

STRIDE

The brand with the modular running shoe

Investor Reading Deck
April 22nd, 2024



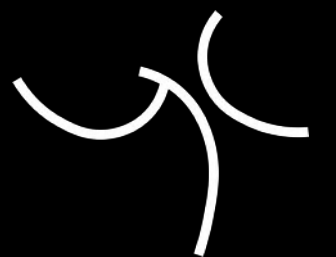
Keep running. Keep your STRIDE.



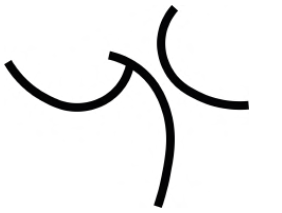
Run, ~~discard~~*, repeat *replace

Routine meets Innovation.

A **modular** running shoe
that allows to easily **replace**
the worn-out soles with new
ones in a matter of seconds.



Our vision



Rooted in our passion for running and design,
we aim to reunite humans with nature through this accessible
sport. For more longevity of our beautiful planet —
one step at a time.



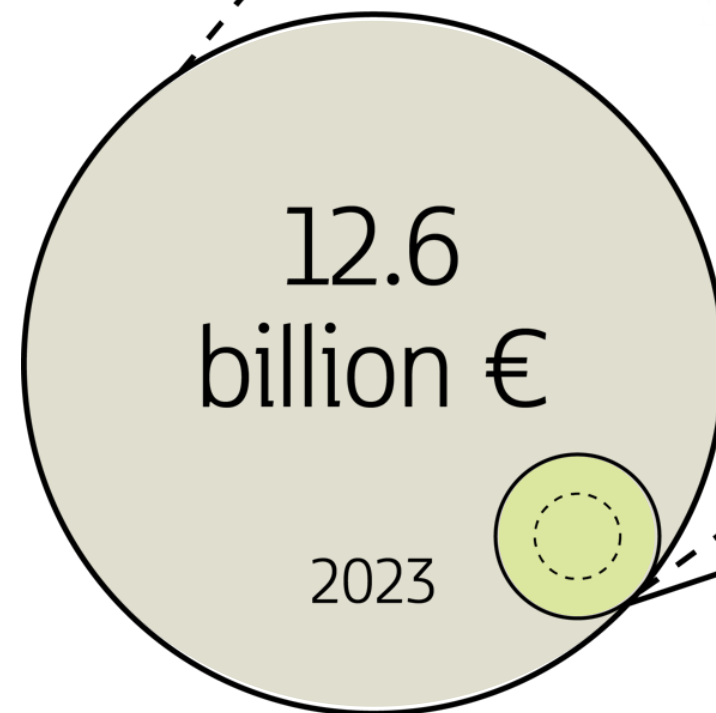
In it for the long run.

