arshae

A zero waste footwear company powered by 3D printing

Julie Tzeng
CEO & Founder

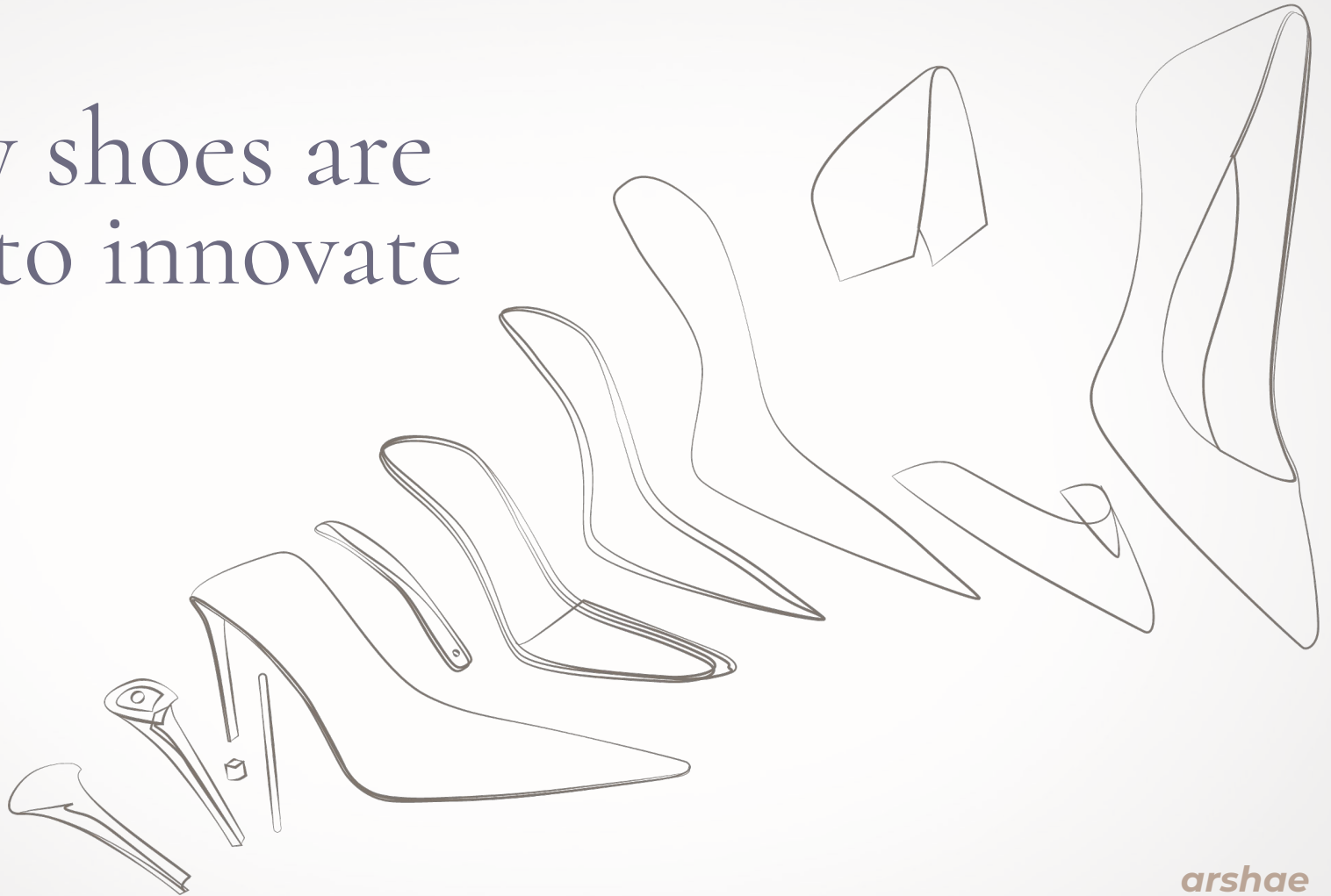julie@arshae.com
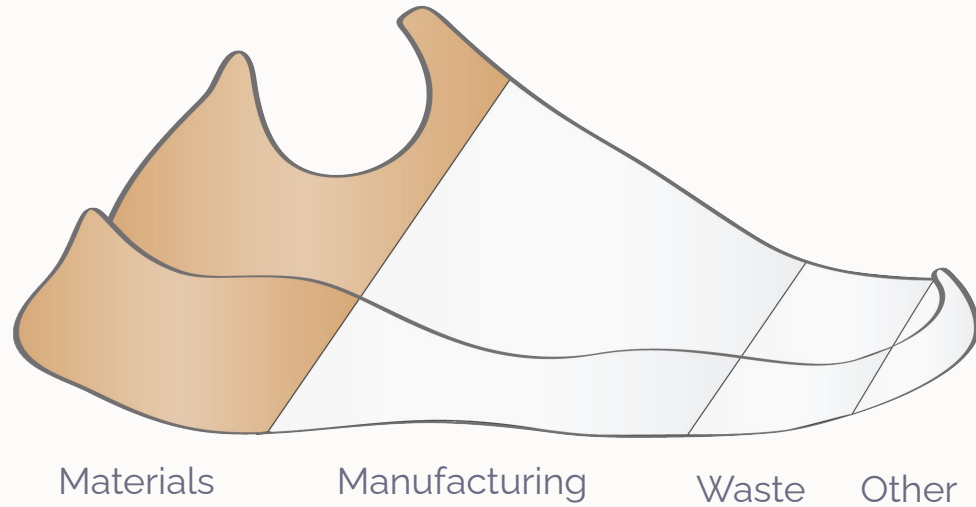
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300 million

