



# thefirstproblem



**James**Businessman - USA

source photo:



# thesecondproblem



Paolo Shoe's Craftsman - ITALIA (Marche)





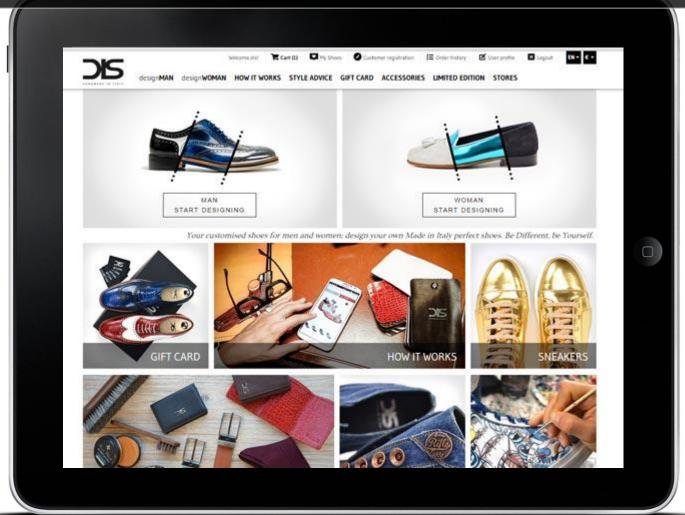






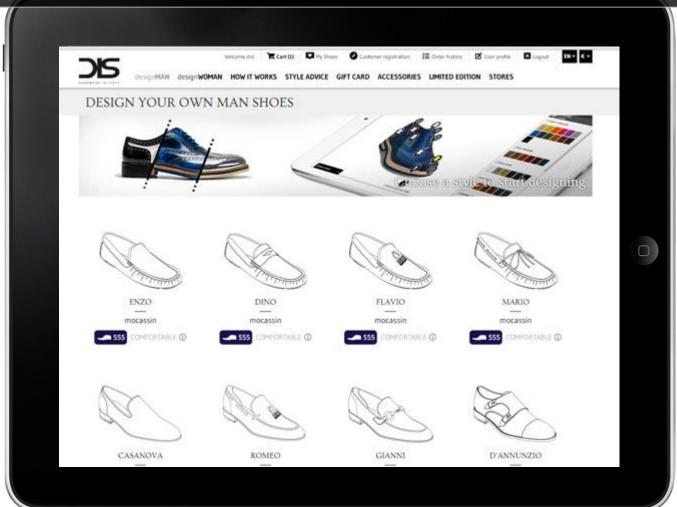
e-commerce website to create classic customized shoes 100 % handmade in Italy