Market Opportunity

STRIDE

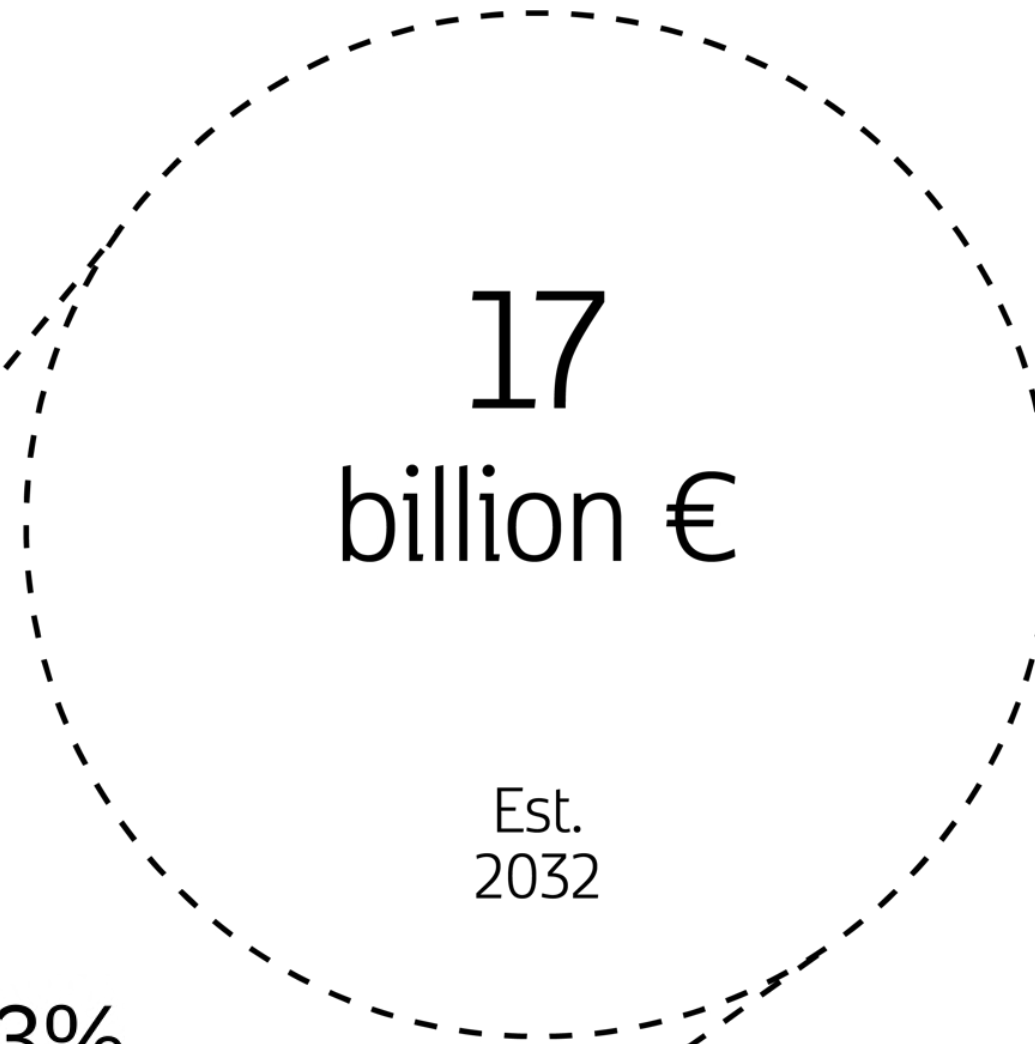
Underlying trends
for this growth:

Health
Sustainability
Fitness
Routines
Outdoor sports
Running
Community

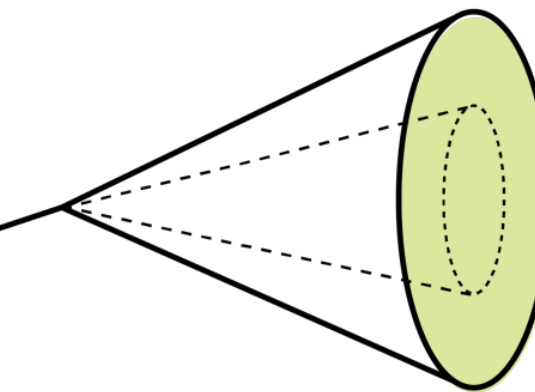


Running shoe market
in Europe

+ 23%



130
percent



Growth of the sustainable athletic
footwear industry in Europe in the
past 10 years

The problem: Running shoes need to be **replaced** frequently. This implies:

① Costs.

Running shoes need to be **replaced frequently** - for habitual runners **every 5 months**. This gets expensive over time and **places a financial barrier** to the otherwise accessible sport.

② Waste accumulation.

The soles lose their shock absorption while the upper stays in good condition due to the low ground-contact time. This leads to **unnecessary waste of valuable upper material**.

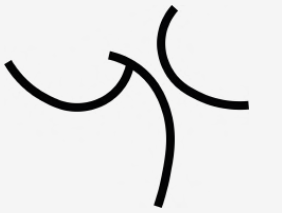
③ Injuries.

However, **over-extending the lifespan of the running shoe easily leads to injuries** whilst the high price point of a new pair is one big reason for such over-extension.

Three problems; for which Modularity is the solution.
For which **STRIDE** is the solution.



The solution:



①

Get a STRIDE,
enjoy your run.



run.

②

Detach the old,
attach the new.



replace.

③

Save costs,
miss injuries.

