

P|S



# SALUBATA

**Niche of customisable shoes from recycled plastic wastes**



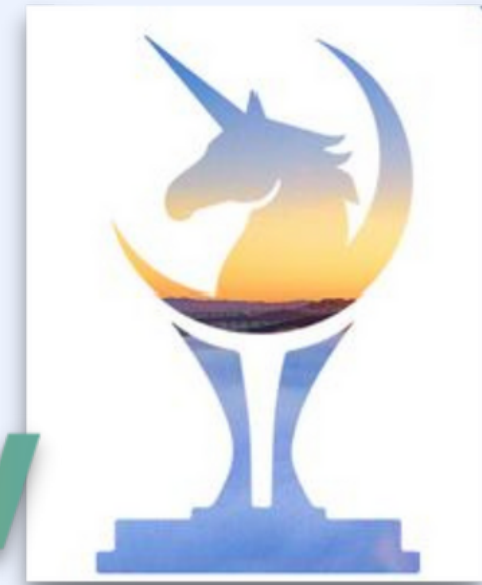
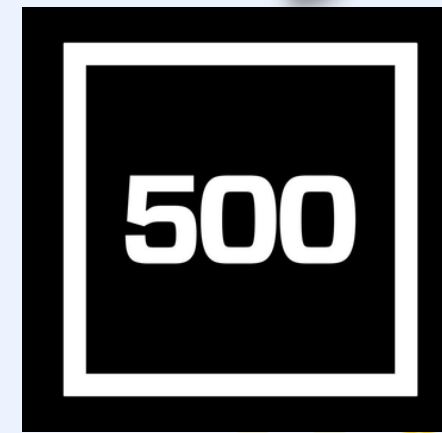


# Success & Market Validation

Bootstrapped to  
achieve :

~\$10k in MRR  
Over 1400+ shoes sold

Won  
prizes/featured



# Problem/Solution Statement

1

Over 381 million tonnes of plastic wastes produced/year

2

91% of wastes never been recycled!

3

More people 'reuse' rather than 'recycle' or 'upcycle'

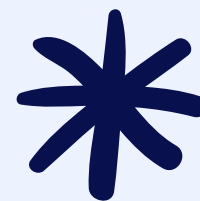
4

We imagined if we could convert all these plastic wastes to footwear

5

Potential for impact is huge! - \$264 billion/year!

6



Niche of recycled, low-cost plastic shoes



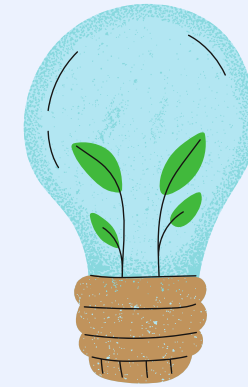
# Market Opportunity

\$264 Billion

Global Footwear Market  
~ \$564 Billion by 2027

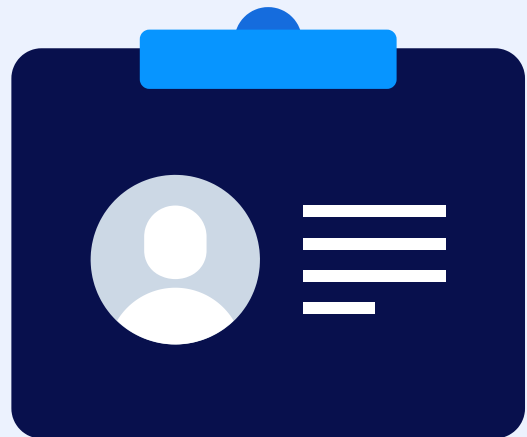
\$7.6 Billion

Sustainable Footwear  
Market ~ \$11.8 billion  
(5.8% growth) by 2027



10% SOM (\$760  
Million/year)

~ \$1.2 Billion/annum  
(5.8% growth) by 2027



Mass Market (Male or female): The average customer has low to median level of disposable income) seeking an experience of comfort, quality and service differentiation aged between 18 - 35 years, resident in urban and peri-urban regions





# Business Model

\$15 cost/shoe + \$5 CAC/customer



End Customers



# SALUBATA



(\$20 for each extra flap + NFT)



\$60

CLTV = 60 months, \$1100



5% of our profit to empower women in impacted communities

# Customer Value Proposition

Modular (You can now travel light)



Breathable



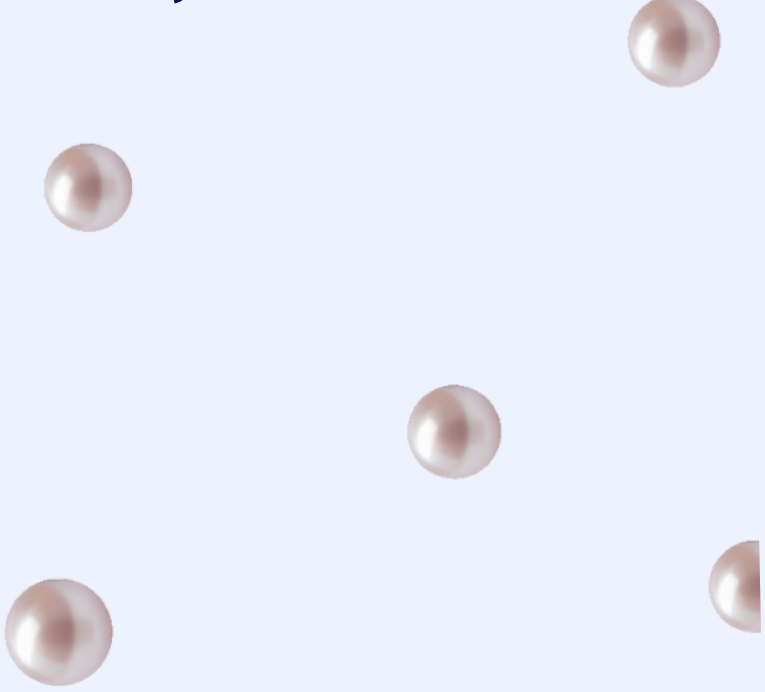
Requires no socks: Spend \$0 on socks



Don't smear your hands anymore!  
throw in a washing machine



Air bubble in shoes: fit your dynamic lifestyle  
and your healthful needs



One sole fits all:  
Don't Spend money on an extra shoe again!







