



Patented Tech



Eco-Conscious

India's First Shoe-Tech Company

That cares for **foot health** & **sustainability** equally.



Our Beginning

Origin Story: Built in a Standstill

○ March 25, 2020

The World Stopped

COVID-19 sealed India's borders. Supply chains froze. Mobility was restricted. A moment of pause that revealed a critical gap.

○ The Revelation

Founder + Parent + Innovator

Witnessing children outgrow shoes rapidly without access to replacements sparked the idea: footwear needs to adapt, not just fit once.

○ The Mission

Revolutionizing Footwear

To create India's first tech-driven shoe that prioritizes developmental health and environmental sustainability equally.



"The seed of innovation during the pandemic caused a revolution in children's footwear technology."



Sanchit Kundra
Founder & CEO



The Problem

Kids Outgrow Shoes Every 4-6 Months



Financial Burden

Frequent repurchases multiply costs for parents. High-quality footwear becomes a recurring, expensive investment multiple times a year.



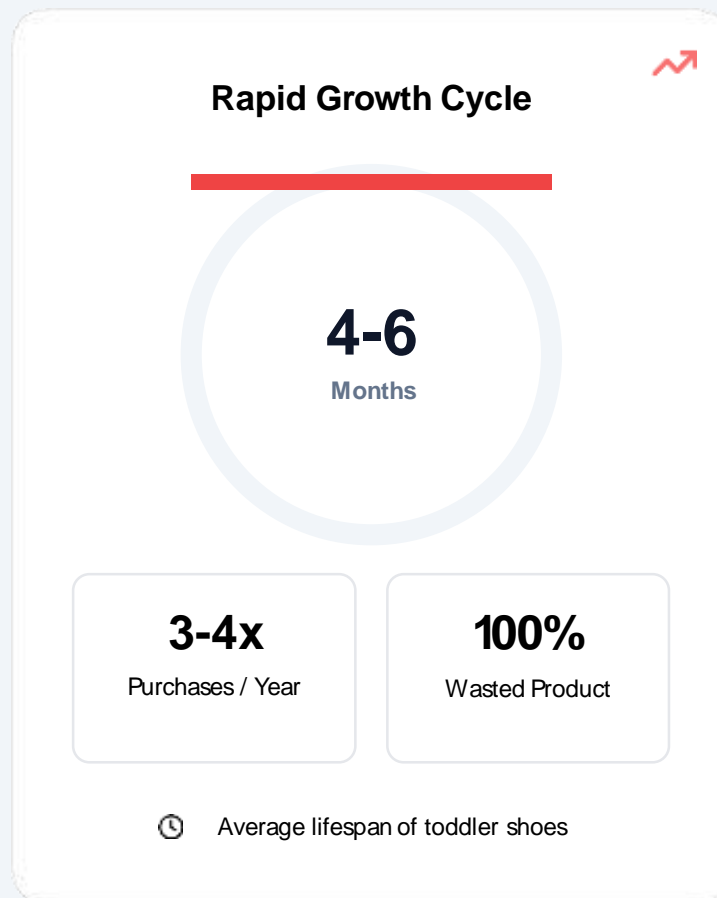
Environmental Waste

Short lifecycles lead to millions of barely-worn shoes ending up in landfills, significantly increasing carbon footprint.



Discomfort & Health Risks

Tight, outgrown shoes restrict natural movement, affecting mobility and potentially causing long-term developmental foot issues.



Global Market: Large, Recurring Need

Target Audience: Children (0-14 Years)

1.18 Billion

Global Kids Population

Worldwide Total

High Velocity Market

Rapid Replacement Cycle

Children outgrow footwear every 4-6 months, creating a natural, high-frequency purchase cycle that drives recurring revenue.

Market Opportunity
Large, Global Demand

Dual-Technology
Shoes



1.18 Billion

Children Aged 0-14 Worldwide

High Velocity Market



Rapid Replacement Cycle

Children outgrow footwear every 4-6 months, creating a constant replacement cycle that drives recurring revenue.

✓ Demand Validation

Existing Solutions Prove the Demand

Competitor Benchmarks

Proven Market

Projected Segment Revenue (2025)

₹20 Cr+

Current Annual Turnover

High

Customer Retention Rate

👥

Successful because parents need this solution

Parents are already paying for expansion technology. The market isn't just ready—it's active.

Why It Works?

- ✓

Solves the "Growth Pain"
Addresses the frustration of replacing shoes every few months.
- ✓

Value for Money
Higher upfront cost is justified by longer usage lifespan.
- ✓

Sustainability Angle
Fewer pairs bought means less waste generated per child.