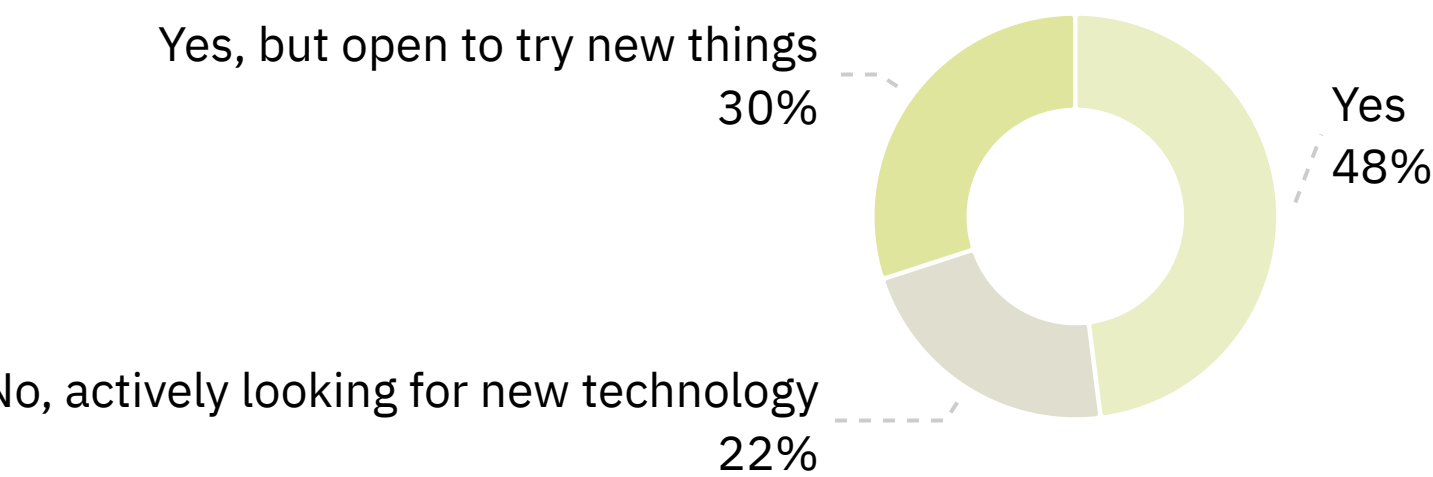


repeat.

Validation of *STRIDE*

Customer interviews

Are runners willing to stick to their model of running shoe for a longer period of time?



When do runners replace their shoes?

<30% Is well informed on when to replace shoes (amount of kilometers).

>25% Used pain or injuries as an indicator for shoe replacement.

- 

Jameson Wildwood
When my knees start to feel it
- 

Joe Rysdam
I replace them when I start getting shin splints
- 

Dan Marrs
My knees usually let me know

Do runners overextend the lifespan of their shoes due to high replacement costs?

100%
of interviewees
overextend the lifespan
of their shoes

29%
confess that this is due to
laziness

41%
attributes this to high
replacement costs

30%
have other reasons such
as not knowing *when* the
shoe is actually worn out

Customer Opportunity

With around **622 million** worldwide runners in 2017, post-COVID lockdowns and healthy lifestyle choices have led to an **31%** increase in runners, indicating a strong demand for running shoes. Simultaneously the awareness and request of sustainable product alternatives is rising.

The lifestyle of our customer



Outdoor

Community

Design

Routines

Early adaptor

Try Pitch

63%

Sustainability consideration

A study of 500 runners in 2023 found that **63%** consider sustainability when choosing running products.

84%

Sustainable Practices

84% of surveyed runners express interest in recycling programs offered by running brands.

