

# Pitch deck

**БОСИ**

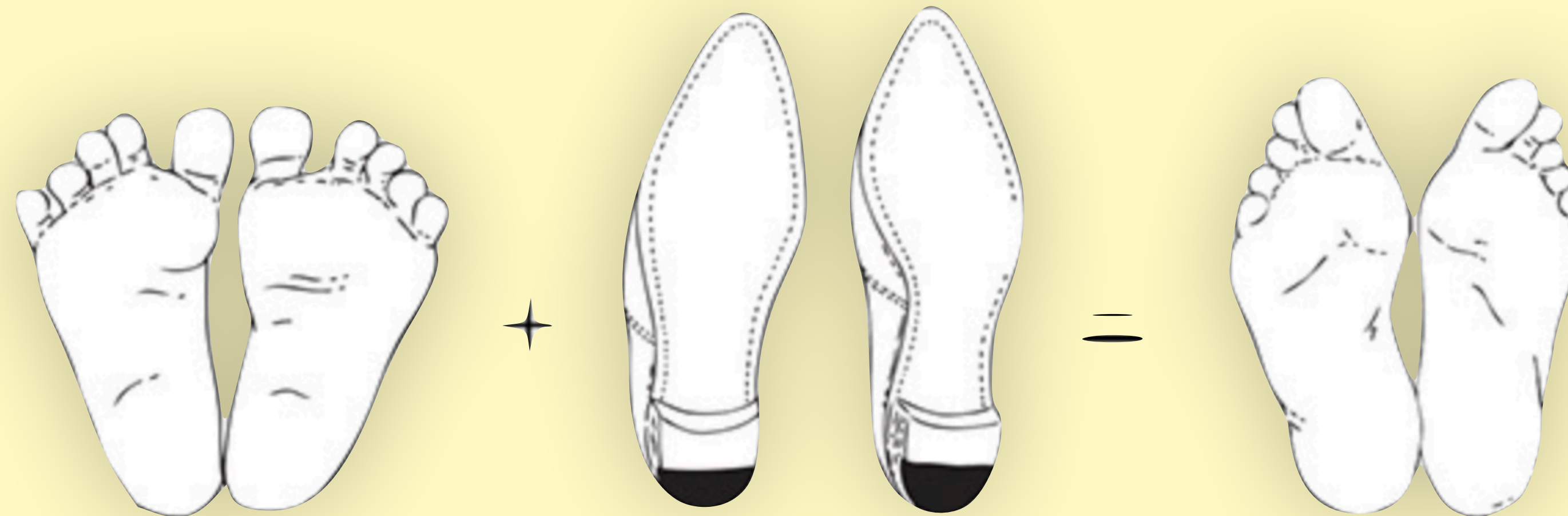
"BOSI"

**Awake Your Feet**

# Harm from traditional shoes



Moderate-to-severe foot pain  
affects 40% of population



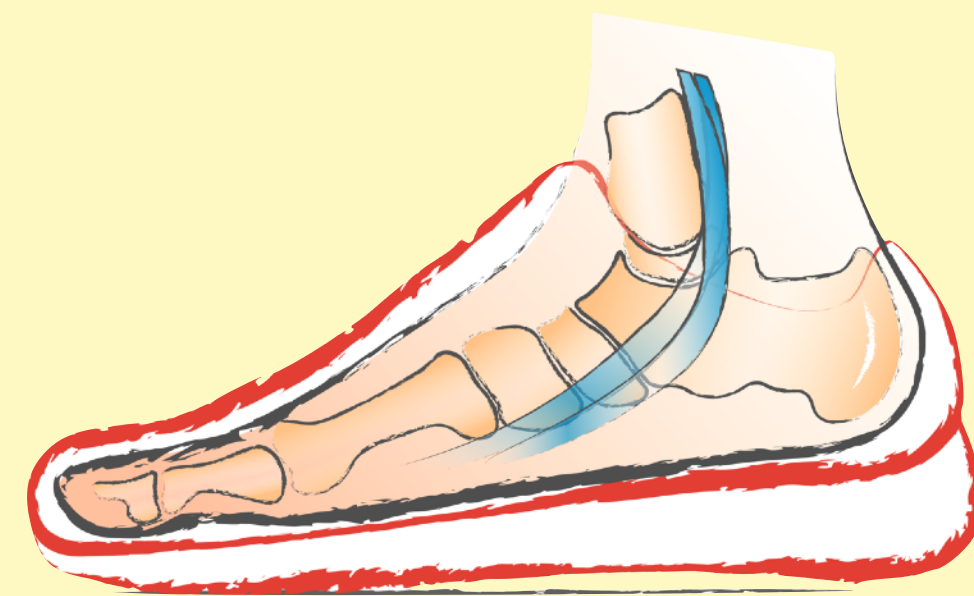
Our foot structure become **compressed** and **deformed** by traditional footwear leading to numerous foot pathologies

# Harm from traditional shoes



**Most commonly reported areas of pain in a feet are:**  
the arch (26.3%), the ball of the foot (24.6%), toes (20.7%), forefoot (20.1%) and the heel (18.5%)

