

Problem

There are no military grade combat boots made for women's feet.

BAD fitting boots are a health issue.



WHY IS THIS AN ISSUE?

1 - FIT: III - FITTING COMBAT BOOTS harm feet and hinder performance

2 - HEALTH: BAD BOOT DESIGNS BREEDS LIFELONG FOOT ISSUES

3 - WEIGHT: HEAVY BOOTS=SLOW AND TIRED SOLDIERS



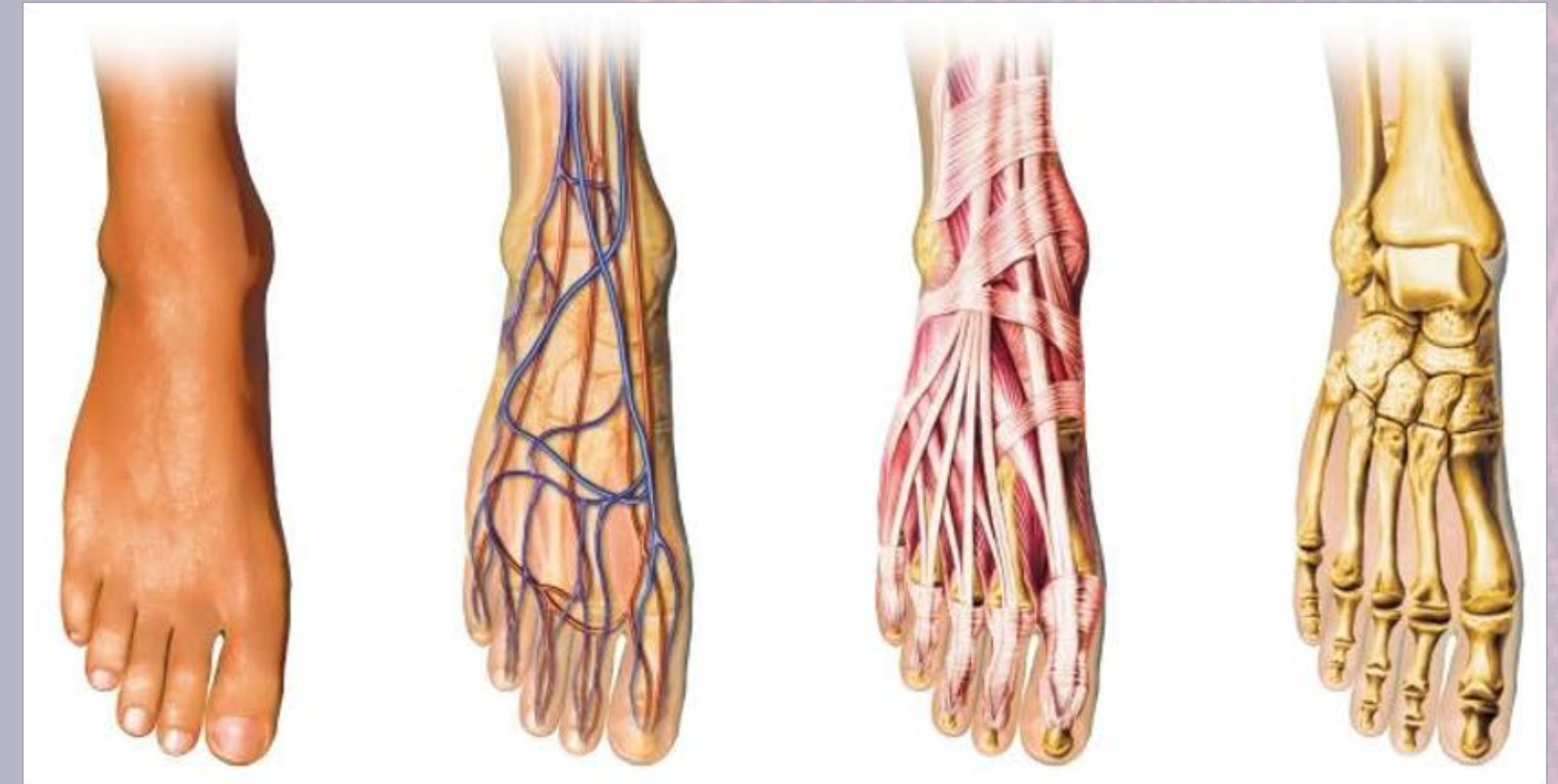
Solution Explained

TECHNOLOGY

Technology: Military grade combat boots fitted for the female foot; using a 3-D Last; and 3-D outsole.