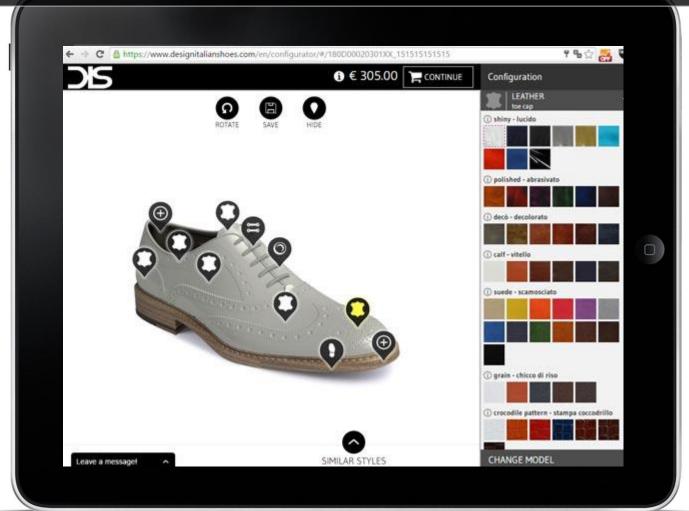




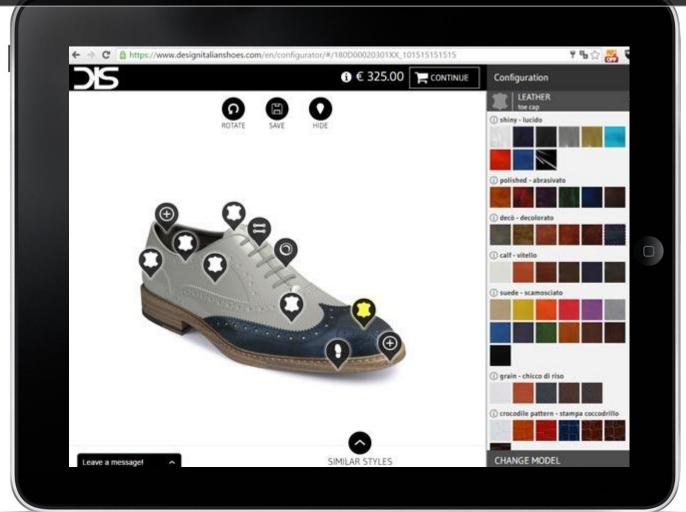






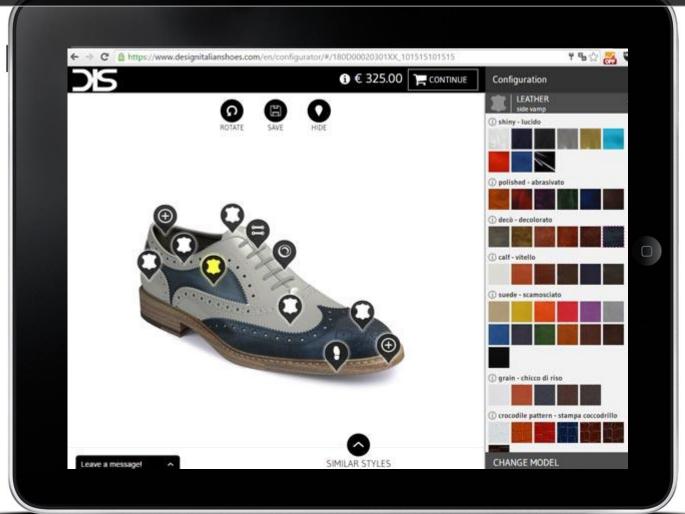






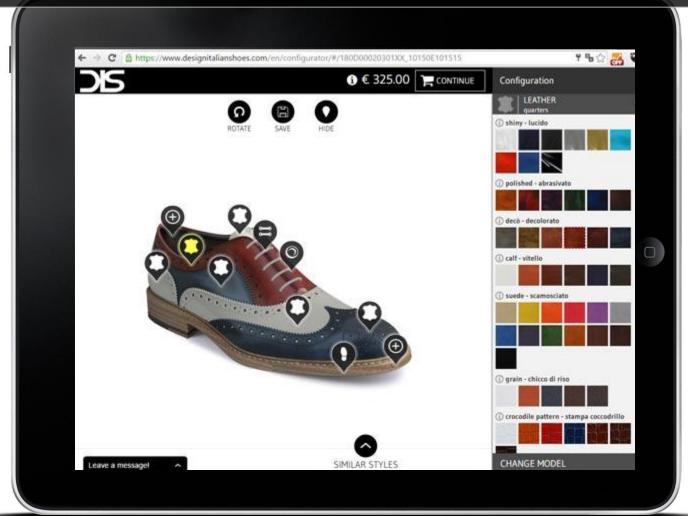






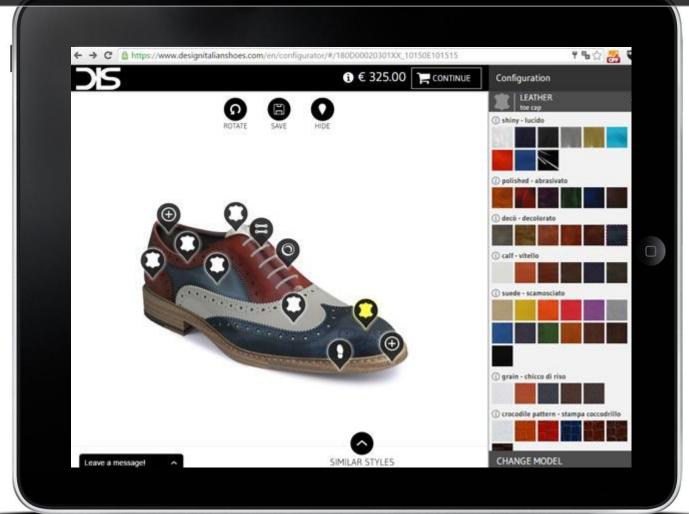






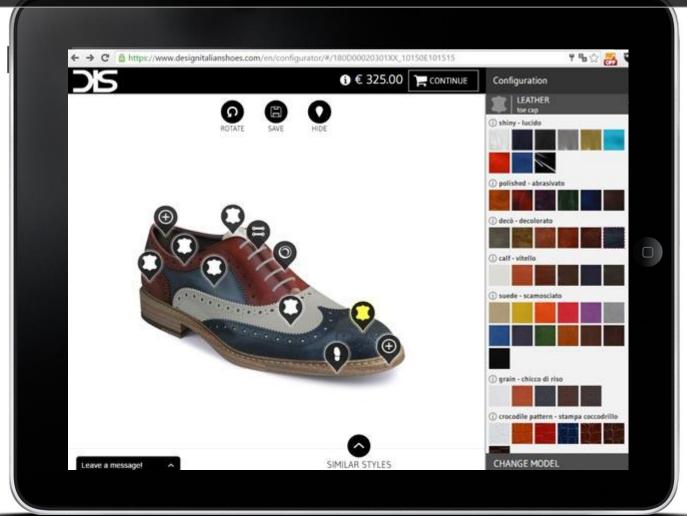






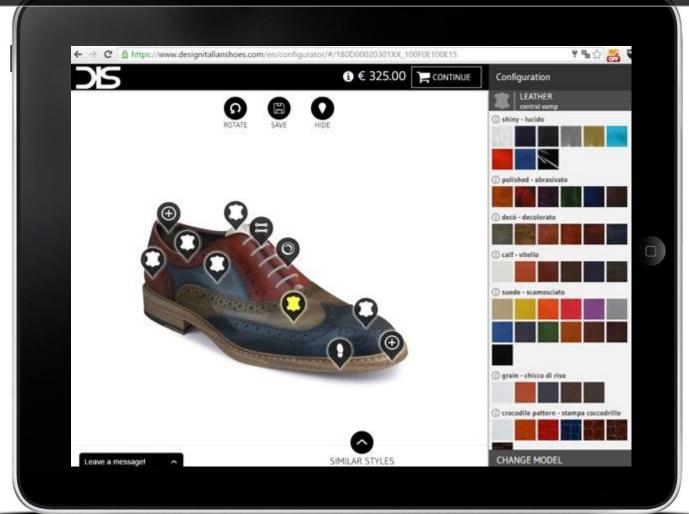






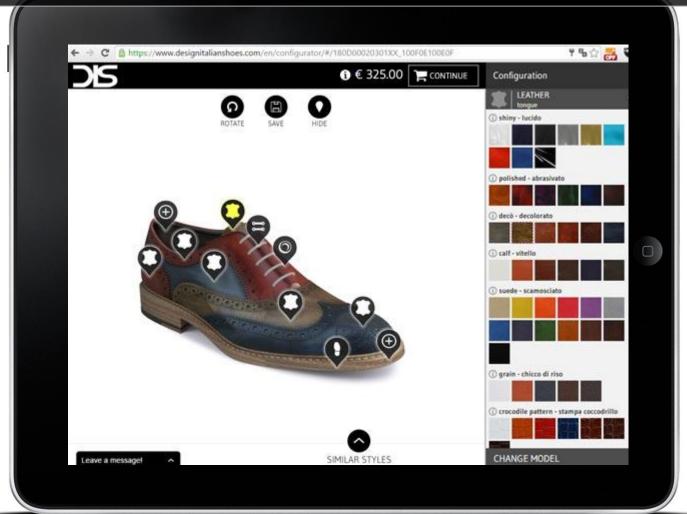