57%

Shoe Rotation

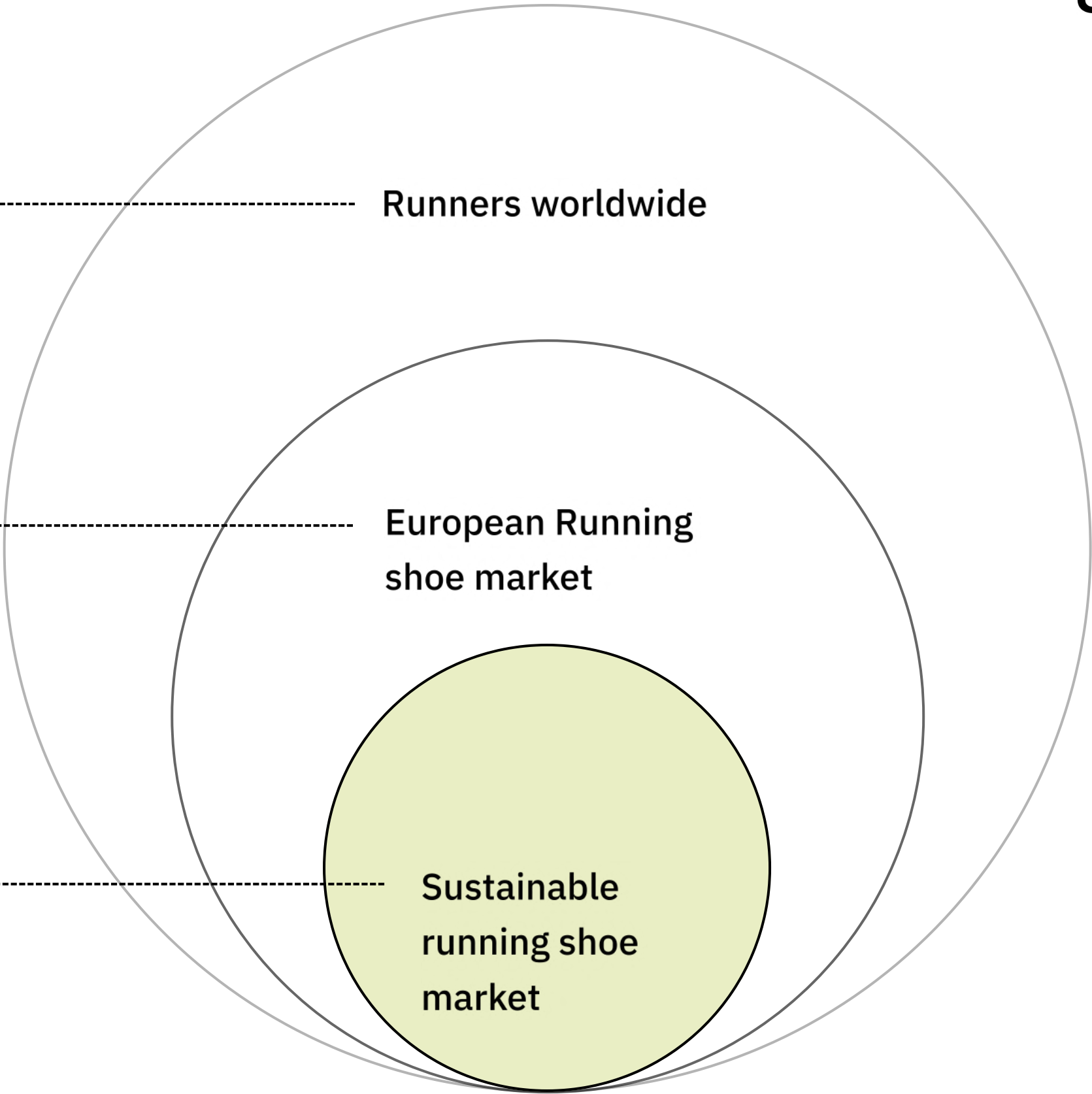
According to Runnersworld (2023), **57%** of runners purchase more than one pair of shoes annually, pointing out repeated buying opportunities.



Across continents, 800 million runners lace up their shoes, fueled by the desire to overcome personal challenges during in their everyday. During the 2020 pandemic, this sport has captured hearts worldwide, bringing more running communities to the roads than ever before.

Extensive research indicates that our **TAM** on a global scale could **reach up to 55 billion EUR**. However, STRIDE's strategy involves to **initially expand within the European running shoe market**, paving the way to further scale onto other continents.

As STRIDE's core value is **sustainability**, we proudly position ourselves within the **thriving sustainable running shoe market to begin with**. Over the past decade, this segment has **experienced remarkable growth, boasting a impressive 10.6% CAGR in Sweden alone**.