WHY? – Use female last versus the status quo

- ❖ To increase unit readiness
- ❖ Decrease lower extremity injuries
- ❖ Save millions of dollars on VA claims for foot injuries
- ❖ Improve the perception that female Airmen are valued
- ❖ Lead the way in improved female fitment
- ❖ Normalize comfortable fitting boots



WOMEN'S FEET ARE NOT SIMPLY SCALED DOWN VERSIONS OF MEN'S FEET

1. Big toe is shallower
2. Inside line more curved
3. Arch is higher
4. Foot is smaller for a given body height
5. Outside length are shorter

Solution - MVP

Coyote Leather with Tongue Zipper

All Black Boot with Lateral Zipper



Pain Free

Healthy Option

Performance Enhancer

SIZE OF MARKET

50M

50M

- Worldwide women hikers - Commercial Version of Boot
- [Military Enthusiast](#)
- Outdoors Enthusiast

10M

10M

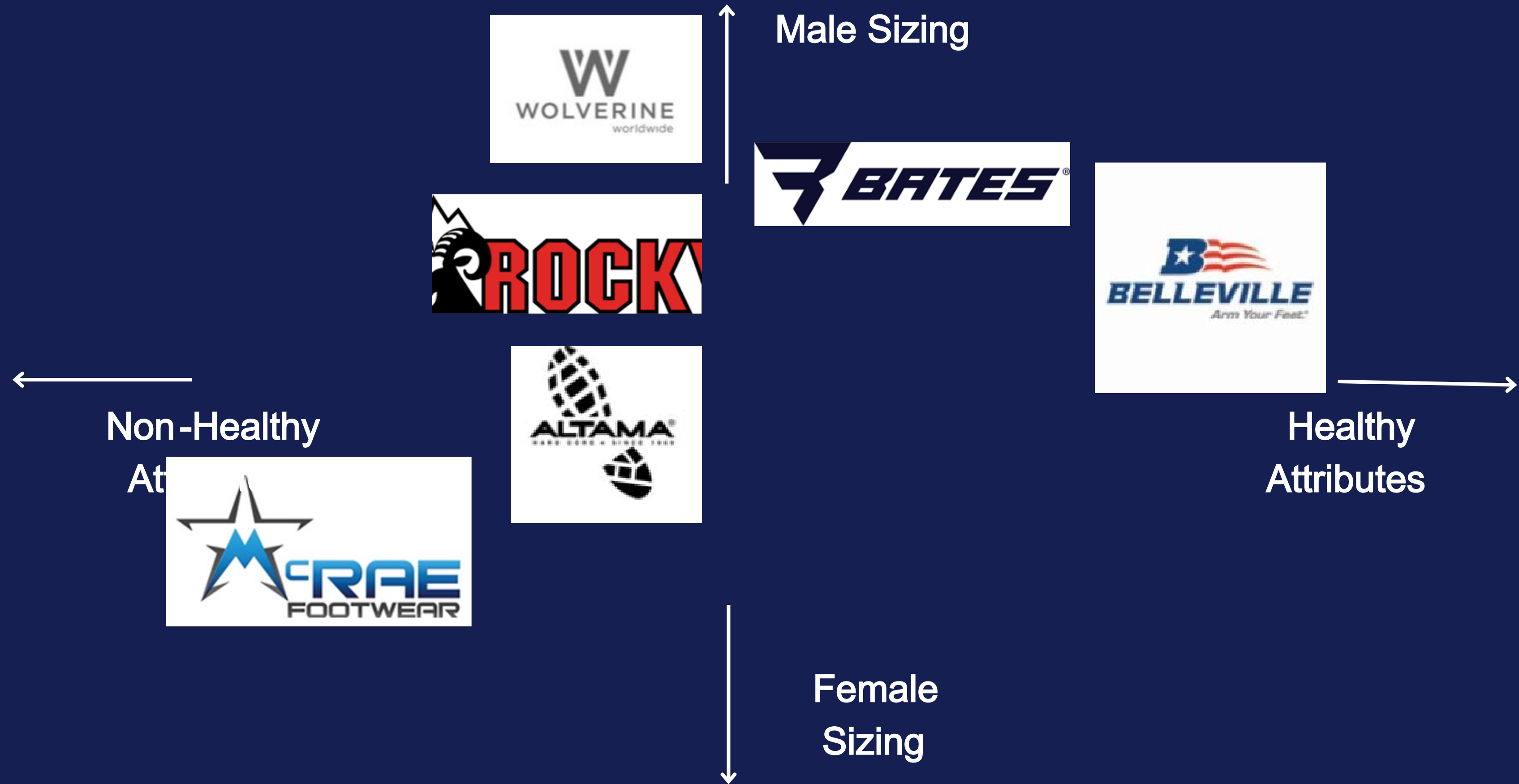
- Department of Defense
- Foreign Militaries
- Police Departments
- Construction and Engineering Personnel (2 Pair Are Issued)