**Common feet pathologies caused by traditional footwear:**



Flat feet



Valgus deformity



Dislocation  
of ankle joint

# Solution



## Barefoot shoes

### Key benefits:

- ✓ Reduced lower back toll
- ✓ Increased proprioception and lower cortisol
- ✓ Feet are not restricted
- ✓ Feet strengthening
- ✓ Full range of feet motion



# Target audience



## Fitness and healthy lifestyle enthusiasts (ages 18-50)

- People who care about their health
- Runners and hikers
- Office workers
- People spending work time on their feet

key benefit

**Feet are allowed to move and function like they are supposed to, day-long feet comfort, improved balance**



## People with medical conditions

- People with feet conditions
- People who suffered back or knee injuries

key benefit

**Feet strengthening, prevention of feet pronation, better ankle mobility, reduced toll on lower back**

# Markets



**Pairs of shoes consumed annually:**

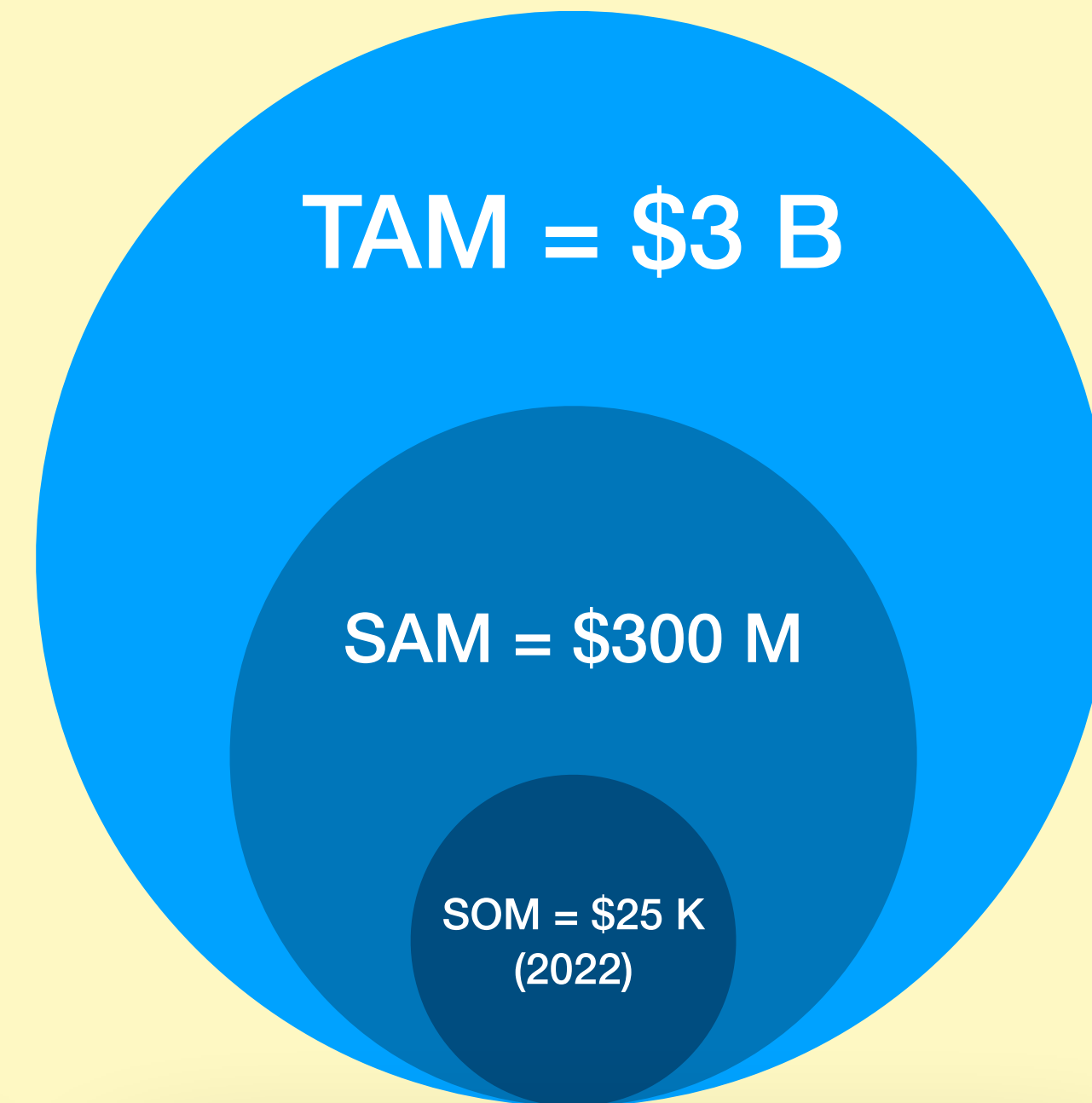
Barefoot shoes are forecasted to take-up 3% to 4% of the footwear market