Running Shoe Industry Competition

1

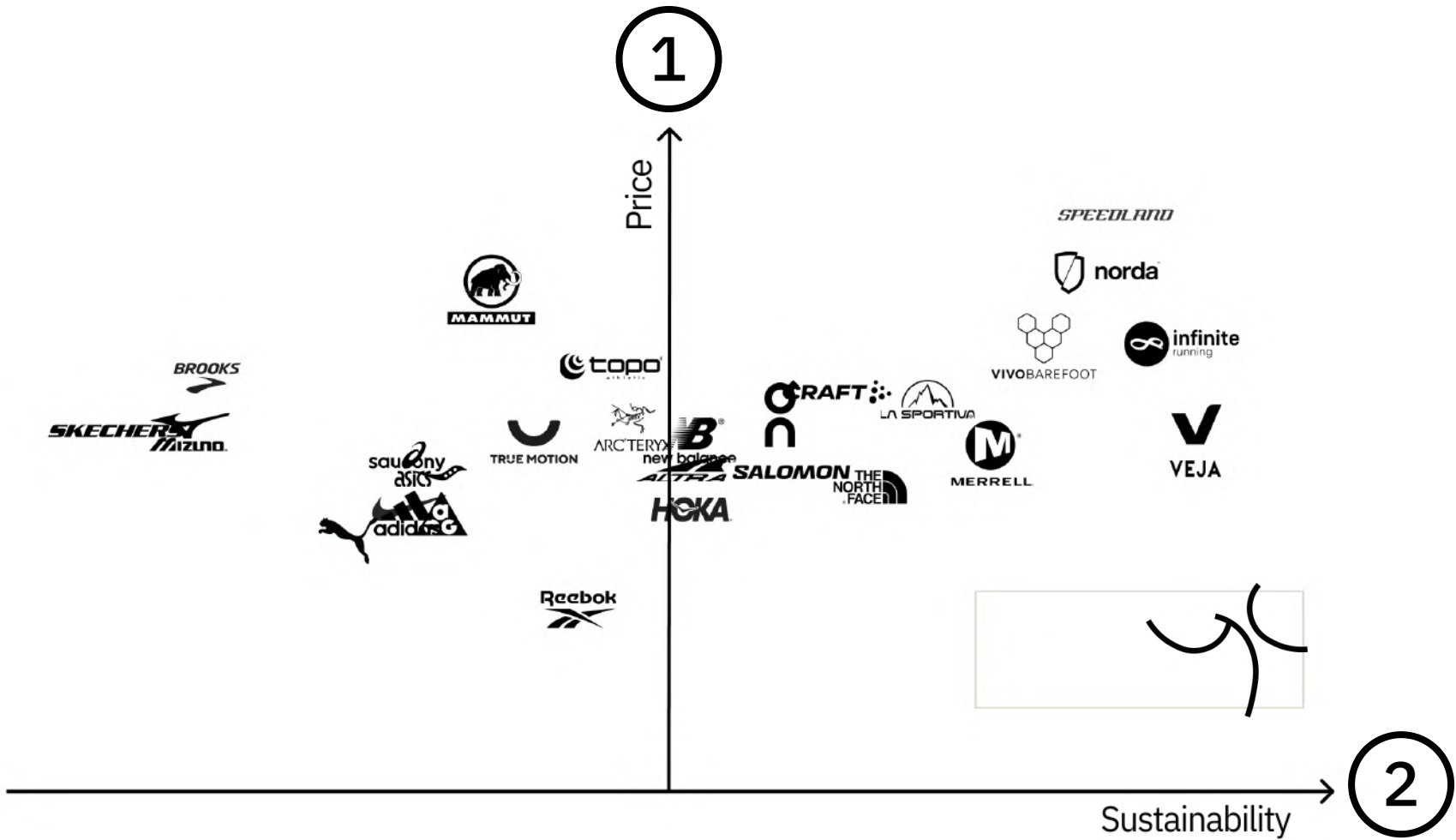
Price Point

Road running shoes are getting more expensive. On average, a pair costs €132, while an average extra of €30 is being charged for the sustainable alternatives.