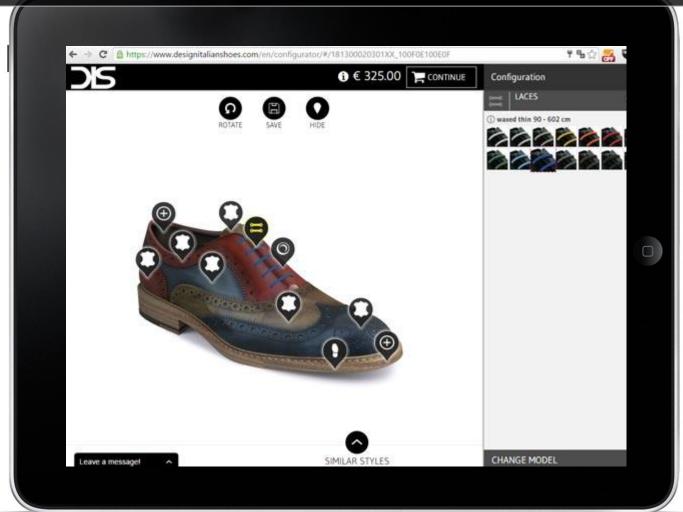






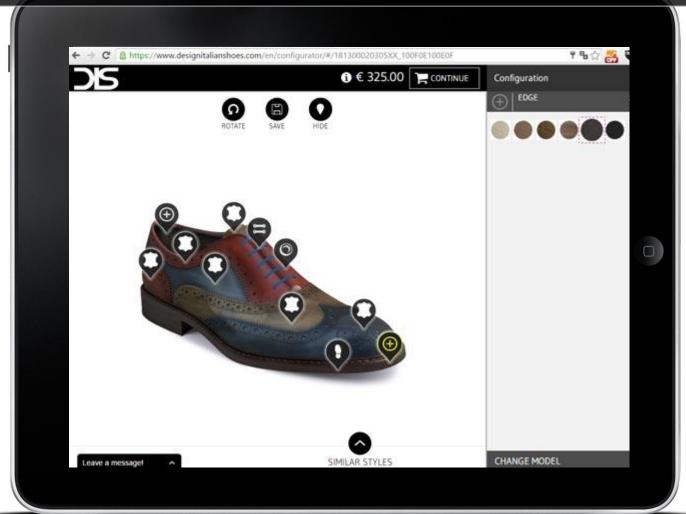






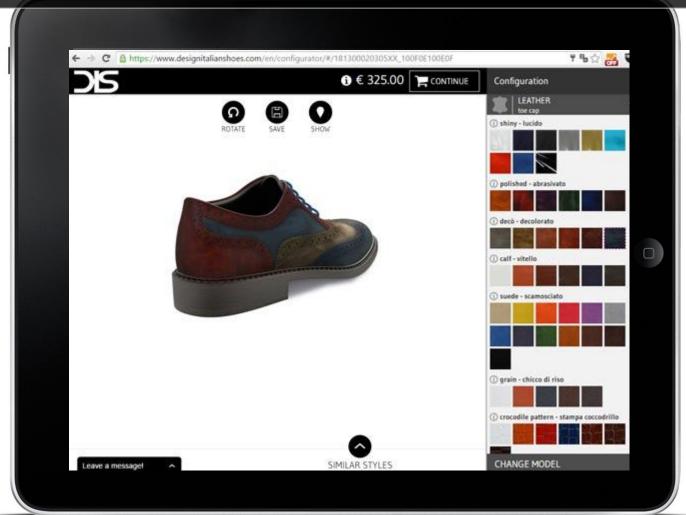




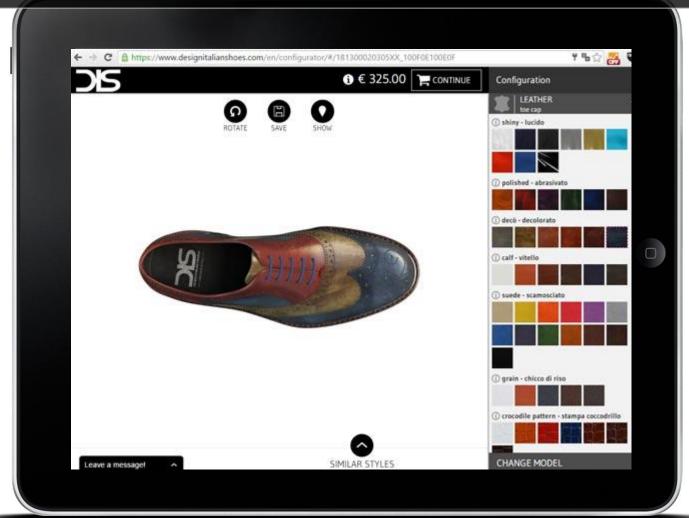






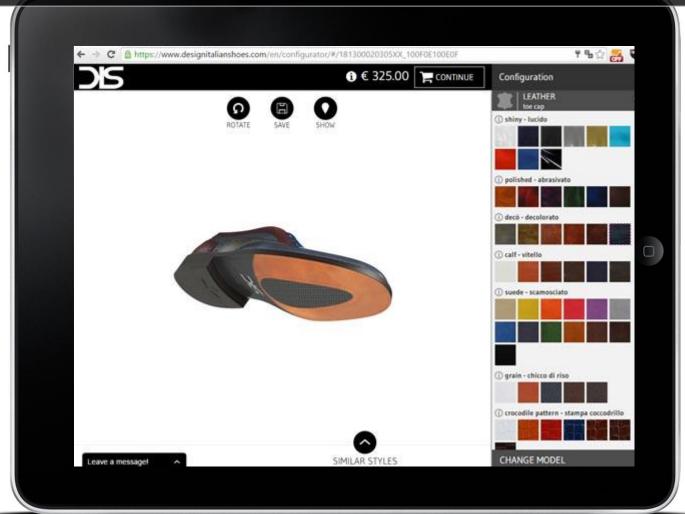






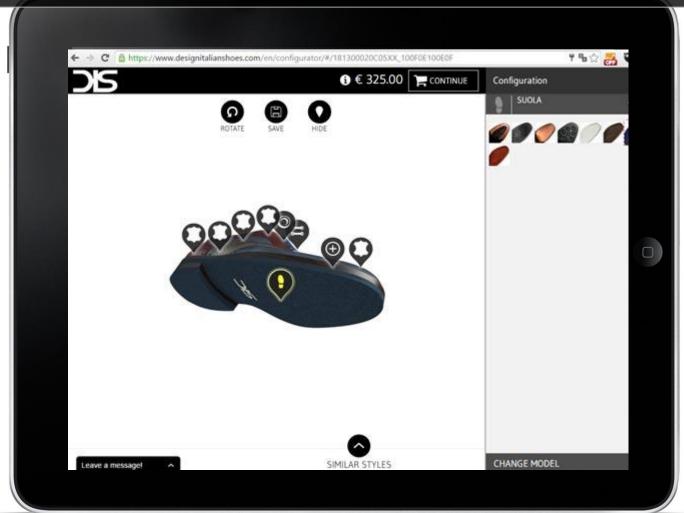




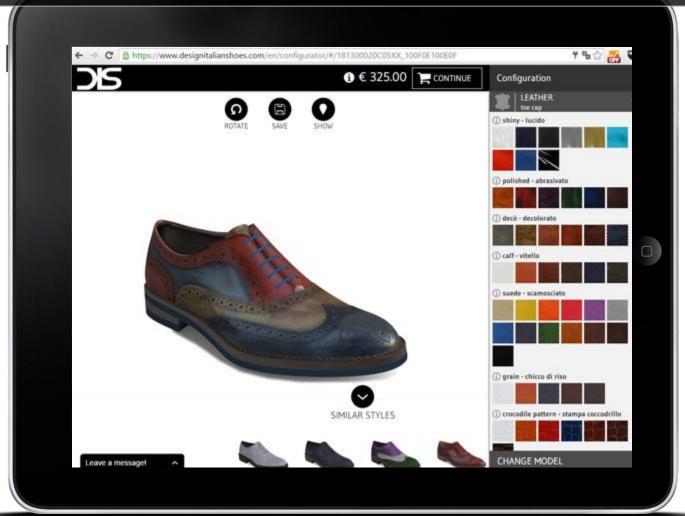






