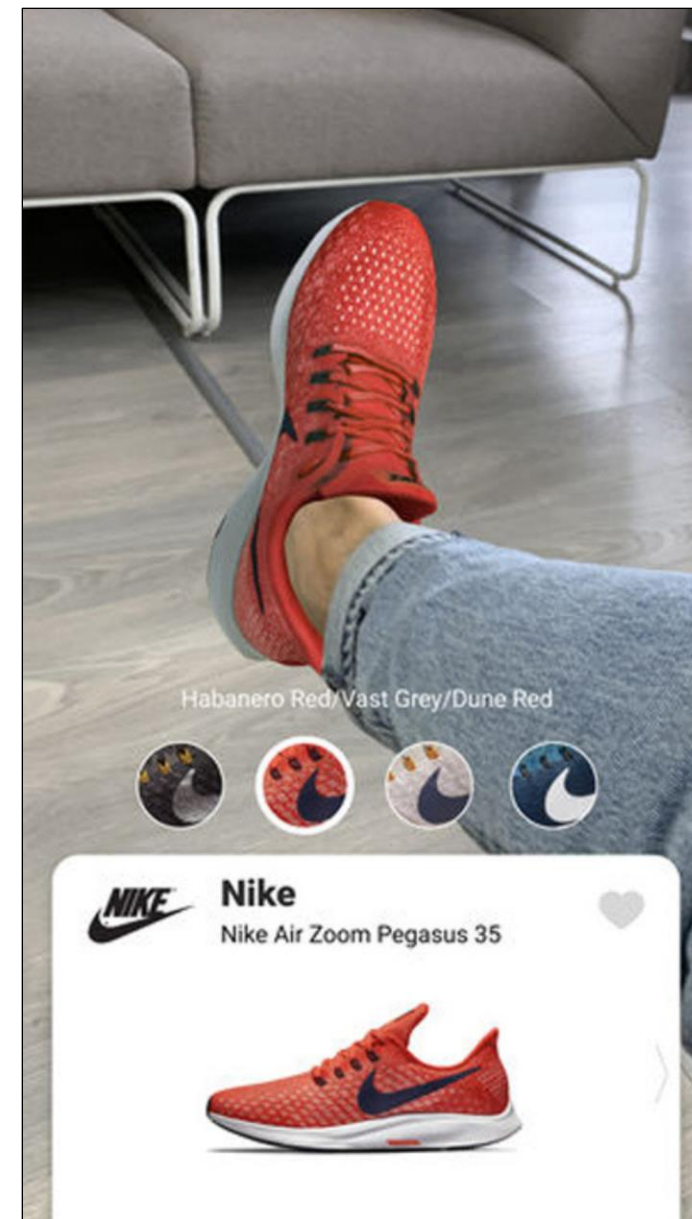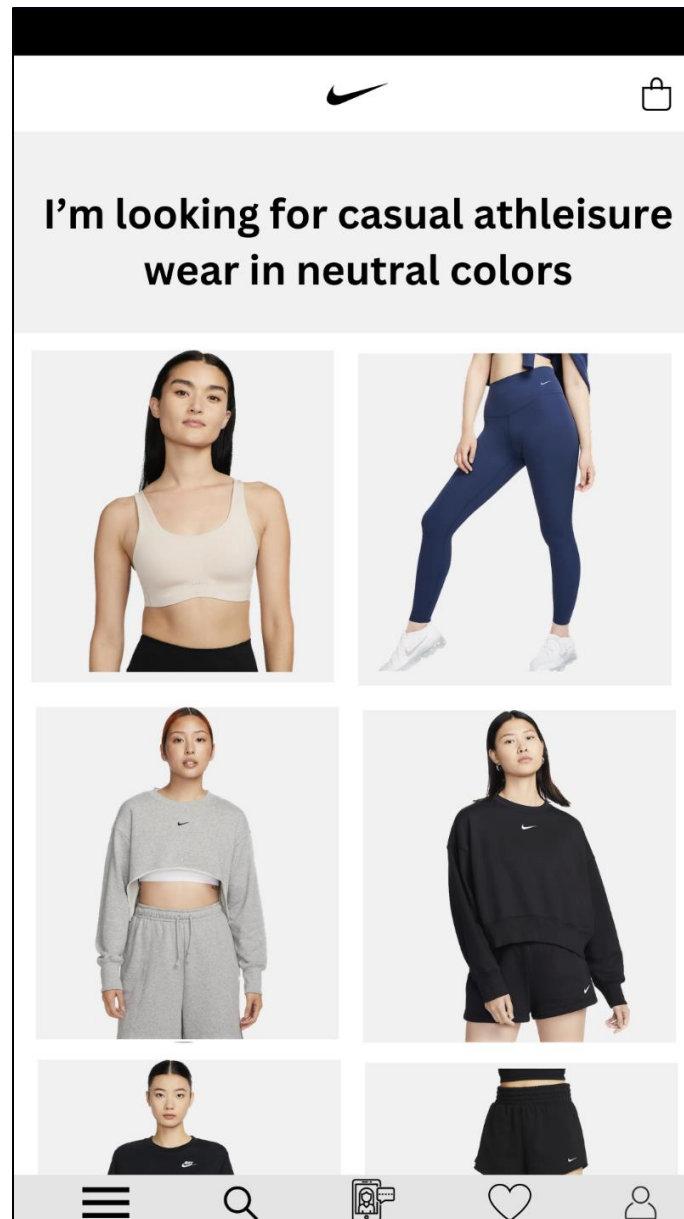