"The technology exists, but the implementation gap is where FreshFeet wins."



Visual representation of dual-size adjustment mechanism

Our Solution #1

Patented Dual-Size Technology

🌟 Patent No. 512289



Extended Wear Life

Adjusts to growing feet, extending usability from typical 4-5 months to nearly a year.

4-5 Months → 8-12 Months



Reduces Waste

Fewer shoes purchased means significantly less material waste in landfills per child per year.



Frictionless Experience

Eliminates the frequent "shoe shopping panic" when kids suddenly complain of tight shoes.

Traction & Sustainability

D2C	5,000+	1.63L+	07%	1,083	200 +	58 %	26 %
	Unique B2C Clientele	Website Visitors	Retention rate	Average order value	SKU's Fresh feet currently have	Gross Margins	Net Margins

Measurable impact through product innovation.

Product Lifespan Extension

Standard Shoe

4-5 Months

★ FreshFeet Dual-Size

8-12 Months



20K+

Units Sold (Pilot)

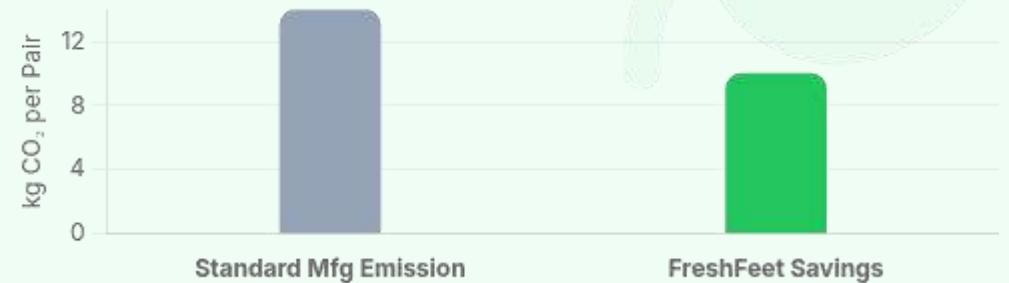


Partnership with Paragon

Environmental ROI

660 Tons CO₂ Saved

Annual projection based on 66,000 extended-use pairs.