**21 B**  
(\$485 B)

**... and foot pain affects 40% of population.**

**6% CAGR** for 2021-2027 period



**Logistic Partner**

Fulfillment center  
in Slovakia

**Target Markets**

Eastern Europe  
EU  
North America

# Use of recycled & vegan materials



**Pineapple Piñatex**



**Coconut fiber**



**Recycled plastic**



**Recycled tires**



**Apple peel leather**



**Rice husk**

**...etc.**

# Competitive advantages



|  | Quality-to-price ratio  | Design   | Materials  |
|--|---|--|--|
|  | <br>we see it as an opportunity in the market | <br>new appealing design for barefoot shoes market | <br>use of C2C innovative ecological materials   |
| Other barefoot shoes brands  | <br>it is often one or the other             | <br>often not appealing to customers              | <br>rare use of innovative ecological materials |



# Marketing & Sales Channels



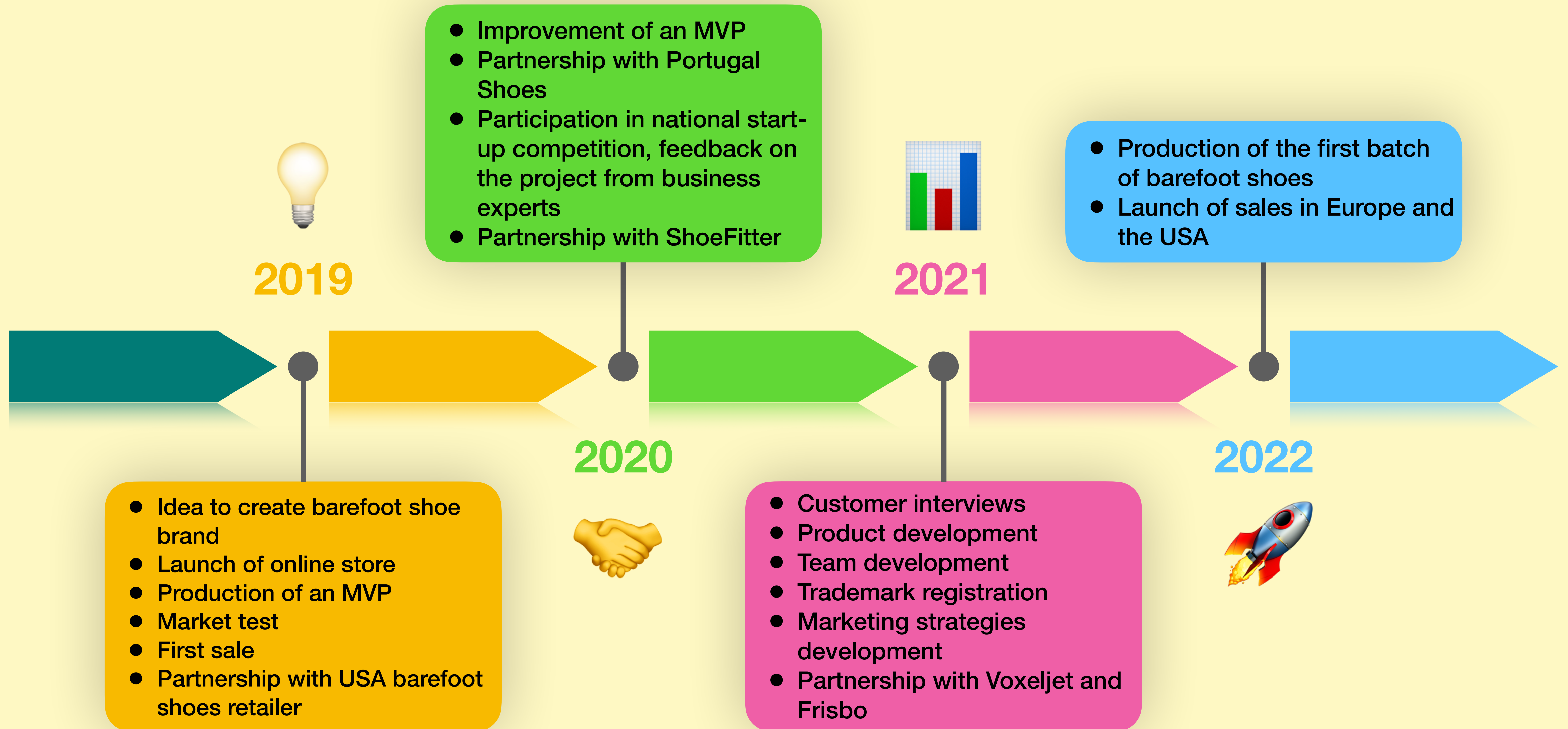
## Marketing tools:

- ✓ social media ads aimed at local target audience
- ✓ collaboration with healthy lifestyle and fashion influencers (e.g. on YouTube, Instagram)
- ✓ contextual ads and SEO
- ✓ sales promotion
- ✓ PR

## Global and regional marketplaces



# Milestones and plans



# Team



Founder  
**Mykyta Grechyna**



Marketer  
**Kateryna Teleshova**



Business-mentor  
**Iryna Bystrova**



Physical Therapist (Advisor)  
**Rostyslav Yakubishen**

**Thank you for the attention**

**БОСІ**



**Supported by**