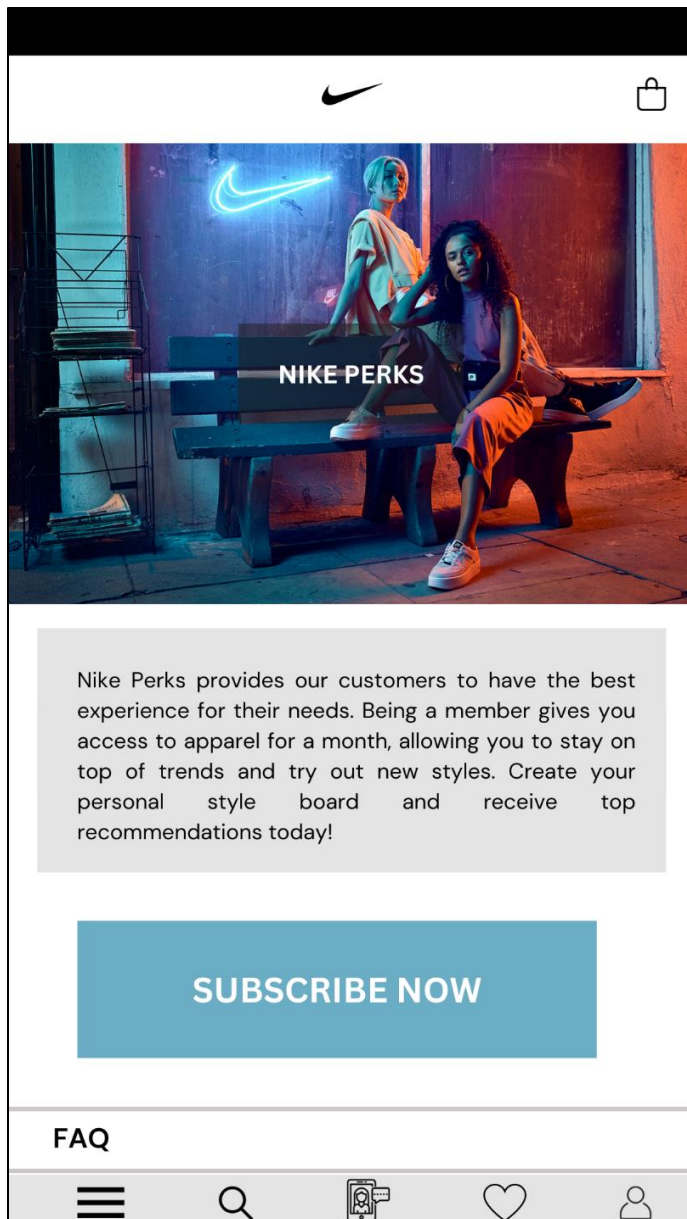
Operational Implementation and Partnerships