Equivalent to planting



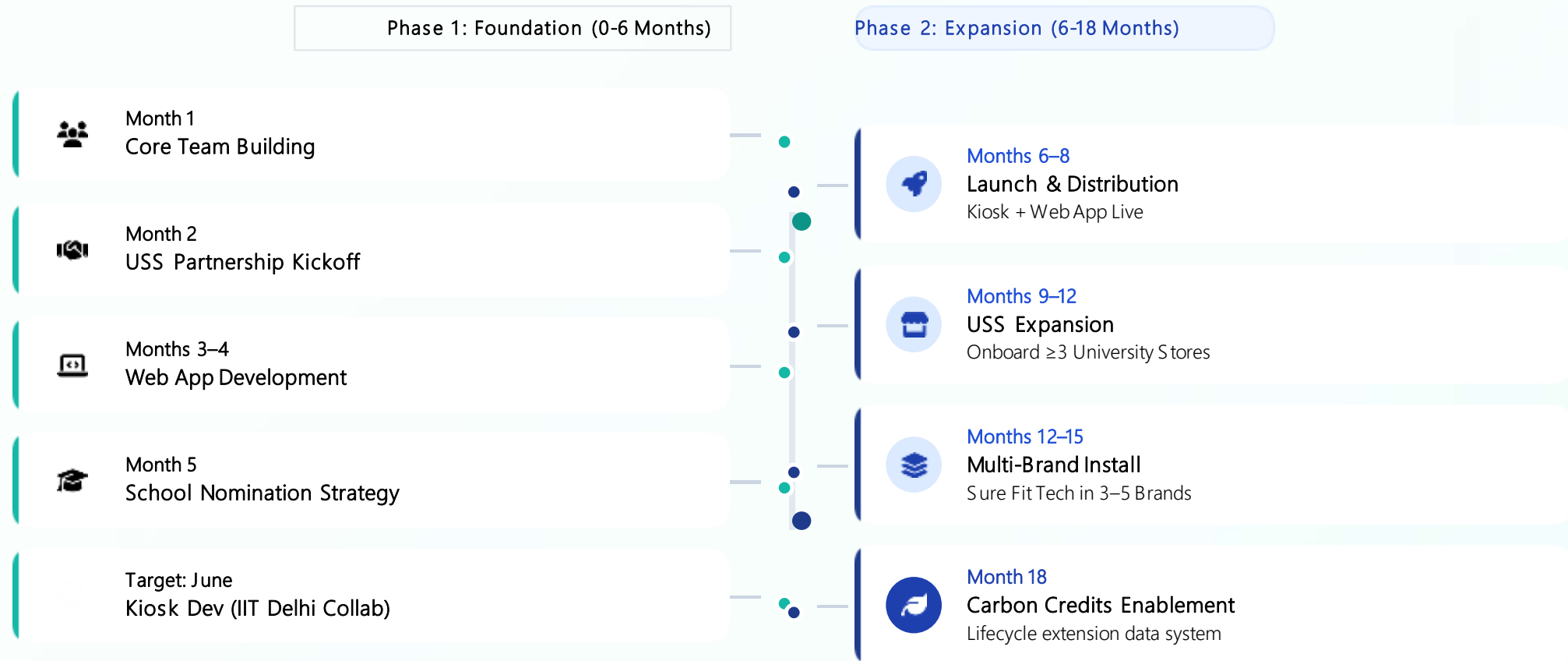
30,000 Mature Trees

(1 tree absorbs ~22kg CO₂/year)

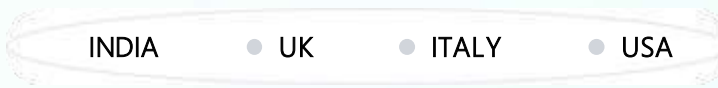
FreshFeet Roadmap

18-Month Execution Plan

Strategic Timeline
Foundation ● Expansion



🏠 Global Roadmap



Problem #2

Foot Health Is Often Ignored



Moisture & Heat Buildup

With ~250,000 sweat glands producing almost 1 pint of sweat daily, trapped moisture creates a breeding ground for bacteria.



Common Conditions

Lack of breathability leads to preventable issues:

Fungal Infections

Corns & Calluses

Bunions

Plantar Fasciitis



The Breathability Gap

Most affordable children's shoes lack proper ventilation, compromising comfort and long-term foot development.



250K

Sweat Glands

Per foot (highest density)



1 Pint


Sweat / Day

produced by active feet

1 in 2

Indians Have Foot Problems



 Existing Solution #2

Breathable Tech Exists, But It's **Too Expensive**



The pioneer of "breathable soles" (Italy, 1995). A global success story proving the demand for foot hygiene technology.

Global Presence **110 Countries**

Brand Value **\$720 Billion**

Market Status **Validated Demand**



The Barrier

Premium pricing locks out the mass market, especially for fast-growing children's feet requiring frequent replacement.