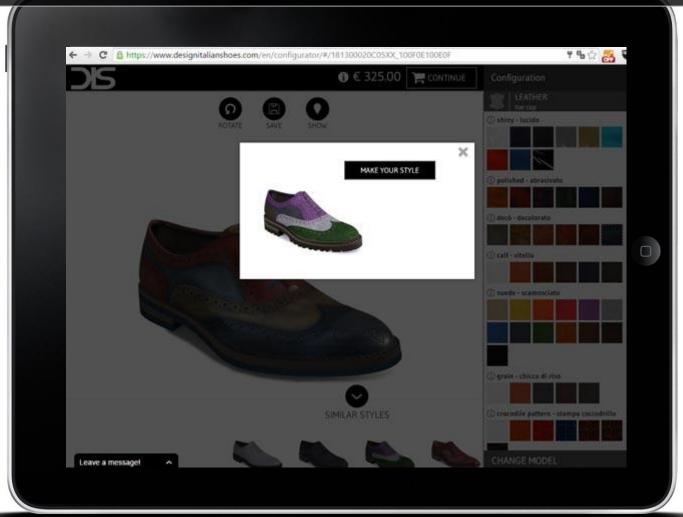












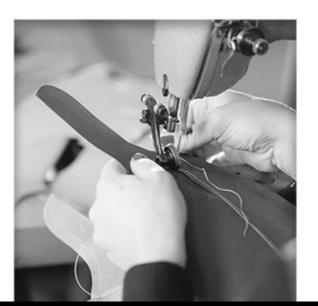




# handmade shoes











# ourshoes

### Men's Shoes









Woman's Shoes









**Sport Shoes** 











# ourbusinessmodel

shipping worldwide in 4 weeks

quality control

> 3500 craftsmen in the Marche shoe distrct

Production Capacity =  $\infty$ 

Availability of all materials just in time

**CUSTOMERS** 



buy custom shoes on www.dis. shoes



**CRAFTSMEN** 

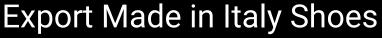


each pair of customized shoes is handmade for the customer. The website automatically sent a production list after the order.

exclusive agreement for customized shoes



# adressablemarket







# men's competitors

	DESIGNITALIAN SHOES	SCAROSSO	Allen Edmonds AN AMERICAN ORIGINAL
Excl. craftmens	YES	NO	YES
Made in Italy	YES	YES	NO
Entry Price	199 €	269 €	348 €
Delivery	4 weeks	5-7 weeks	8-10 weeks
Configurations	>45.000.000	16.800	5.250
Custom sole	next	NO	NO
Sneaker	YES	NO	NO
Woman's Shoes	YES	YES	NO
no-custom shoes	NO	YES	YES