Marketing and Customer Engagement Strategies

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MOBILE APP

I'm looking for casual athleisure wear in neutral colors

NIKE PERKS

Nike Perks provides our customers to have the best experience for their needs. Being a member gives you access to apparel for a month, allowing you to stay on top of trends and try out new styles. Create your personal style board and receive top recommendations today!

SUBSCRIBE NOW

FAQ

Habanero Red/Vast Grey/Dune Red

Nike
Nike Air Zoom Pegasus 35

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New Data

IoT
- Real-time data
- Showcases performance
- Feedback

4D
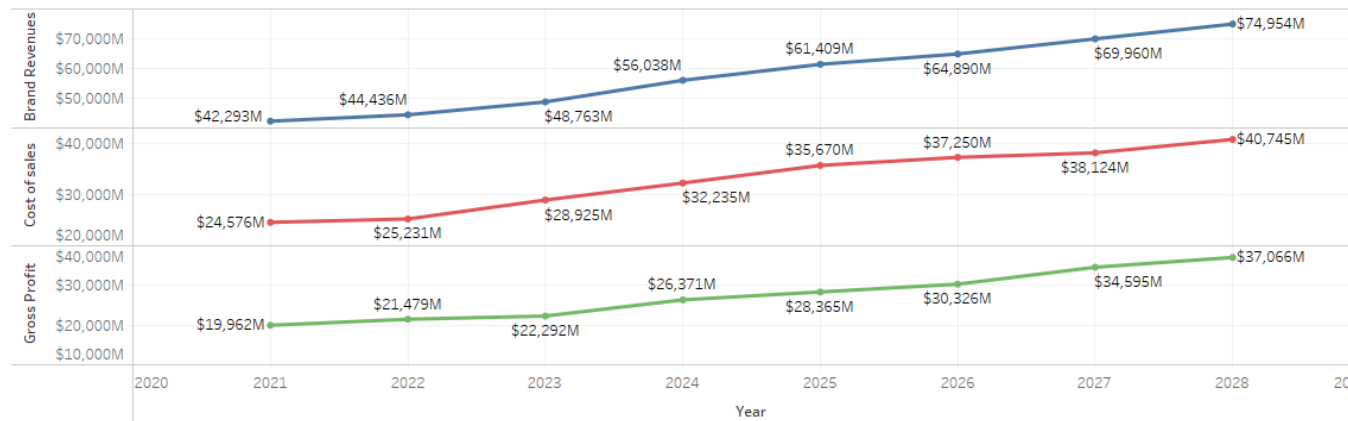- How products are used
- Adaptability

Subscription
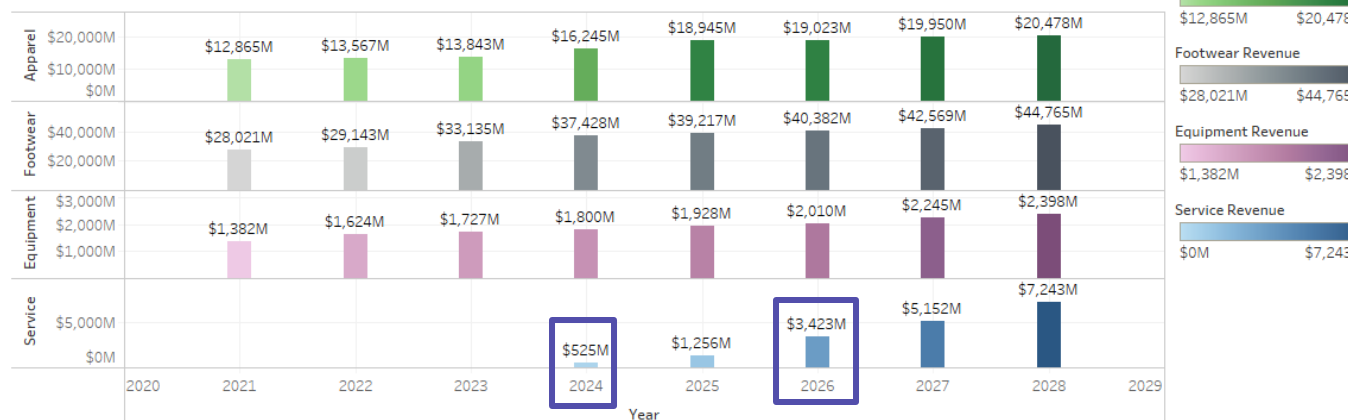- Profiles based on preferences
- Analyze trends

App
- Product popularity
- Creating personalizations

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Projected Impact

Projected Changes in Revenues, Cost of Sales, and Gross Profit (in millions)

Projected Changes in Components of Revenues (in millions)

- **2024**: IoT + Mobile app with AI assistant and AR features

- **2025**: Follow-up, refinement, feedback

- **2026**: Subscription models, 4D printing

- **2027**: Follow-up, refinement, feedback

- **2028**: All features reach full stride

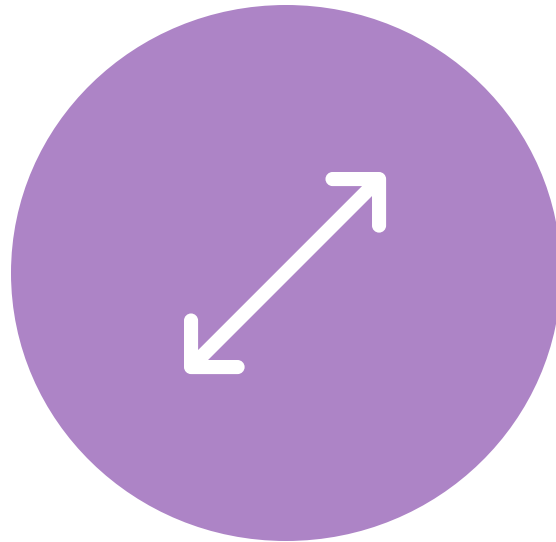HYPNOTECH

Risks and Mitigations

Data and Privacy

Investment

Adaptability

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Next Steps

Expand

Pilot

Plan

"Dare to take chances, lest you leave your talent buried in the ground." – Phil Knight

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