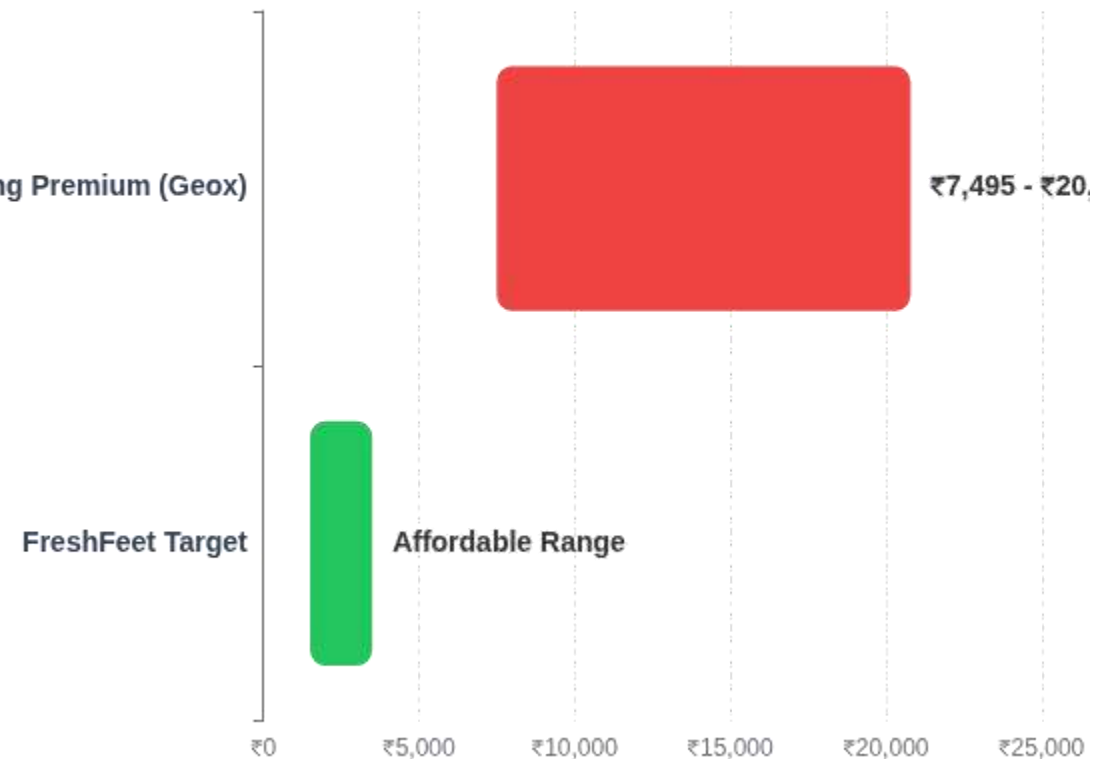


The Opportunity Gap

FreshFeet targets the affordable segment while delivering comparable breathable technology.

The Pricing Barrier

Comparison of Average Retail Price Points (INR)



Advanced Foot Vent Technology

 **Patent App. No. 202111025134**

Process how breathability will work



Sweat inside the shoes moves down towards the holes as it dense & empty space below

 Active Air Circulation System



360° Breathability

Integrated ventilation system actively circulates air to keep feet dry, cool, and healthy throughout the day.



Engineered for Health

Reduces moisture buildup that causes fungal infections and odor, promoting long-term foot hygiene.



Daily Wear Comfort

Designed for active use without compromising structural integrity or water resistance from the outside.




Strategic collaboration with FDDI for patent development

▲ The Hidden Costs

Problem #3: Fit Issues Drive **Returns & Costs**


Incorrect sizing isn't just uncomfortable—it's a massive financial drain for retailers and parents alike.



35%

Global Returns


Average return rate for online footwear sales globally due to sizing discrepancies.



35-50%

India Online Returns

Higher than global average, creating a logistical nightmare for e-commerce brands in India.



60-73%

Wear Wrong Size

Majority of people wear incorrectly fitted shoes, leading to long-term foot health problems.



₹5 Cr

Showroom Capex

Physical stores are expensive (₹50L - ₹5Cr) with high recurring overheads, limiting scalability.



The Market Needs Precision

Eliminating the "guessing game" saves money and improves health.






Reduces Waste



Boosts Loyalty

High-Tech Scanning Tools Are **Limited & Costly**



Factor	Current Standard (3D Scanners)	Market Impact
 High Costs OpEx + CapEx	<p>~\$500 / month</p> <p>~\$500 / unit</p>	Prohibitive for small-to-medium retailers. Only viable for high-margin flagship stores.
 Complexity Setup & Usage	<p>Specialized Hardware Required</p> <p>Requires dedicated floor space & staff training</p>	Creates friction in the buying journey. Cannot be easily scaled to home users or schools.
 Adoption Market Reach	<p>Top-Tier Brands Only Limited Reach</p> <p>Used by Nike, New Balance, etc.</p>	Leaves 95% of the mass market (especially children's footwear) without a solution.

50%

The Partial Solution Gap

Current tech solves the "measurement" problem but fails the "accessibility" and "affordability" test.

We need a 100% Solution →



Our Solution #3

Sure Fit Technology: Precision via AI

- 3D Volumetric Analysis**
 Captures precise foot dimensions (length, width, arch height) beyond standard sizing tools.
- Zero-Error Recommendations**
 AI recommends the optimal size and style based on individual foot morphology.

40%
Reduction

Drastic decrease in returns due to sizing mismatches, boosting retailer profitability.

Market Opportunity for **Sure Fit**

Deploying AI-powered precision across four strategic verticals.

Total Addressable Market
\$495 Billion (2025 Est.)



Shoe Retailers & Stores

Physical stores aiming to eliminate "try-on fatigue" and stock mismatches. The kiosk drives foot traffic and ensures zero-error sales.

↑ Conversion Rate



E-Commerce Retailers

Digital-first brands needing to bridge the physical gap. AI recommendations give parents confidence to buy without fitting, slashing returns.

↓ Return Logistics Cost



Institutional Audience

Schools and universities managing large-scale uniform compliance. Streamlines the "back-to-school" rush with rapid, accurate mass scanning.

✓ Bulk Efficiency



Custom Manufacturers

Bespoke shoemakers utilizing our 3D volumetric data to create perfectly personalized lasts and orthotic-friendly footwear.