## women's competitor



### Shoes of Prey Pty Ltd.

Country: Australia Production: China

Market: Australia, USA Foundation year: 2009

website: www.shoesofprey.com

Business: women's custom shoes

Strategy: on-line retail strategy with onebrand store

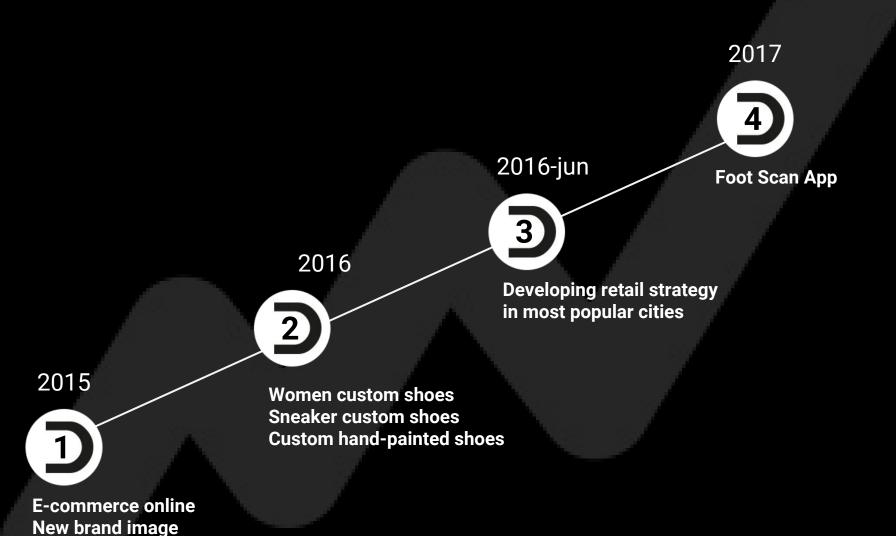
Funding: 2012-2013 AUS\$ 4.45 million 2014 \$ 5.5 million 2015 \$ 15.5 million



**Expanding collection** 

Test men's ITA & USA market

# milestones





# marketing**tools**

### Distribution channel

- 1. www.dis.shoes
- 2. Plug-in on e-commerce website (Trovaprezzi, Trovamoda, Shopalike, Stileo)
- 3. Advertising online (Adwords and Facebook)
- 4. Discount coupon (newsletter and remarketing)
- 5. **DEM**
- 6. Amazon Made in Italy
- 7. Retailer kit in selected store

### Communication channel

- 1. Promotion with fashion blogger
- 2. Social Media Marketing
- 3. Promotion with PR agency
- 4. Exclusive event off-line (Shoemakers on tour)



# retail strategy

### **Affiliated store**

Milano (MI) - Italy

Moscow - Russia

Escaldes-Engordany - Principat d'Andorra

Zurich - Switzerland

Bolzano (BZ) - Italy

Bologna (BO) - Italy

Milazzo (ME) - Italy

Ovada (AL) - Italy

## Department store in negotiation

Friendship & Apollo - Changsha - China JCACE - Chongquing - China Bloomingdale's - USA

We are looking for a department store in Japan







#### **Store Concept**

A new digital experience in a traditional store

#### **Shop's location**

International mall and department store, business center, capital's main roads close to the city center.

#### **Shop's Square meters**

- Sale's space 30m<sup>2</sup>
- Stock room's space 10m<sup>2</sup>

### Store's project

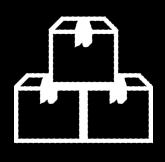
DIS can provide the store's project and concept





## the new retailer business model







**NO STOCK** 

100% SOLD OUT

There is no minimum order of purchase using DIS. You need to purchase only our "retailer kit".

Your store will not have to stock DIS shoes. The shoes are produced only after the customer's order.

Being an "on demand" service, you will not have to put on sale unsold items during the season.







**INNOVATIVE SERVICE** 

PROFIT

FINANCIAL CYCLE ++

Thanks to our 3D configurator you can allow your customers to create their own customized classic shoe from over 45 million combinations.

For every pair of shoes sold online and offline, DIS will recognize a commission. DIS shoes are paid by the customer when ordering.
Your commissions will be paid immediately.



## how to become Dis retailer?

Retailer commission "sales in shop"	30%
Retailer commission "sales online"	10%
Being added to "Official Retailer" section on the website	yes
"Official Retailer DIS" sticker	yes
Leather and material swatch	yes
Size measurement device	yes
Counter display with "gift cards"	yes
minumun 10 pairs of shoes for fitting (2 lasts - sizes 41-45)	yes

N.B. The retailer must be provided with computing device (PC or tablet) and Internet connection to use the service within their own shop.

Business proposals may be formulated specifically for the retailer



## our team



### andrea **carpineti** - founder CEO

Phd in Business Economics, Degree in Business Management From 2010 to 2014 reaserch fellow at the Management department of the "Università Politecnica delle Marche".

From 2012 to 2015 covers the role of administrator of LIVE s.r.l., a company specialized in evaluation of intangible assets.