2

Sustainability

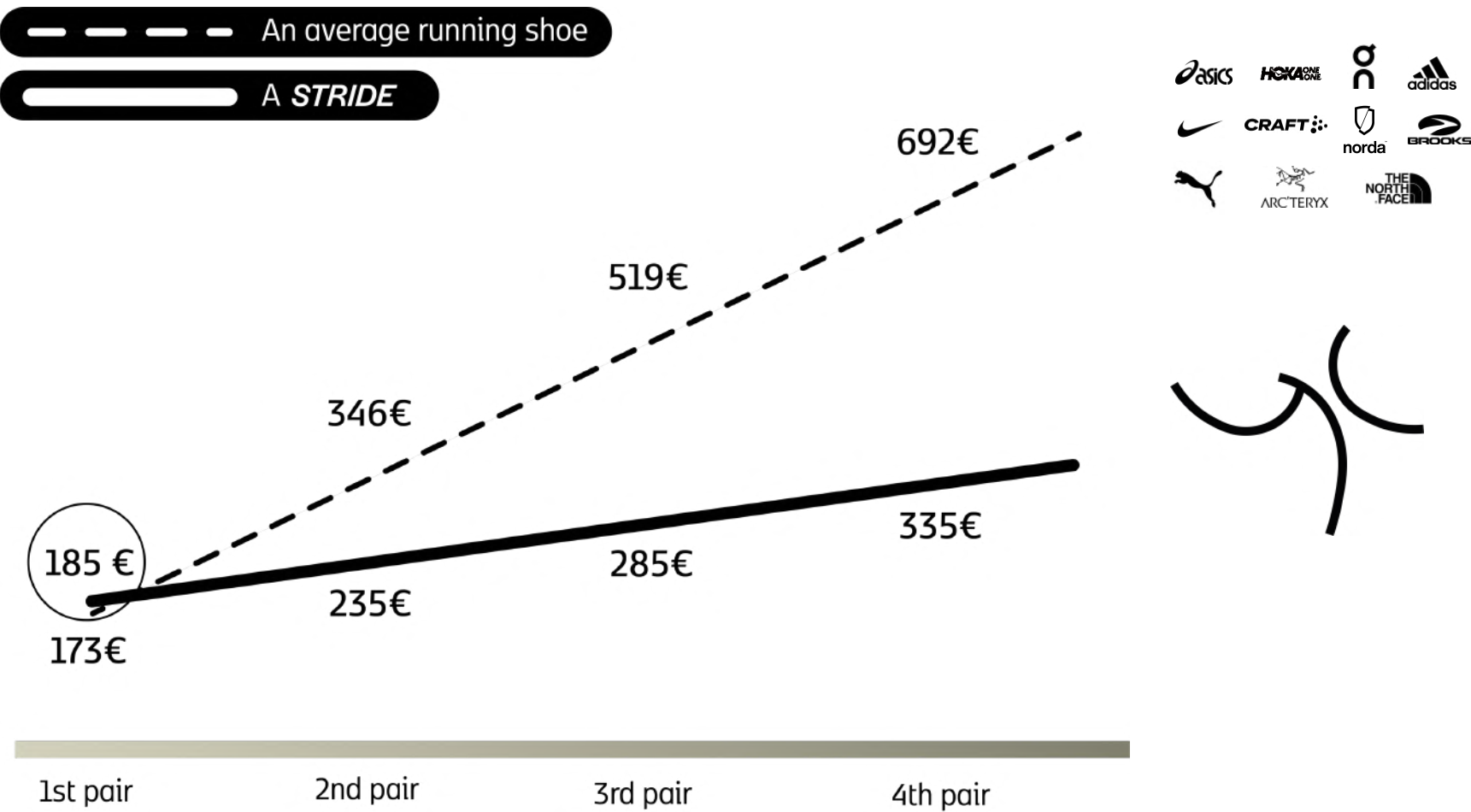
There is a clear trend for sustainability in the industry. However, only a handful of modular or circular shoe concepts are out there.



Most commonly, the sustainability value is actualized through the use of recycled or bio-degradable materials. This raises the price of these shoe alternatives, making them less attractive financially.