★ Product Premium



We Stand Apart With Comprehensive Innovation

Feature Comparison	FreshFeet The Winner	Generic D2C	Big Retail	Tech Apps
Online D2C Marketplace	✓	✓	✓	✗
Online Fit Analysis & Patented Tech	✓	✗	✗	✓
AI Inventory Optimization	✓	✗	✓	✗
Environmental Focused Brand	✓	✗	✗	✗
<p> Most competitors solve only 1 or 2 pain points. FreshFeet delivers the complete ecosystem.</p> <p style="text-align: right;">● Available ✗ Missing</p>				
Breathability Technology	✓	✗	✗	✗
Kiosk Store Integration	✓	✗	✗	✗

New Brand Launching in UK Market

Strategic entry validated by Europe's largest footwear retailers.



London HQ

Partner Interest & Validation

We have been approached by two footwear giants to register our **FreshFeet Patent** in England, signaling strong market pull before official launch.



DEICHMANN

Europe's Largest Footwear Retailer



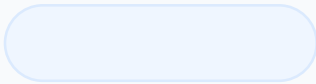
Shoezone UK

Leading Value Footwear Chain



Strategic Request

"Get the patent registered in England."
-- Direct request from potential distribution partners.




Go-To-Market Plan

A multi-channel approach to capture value at every stage of the customer journey.


Strategy Type
Hybrid Omni-Channel

01




D2C Online

Direct-to-consumer approach via FreshFeet.in and major marketplaces (Amazon, Flipkart). Allows for rapid feedback loops and higher margins.


→ **Market Entry**

02




School Nomination

Strategic partnerships with educational institutions. Implementing nomination programs to become the preferred footwear provider for growing kids.


 **Volume Driver**

03

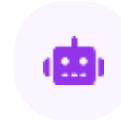


USS Channel

University Shoe Store format. Dedicated campus retail channels targeting the youth demographic with affordable, tech-enabled footwear.


 **Brand Loyalty**

04



Smart Kiosks

Multi-brand deployment of Sure Fit technology. Revenue generation through a scalable royalty-based licensing model with other retailers.

 **Scalable Tech**

USS: University Shoe Store

A pioneering campus retail concept creating a win-win-win ecosystem.



For Students

Affordability & Access

- ✓ **Premium Footwear Access:** High-quality shoes at deeply discounted, campus-exclusive pricing.
- ✓ **Convenience:** On-site retail eliminates travel time; try before you buy right on campus.
- ✓ **Tech-Enabled Fit:** Sure Fit kiosks ensure perfect sizing, reducing discomfort during active campus life.



For Universities

Revenue & Amenities

- ✓ **Enhanced Amenities:** Adds value to campus life offerings, improving student satisfaction.
- ✓ **Revenue Sharing:** Creates a new, sustainable income stream through store partnership models.
- ✓ **Modern Image:** align with innovative retail trends and sustainability initiatives.

Target Audience

Youth Demographic (18-24)



For Brands

Volume & Loyalty

- ✓ **Direct Youth Access:** Bypass traditional retail layers to reach the coveted 18-24 demographic directly.
- ✓ **Brand Loyalty Building:** Establish early brand preference during formative college years.
- ✓ **Guaranteed Volume:** Predictable sales cycles aligned with academic calendars.

Buy One, Help One, Save Mum

One pair. One person. One life changed. Turning old footwear into new opportunities.

Latest Drive
 Jan 2026



We collect gently worn footwear through our kiosk points and partner schools. Instead of landfills, they find a new purpose.



Our team carefully cleans, repairs, and sanitizes every pair, ensuring they meet dignity standards before donation.



Distributed through trusted NGOs to children in need. Footwear is a basic need, not a privilege.

Our NGO Partners

Sarv Kalyan Jan Kalyan

Ek Pahel

Childcare Welfare Society

Impact Milestone

200 Pairs

Donated to children in Dec 2025

Visionaries Solving Real Problems

A blend of footwear innovation, sustainable tech, and global retail expertise.

Combined Experience
100+ Years



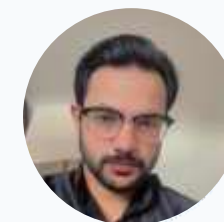
Sanchit Kundra
Founder & CEO

Visionary leader driving FreshFeet's mission with deep expertise in footwear technology and sustainable innovation.



Pulkit Nijhawan
Business Operations Europe & UK

Driving operational excellence and strategic execution for FreshFeet's scalable growth.



Anmol Tondon
UK Sales Head

Leads UK market expansion & sales strategy and business development initiatives.



Graeme Nichol
Advisor Sales

30+ years industry veteran.

Ex-Ben Sherman

Ex-Original Penguin



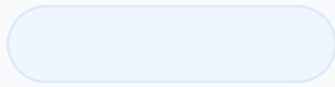
Shruti Jain
PR & Marketing Head

Leading brand communications and digital presence strategies.