Form 2006 to 2015 HR, strategy and research grants Consultant in outsourcing in SMEs, working togheter with the board of directors.



## francesco **carpineti** - founder CCO

From 2008 to 2015, sales and e-commerce Manager in Spernanzoni s.r.l., an Italian luxury men's shoes producer.

Commercial Director for the Italian, Russian, Asian and North European market. Managed participation fo the company to top faires of the footwear sector (MICAM, MICAM Shangai, Pitti Uomo, Obuv, Shoes from Italy Tokyo, Shoes from Italy Seoul) and all business and operating relations with international clients.

Manager of the e-commerce website www.ilgergo.com.







## michele **luconi** - founder CDO

From 2001 the President and the Commercial Director of extrategy s.r.l., a company specialized in digital strategy, user experience, web development and mobile development.

Lecturer of web 2.0, digital strategy, social media and web reputation in many companies and training courses.

Expert in the Agile methodology.



## francesco **mantegazzini** - business angel strategy advisor

CEO of MGH7 Venture Capital (DIS, Restopolis, Presso, Dulcis, Instilla, Qurami, Nomesia, Sedicidodici, etc.) and entrepreneur (The GIRA), has been Head of Investor Relations and Business Development of Il Sole 24 Ore S.p.A.. Previously he worked at Telecom Italia, where he held various senior positions in the areas of innovation, strategy and new investments. He gained experience with Schieffelin & Somerset Co. (LVMH Group), the Corporate Finance Division of Banc of America Securities L.L.C. and Stefano Ricci America Inc. He holds a degree in Economics (Università degli Studi di Firenze) and an MBA from Columbia University (NYC).



## our team

Roberto Gianni

3D Rendering SEO manager

Giorgio Matteo

3D Modelling Software engineer

Enrico Martina Martina

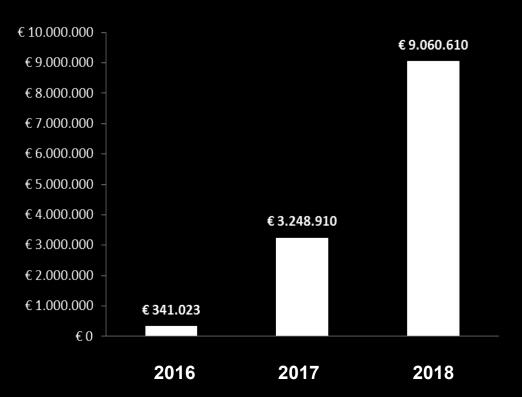
e-commerce manager Customer care &

Social Media Marketing



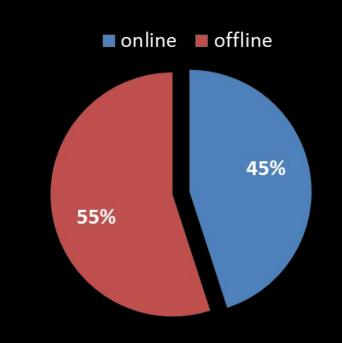
# financials

### Revenues



	2016	2017	2018
EBITDA	€ - 84.685	€ 195.333	€ 1.646.978
EBITDA/Revenues	-24,83%	6,01%	18,18%

## **Revenues stream**



## **Shoes sold**

2016	2017	2018	
1.567	13.421	38.331	



# investment and use of funds

# 600.000€

- 300.000 € Opening DIS Store
- 50.000 € Closing commercial agreement with department store
- 50.000 € Development retail strategy
- 100.000 € Advertising online
- 100.000 € Working capital



## Design Italian Shoes

Francesco Carpineti - CCC www.dis.shoes

I received the second pair of shoes, congratulations for the idea and for the realization, really well made and comfortable.

William Conti, Valsamoggia, ITALIA

I just receveid my shoes and they are beautiful. Thank you!

Miguel Pozo, New Yok, USA

Amazing!
Slava Zhitkov, Moscow, RUSSIA

The idea is excellent! This is the revolution! Customer can create his own Italian shoes for adequate money.

I think it is very interesting option to have in the store.

Andrey Korolev, Rey Shoes, ANDORRA

feedback thank you!