pairs of shoes

Why shoes are hard to innovate

The carbon footprint of a shoe

Materials   Manufacturing   Waste   Other

Arshae uses 3D printing to create completely customizable shoes with ZERO waste.

Our shoes

A patentable assembly process

◄ 3- 5 parts

◄ Customizable sizing

◄ Facilitates recycling

How it works

1. Buy and rock it

2. Return old pairs for loyalty points

3. We recycle with our partners

4. Buy a new pair

Bought in Montreal,
Made in Montreal.

Bought in LA, **made in LA.**
Bought in NY, **made in NY.**

Our Sustainable materials

Creating new TPU with BASF

◄ Byproducts of Forestry

◄ Industrial Compostable

◄ Chemically Recyclable

Brand Vision

Business Model

Average Retail: 275 USD *(350 CAD)*

Cost of Goods: 90 USD *(120 CAD)*

Gross Margin: 67%

Go to market

Launch

◂ Direct to Consumer

◂ E-Commerce driven
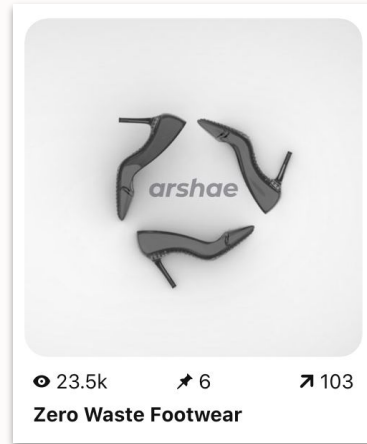
◂ North America

1

Growth

◂ Omni Channel

◂ International

◂ Wholesale/Private Label

◂ Additional Brands

2

Market Traction

78%
Showed proof of interest in Arshae's product offering in a targeted survey
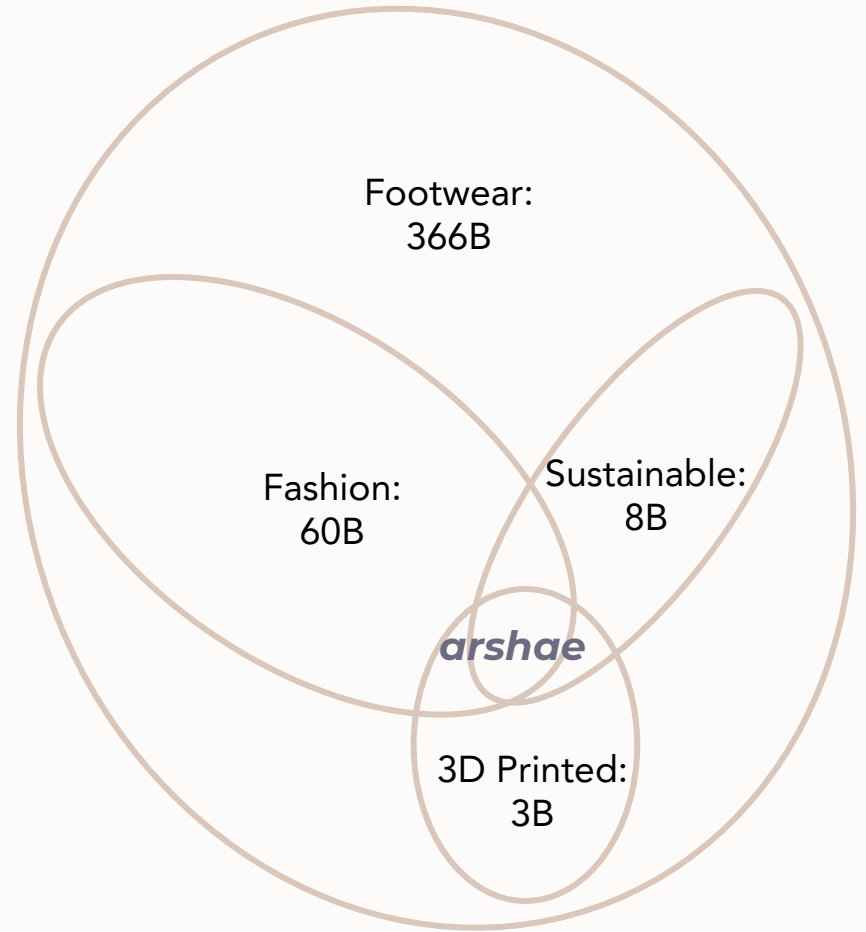

Zero Waste Footwear
👁 23.5k   📌 6   ↗ 103

Pinterest Ad
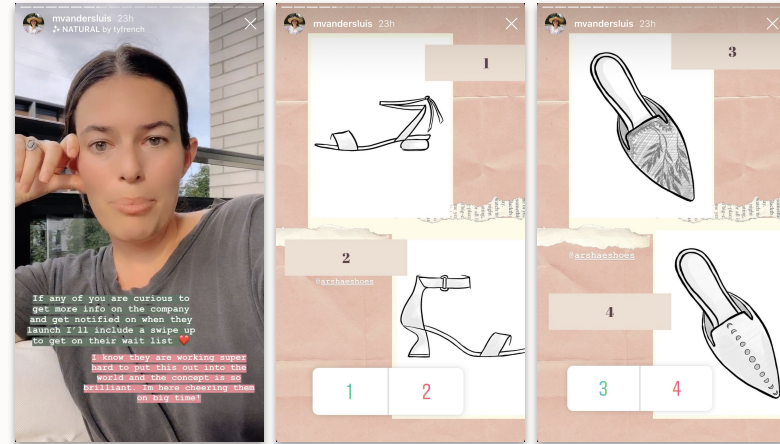
Instagram Stories @mvandersluis