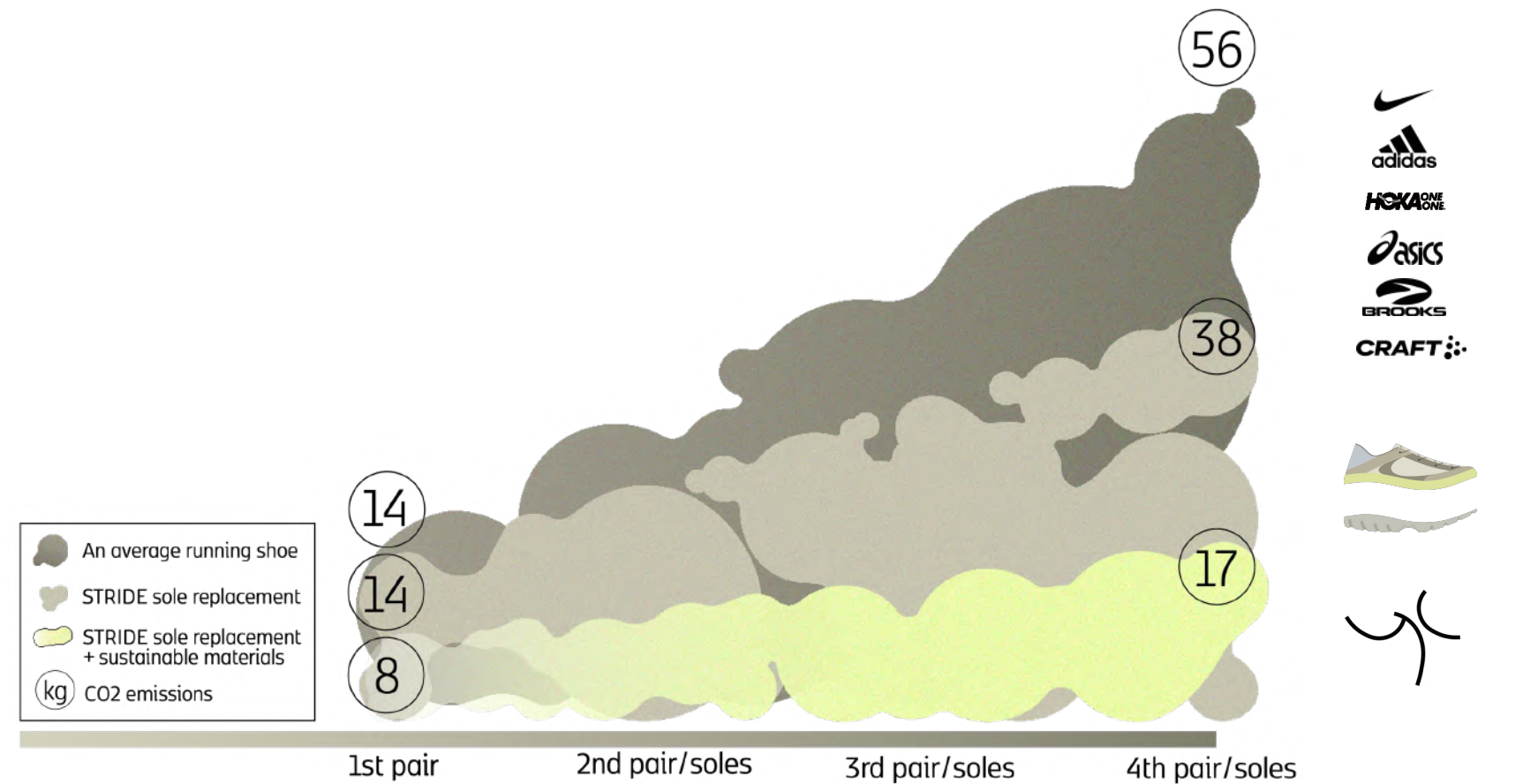
Taking a closer look at the Price Reduction

The first pair of STRIDE shoes is slightly more expensive, starting at 185€ compared to the average of 173€ for other running shoes. But: **With each sole replacement STRIDE gets cheaper. After just two sole replacements — our guaranteed minimum of exchanges — runners have already halved their expenses.**



...and at the Sustainability Benefit

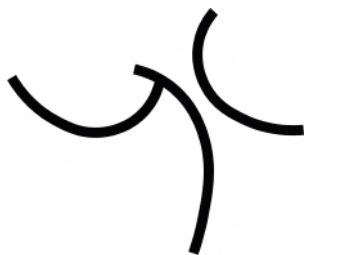
STRIDE running shoes **also get more sustainable** with every sole replacement, as depicted in the figure below. The darker grey represents the average CO2 impact of our competitors. The lighter grey shade showcases the reduction of CO2 emissions achieved solely by implementing our innovative modular system. **Lastly, the vibrant green color highlights the additional CO2 emissions saved by combining our modular system with eco-friendly materials — as in a STRIDE.**



Our unfair advantage



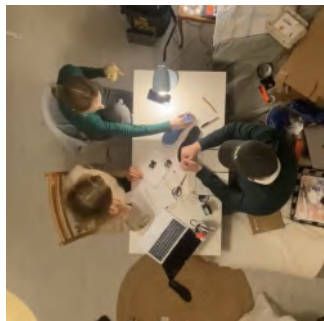
STRIDE gets **less expensive** and **more sustainable** with every sole exchange.