SALUBATA



Total: +4.04kg CO2e

Materials = +3.0kg CO2e  
Manufacturing = +0.9kg CO2e  
Use = +0.1kg CO2e  
End of Life = +0.04kg CO2e



Competition  
+7-14kg CO2e



+7-14 +/- 2.7 kg CO2e/pair  
of average synthetic shoe

Net offset ~**12.66kg** CO2e/pair of shoe

With **10%** of our beachhead market, we would be able to:

1. **Offset 949,500 kg of CO2** equivalent per year,
2. Convert **1,500,000 PET** plastic wastes to shoes
3. **Empower 556 women** in underserved communities
4. Create **200 jobs** per year

**70% of  
manufacturing  
energy saved  
per shoe produced**

Data Sources

IT LCA, EPA WARM Model, LCA databases, Higg MSI

# Team

Core competence in Customer Acquisition and Design. We've done this before!

## Akinse, Fela

CEO: Product Design, Business Development and Fundraising, Shoe Designer (7 yrs), Environmental Scientist (7 yrs), BSc & MSc Environmental Pollution



## Key Advisors:

## Sonya Joo

Senior Vice CEO, Strategy & Business Operations



## Yewande, Adebowale

COO: Project Management & Legal Director, Quality Assurance, Exports, Logistics and Supply Chain Management, BSc & MSc Law



## Christopher Williams

Global Specialist in Business, Brand and Commercial Strategy. President African Leadership University



## Esso-Dong, Djafalo

CTO/Software (7 yrs): Technical Lead Engineer, Blockchain Architect (5 yrs) BSc & MSc Computer Engineering



## Shane Kelly

Founder, Wolverine Angels



## Dave Heath

Founder, Bombas





# Acquisition Channels

## Promotion

Ads  
PR  
Social Media (Instagram,  
Facebook, Twitter, Snapchat)  
Email  
Video

## Meetups

Ambassadorship  
Programs

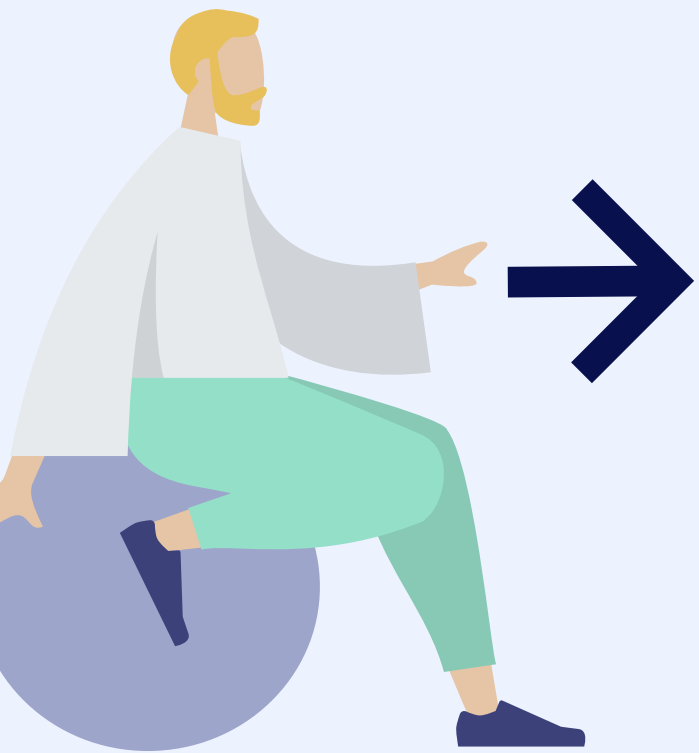
Referral  
Programs

## Place

Website  
Online Marketplaces  
Direct Sales in Stores  
Sale Events  
\*Franchises



# Roadmap/Next Steps



Salubata  
Launch  
Apr, 2018

Patent & Design  
Rights  
May, 2019

SoleFitter<sup>®</sup> ✓  
(Shoe-sizing app)  
March, 2021

1

2

3



4

5

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9

Bootstrapped  
to sell over 1400  
October, 2021

Raised  
\$150,000  
November, 2021

Raise Seed of  
\$1 million  
November, 2021

Reach 30k+ MRR  
Customers  
30th, November 2021

Initiate  
Franchise  
July, 2022





# Currently Raising

**\$1 million to Scale Manufacturing and Boost Customer Acquisition**

**Production (55%) - At total cost of manufacturing of \$15/shoe: Yield: ~37k shoes/month: Yield ~ \$2,200,000 in recurrent & growing revenue/month**

**Digital Marketing (45%): At CAC of \$5/customer, yield: 90,000 recurring customers MoM + Franchise Boost**

**37,000 shoes = 468,420 kg CO2e/month & 5 metric tonnes/year**

**247 employees/month**

**yearly revenue: \$26,400,000**

**5% dedicated to empowering women = \$1,320,000/year**