Farah Zarin
Sales Executive

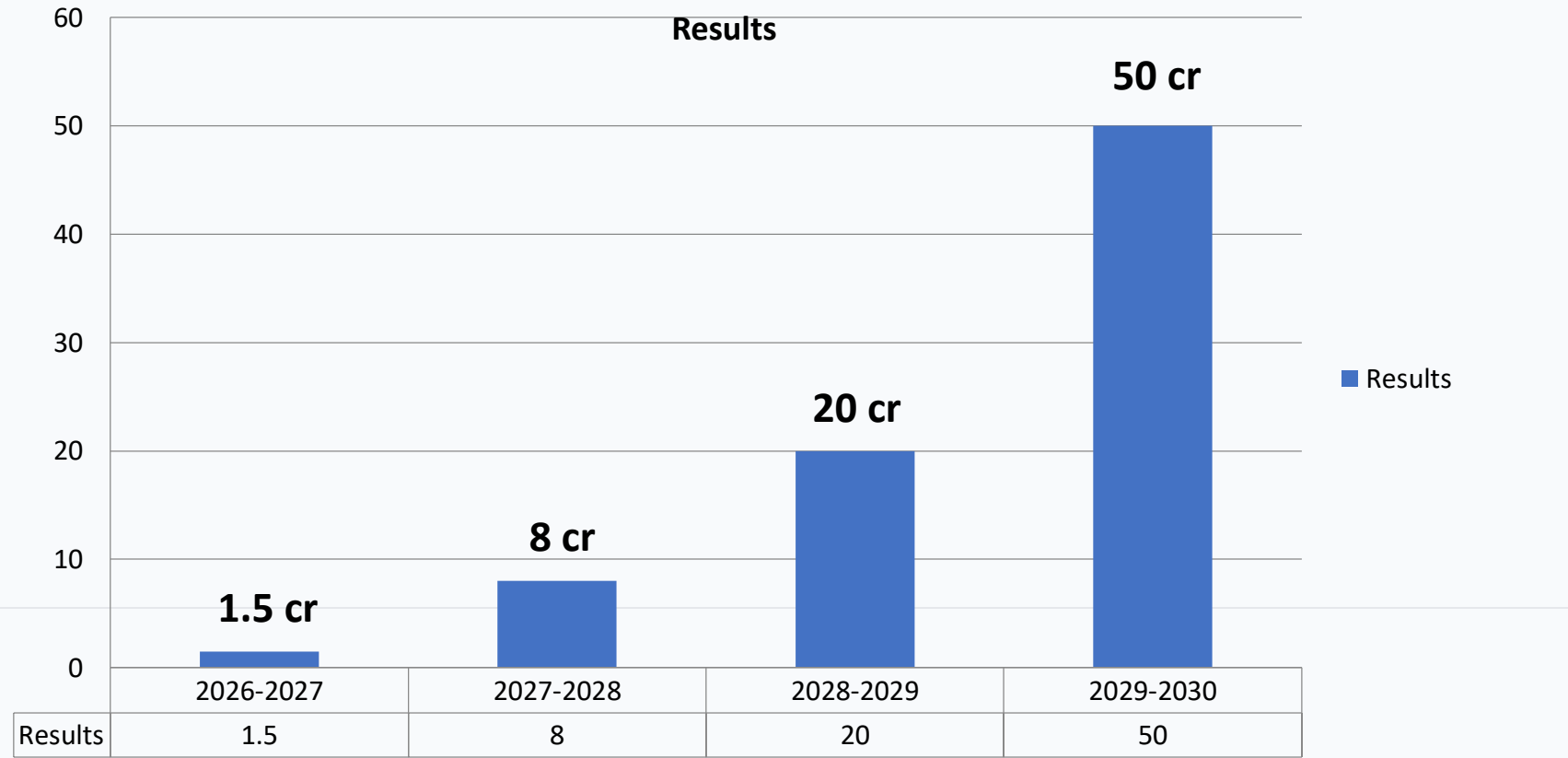
Driving sales channels and customer relationship management.



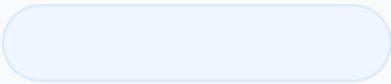
Projected CAGR
150% Fast Scale

Revenue Projections

Three-year roadmap to ₹50 Crore revenue driven by D2C scaling, retail partnerships, and technology licensing.




