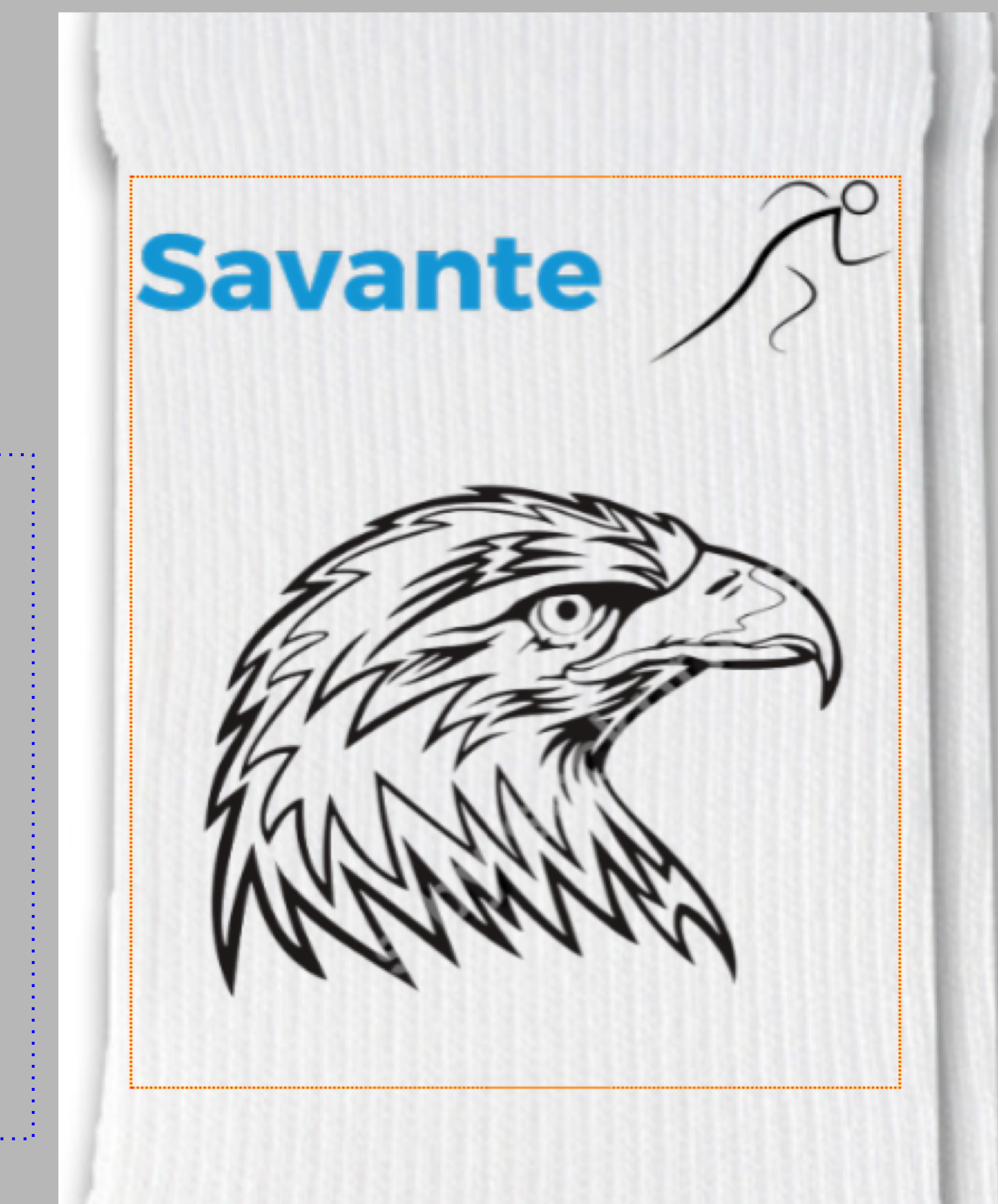


Sean McCormick, Seth Thomas,
Jacob Frisk, Audrey Pelster



SAVANTE



Description:

Triathlon/utility socks

- Waterproof (nylon)
- Optional for cold or hot climate
- Webbed toes (enhanced swimming)
- Traction sock (biking)

Casual/ Athletic sock

- Waterproof
- Comfort

Audience: This product is directed to enhance the performance and provide comfort to everyone from athletes to the everyday person.

Research: Many socks that are in our market only offer one advantage, such as being waterproof or insulated, but never two. Our socks are designed to help every person find the custom sock that meets their individual needs.

Resources:

- Manufacturer
- Materials
- Funding

Revenue Stream:

50 % of our profits would be directly donated to three different charities: PETA, EarthRights International, and the Salvation Army. The other 50% would go towards the company.

Cost Structure:

The product would be priced at 200% of what it cost to make based on materials, wages, insurance, etc. In addition, for waterproof products with nylon, the cost will be more because polyester is not used.

Marketing:

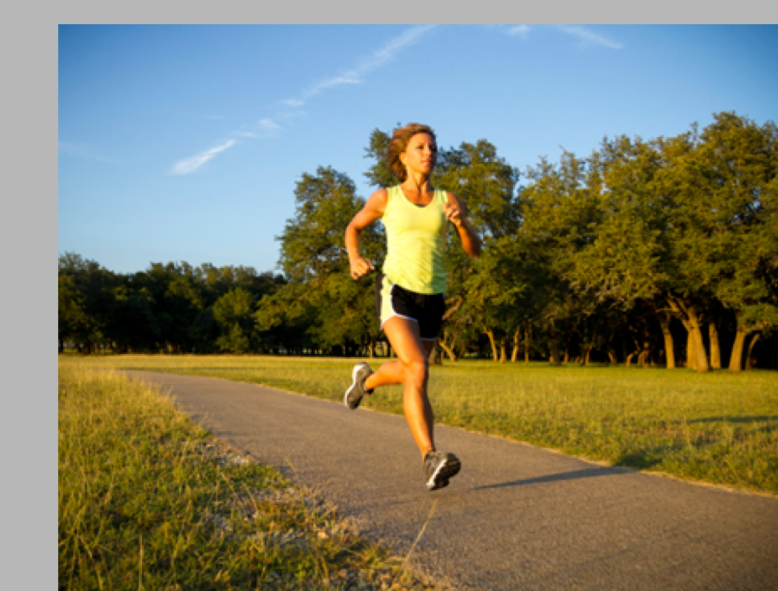
We are going to market our product through social media, getting the product in retail, and having it promoted by well known people.

Possible Risks:

One risk that we will face is being overshadowed in the established sock industry. In addition, starting the company will be difficult if we don't receive funds from outside sources.

Conclusion:

Our socks are designed to help people help the charities they want to support while addressing their needs in comfort and style.



“Change. Enhance. Perform.”