The rise of Conscious Consumerism

Footwear: 366B

Fashion: 60B

Sustainable: 8B

arshae

3D Printed: 3B

Competitive Analysis

	arshae	STELLA McCARTNEY	STEVE MADDEN	ROTHY'S	allbirds	OESH
Trendiness	■■■■	■■■	■■■■■	■■	■	■
Price range	$ $ $	$ $ $ $ $	$	$ $ $	$ $	$ $ $
Best materials	■■■■■	■■■■	■	■■■■	■■■■	■■
Comfort and Fit	■■■■	■■	■	■■■	■■■	■■■
Manufacturing	■■■■■	■	■	■■	■	■■■■

Partners

Our Team

Benjamin Roy: *Mechanical Engineer*
5 years in mechanical engineering and 3D printing

Caitlin Benn: *Chief Marketing Officer*
7 years in branding, marketing and sponsorship

Julie Tzeng: *CEO/Founder*
7 years in footwear design at multiple international fashion companies like Aldo Group and Techstyle Fashion Group

Philippe Holthuizen: *Hard Tech Advisor*
21 years in product design and 3D printed shoes

Regina Hoffman: *Technical Footwear Advisor*
33 years as an expert in technical footwear and fit

Acceleration Programs

CEN TECH
POWERED BY ÉTS

ELLEVATE
WOMEN ENTREPRENEURS

&
Hwapyng Tzeng: *General Advisor*
Lucas Tzeng: *Financial Advisor*

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Thank you.

Julie Tzeng
CEO & Founder

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in www.linkedin.com/company/arshae

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