The chart illustrates the revenue projection across three years, denominated in Indian Rupees. The 1st year shows ₹8,00,00,000 in revenue, followed by significant growth to ₹20,00,00,000 in the 2nd year. The 3rd year projection continues this upward trend, reaching ₹50,00,00,000 (50 crore) in revenue, indicating sustained growth.



Action Plan: Foundation

Building the core infrastructure through strategic partnerships and technology development.

Execution Status In Progress




Current Focus: Kiosk R&D



Core Team Building

Recruiting key execution team members and onboarding advisors.

Month 1



USS Partnership

Initiating University Shoe Store agreements for campus retail.


Month 5



Web App Development

Engaging CU / TBI for backend architecture and frontend UX.


Month 3-4



School Nomination

Launching pilot nomination strategy with select partner schools.

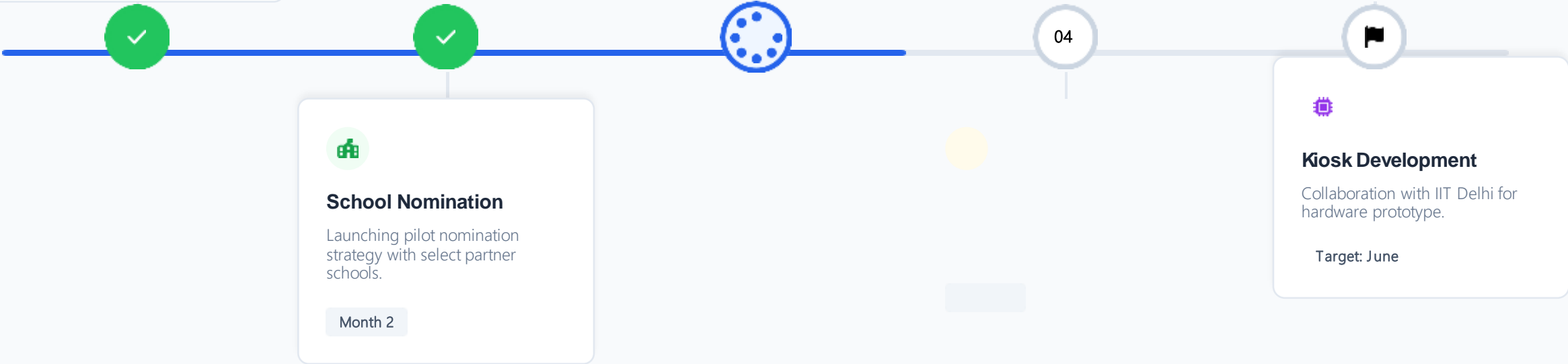
Month 2

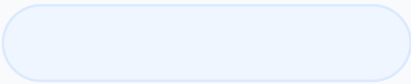


Kiosk Development

Collaboration with IIT Delhi for hardware prototype.