Our key achievements so far:

Milestones

STRIDE



Oct. 23

Idea inception & comprehensive feasibility analysis (90p, featuring insights from 50+ customer interviews and utilizing methodologies like the mom test)



Nov. 23

First prototyping, development of an MVP. Also an evaluation of various business models resulting in the choice for the razor-and-blade typology.



Dec. 23

Onboarding of a Swiss industrial designer and entering the VentureLab incubator. Additionally, we conducted initial financial projections and formulated strategic plans for the upcoming three years.



Feb. 24

IP consultancy with two patent lawyers. Also, participating (and winning) in competitions, securing soft funding totaling 90,000 SEK.



Mar. 24

Participating at Dragons of the University and winning the Audience Choice category. 3D printing of our first functional prototype that we currently iterate on. Further testing of assumptions + Validation Report

Business Model

Buy

€185

Our customer starts with buying a pair of STRIDE shoes to wear them on their daily runs.



Replace

€50

Once the soles are worn-out, a colored layer will appear under the outsole. Now it is time to go to STRIDE.com or to any of our retailers and purchase new soles while the upper can be kept.



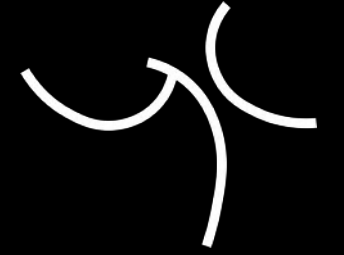
Thus, our razor-and-blade business model includes the sale of the full shoe package and individual pairs of soles (1850 SEK and 500 SEK).

This is estimated to have a 68% and 74% profit margin.

The longer our customers commit, the more their costs decrease which enhances customer loyalty. This leads to a combination of both the razor-and-blade typology and the Lock-in typology.

Our product launch is estimated mid 2026, relying on niche retailers and e-commerce.

Go-To-Market Strategy



Niche retailers

We want to establish exclusive relationships with niche retailers that align seamlessly with the brand vision and values of STRIDE. **Running shoes need to be tested for fit and comfort** by customers, therefore we aim to be integrated into the Treadmill tests from staff members.

E-commerce

STRIDE shoes and soles will be **available to purchase on our Website, for maximum accessibility**. There will also announce and introduce special releases in **collaboration with other brands and artists** to foster exclusivity, offer a diverse range of options and enhance brand exposure.

Brand ambassador

We aim to involve one well-known brand ambassador who is deeply involved in the running community and aligned with STRIDEs **sustainability values**. This athlete should convey STRIDEs brand vision and hence, stand for **modern design**.

The team behind
STRIDE

From runners,
For runners.



Margot Huysmans

Operations & Development

From Belgium

LU - Entrepreneurship and Innovation

- B.Sc in Bioscience engineering (KUL)
- M.Sc in Cellular and Genetic engineering (KUL)

Daan van Unen

Commercial & Sales

From The Netherlands

LU - Entrepreneurship and Innovation

- B.Sc Business Administration in Rotterdam

Therese Bohn

Strategy & Communication

From Germany

LU - Entrepreneurship and Innovation

- Long distance runner
- B.A. Communication in Social and Economic Contexts in Berlin

Let's connect on the starting line of something big.
We are looking for...

In it for the long run. **STRIDE**

01

Industry experience

Do you have suitable industry experience within the **sports or running industry**? We are looking for potential mentors and board members to guiding the launch of our product innovation.

02

Finance for technological development

Equipped with good advice, we are determined to make it as far as possible without external equity funding. However, the **prototyping** and **biomechanical testing** is costly and we need **50.000 €** to finalize our Technology for professional running labs in early 2025.

stride.lund@gmail.com