

The Connected Shoe Odometer

A 500 mile journey



Challenge: How do you know when to replace your shoes?

- Your body tells you via new unexpected pains, and blisters
- Signs of excessive wear like worn outsoles or stretched-out heels

The average running shoe will last through 500 miles

Market Size

- Global footwear market will be 371.8 billion by 2020
- 44.6 million pairs of running shoes sold in the United States in 2012, compared to 38 million in 2011 → 17.4% increase
- Sales of running shoes in the United States totaled \$3.04 billion in 2012
- Number of shoes with built in data producing technology = 0

Source: Participation, Shoe Sales Keep Increasing. (n.d.). Retrieved November 30, 2017, from <https://www.runnersworld.com/newswire/participation-shoe-sales-keep-increasing>

Source: When to Replace Your Running Shoes. (n.d.). Retrieved November 30, 2017, from <https://www.rei.com/learn/expert-advice/replace-shoes.html>

What's out there for tracking the number of steps your shoes travel?



What is my product?

An integrated odometer that tracks the miles you put on a specific pair of shoes. A user can check their usage any time and when the device logs 500 miles a notification will be sent out reminding you its time for a new pair of shoes.

Why is my product important?

Consumer

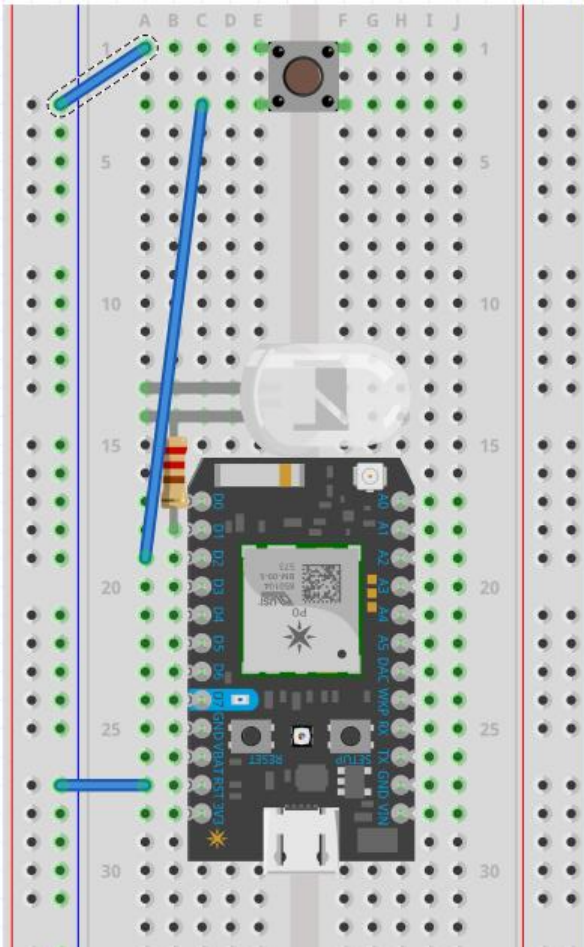
- Automatically tracks the wear and tear on your shoes
- Easy to use – comes installed – no installation manual needed
- Tracks your steps
- Could limit injuries and enhance performance

Shoe Manufacturers

- Creates customer profiles and provides user data
- Tracks shoes longevity
- Sells more shoes
- Proactively upsells customers on additional products

User Experience & Craftsmanship

- Odometer comes installed in your new pair of running shoes
- Little training time - user would need to create a profile in the app or webpage and register your device using the unique code that comes with your pair of new shoes
- The shoe integrates extremely well into the users every day life – just put the shoe on and start running
- No ongoing maintenance if the environment requirements met



Environment Requirements

- WiFi Connection
- Charged power source
- Access to a web browser or the ability to download an app

Pushbutton acts as the step counter and sends data into the cloud. External LED light shows connectivity to the user

ThingSpeak connected through a Webhook tracks the number of steps taking

When 1,000,000 steps (500 miles) are logged a Webhook prompts a IFTTT Applet to send a notification to the user through SMS or email.
Additional Feature - daily, weekly, monthly notification can alert the user of their step activity

v1.0

Hardware

- Step counter (pushbutton)
- Activity light (LED)
- WiFi connection (Photon)
- Breadboard & JumperWires
- Battery Pack

Software

- ThingSpeak
- IFTTT

Communication Examples

From: The Connected Shoe Odometer Team
Sent: Sunday, December 3, 2017 1:11 PM
To: Eck, Paul M.
Subject: Your Shoes Needs a Refresh

Dear Peck,

Congratulations - 500 miles have been logged onto your current running shoes and the life of these shoes has expired. For optimum performance and health its time for you to purchase a new pair of running shoes. Use this discount code NEWPAIRFORME either online or at any of our authorized retail stores for a great deal on a new pair of running shoes.

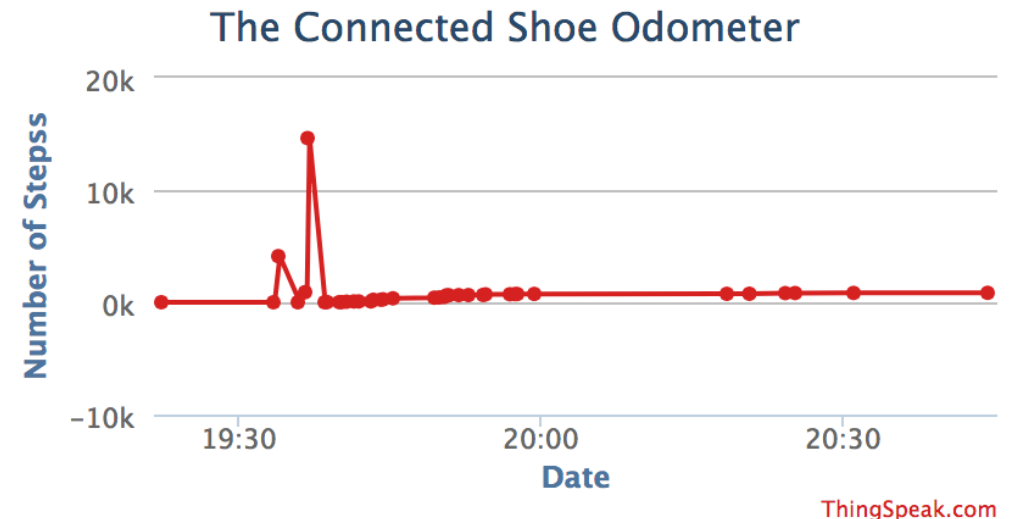
Sincerely,
The Connected Shoe Odometer Team



Dear Peck,

Congratulations - 500 miles have been logged onto your current running shoes and the life of these shoes has expired. For optimum performance and health its time for you to purchase a new pair of running shoes. Use this discount code SMSNEWPAIRFORME either online or at any of our authorized retail stores for a great deal on a new pair of running shoes.

Sincerely,
The Connected Shoe Odometer Team



Scalability

Market Factors

- User acceptance
- Price control
- Exclusivity – Membership Model
- Expand the capture data capabilities

v2.0

Hardware

- Multiple pushbutton sensors
- Solar battery pack
- Digital screen → replace the LED light
- Bluetooth
- Speaker
- Sensors

Software

- Google Maps
- Integrations with health app and social media
- Enhanced Security