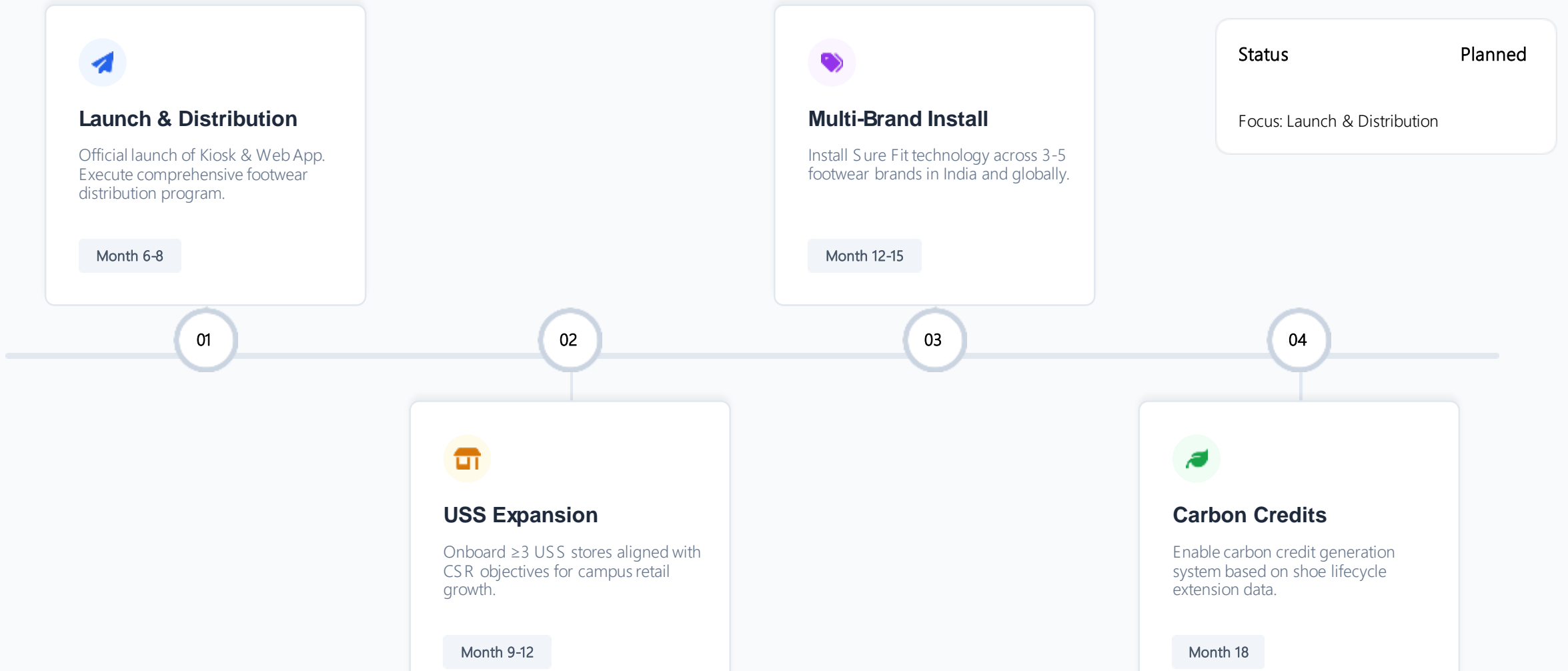
Target: June





Action Plan: Expansion

Scaling impact through retail distribution, global partnerships, and sustainability mechanisms.



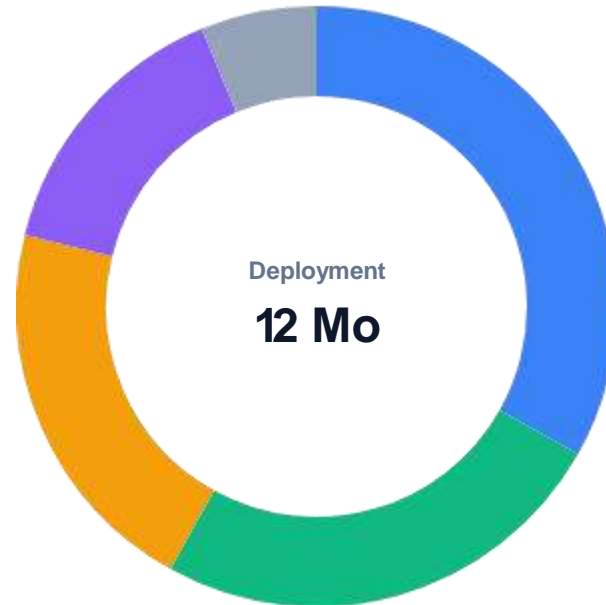
Fueling Growth & Expansion

₹ 3 Cr

Total Ask

 Strategic Allocation

- ✓ Accelerate product development
- ✓ Expand retail footprint
- ✓ Build core execution team



USS Expansion
2-3 Stores Setup **₹80 L**

R&D + Kiosk
Tech Development **₹60 L**

Team
Annual Opex **₹50 L**

Marketing
Brand Building **₹36 L**

Buffer
Contingency **₹15 L**

Validation & Trust

Strategic Affiliations

Partnered with industry leaders and government bodies to ensure product excellence and global compliance.

Strategic Partner

FDDI

Footwear Design & Development Institute. Signed MoU for technical collaboration. Currently working to secure Green Label Certification for our sustainable materials.



Incubation



CU-TBI

Chandigarh University - Technology Business Incubator. Providing advanced R&D infrastructure and mentorship to accelerate production.

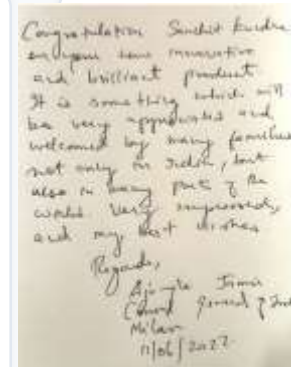
Global Certification

Innovation Village

Technology validated and certified in the presence of global footwear giants including Adidas and Sizewise.



International Visibility



Consulate General Milan

Consulate General of India, Milan (Italy). Technology showcased on a global diplomatic platform, opening doors for European market entry.



Scan to visit FreshFeet.in

Thank You
**Let's make the World
more Sustainable**

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Careself Services Pvt Ltd.

Expansion Roadmap

● INDIA → ● UK → ● ITALY → ● USA