60M

60M

- Total Market

COMPETITION



COMPETITIVE ADVANTAGE

1

UNDERSTAND
CUSTOMER

2

PRIOR MILITARY
SERVICE

3

UNDERSTAND
THE PROCESS

4

HEALTHY OPTION

5

1ST TO MARKET





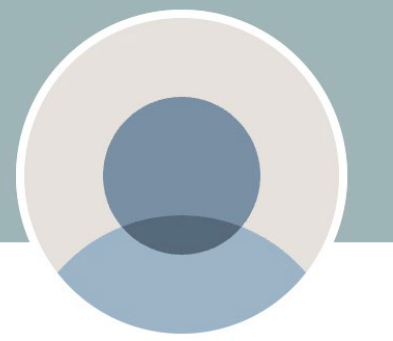
Natasha N Standard
CEO & Founder



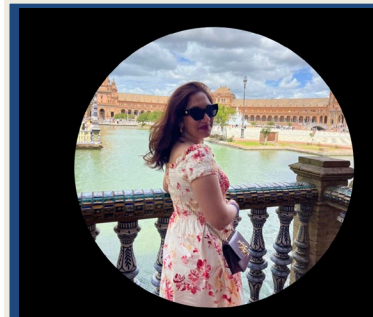
McKinsey
& Company



Larry Mays
Fractional CFO



Sales (USA)
RVentures



Saria Rasheed
Social Media Manager

LOEWS
HOTELS
& CO

BACKGROUND



2020

2022

2024

2021

2023

- Forbes Mag
- Hostra Pitch Semi-Finalist
- NYU APEX
- Moved to NYC

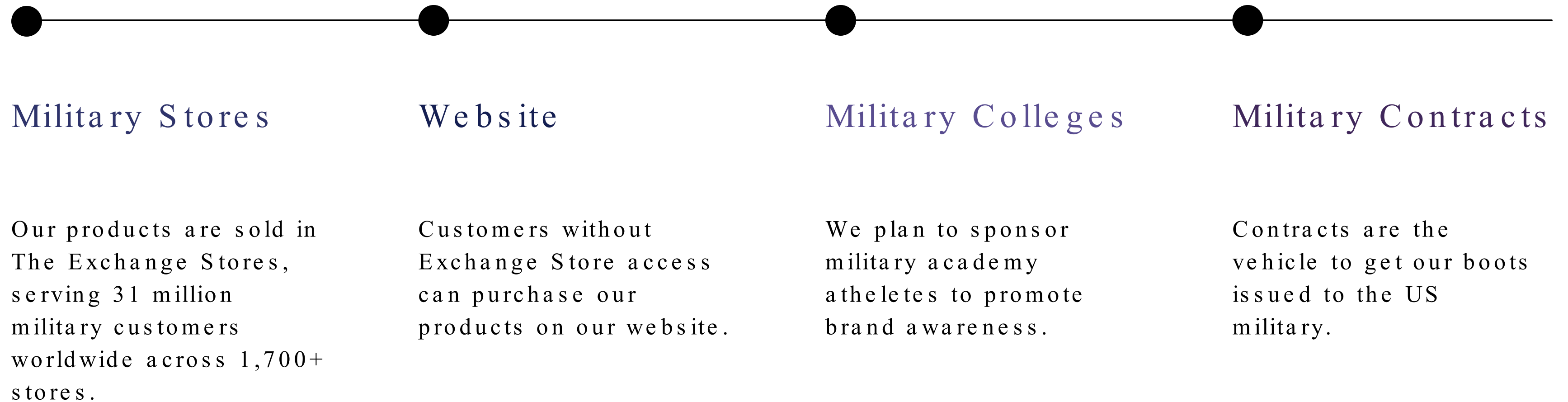
- Syracuse Vets Program
- NY Accessories Council
- Womens Certification

- Syracuse Vets Program
- FN Feature
- Veterans Certification

- Accepted into Macy Program
- UBS Grant
- Fearless Fund Grant

- NBC Steals and Deals Show
- Walmart and Macys Partnership

GTM



Business Model



- B2B - Department of Defense
- D2C - The Exchange
- Wholesale pricing strategy
- Retail pricing strategy
- Licensing strategy

EQWAL Footing Combat Boot (L)
Norie Shoes Arianne Pump

↙ FINANCIAL PROJECTIONS

	2022	2023	2024	2025
Revenues	\$23,000	\$65,500	\$178,000	\$228,000
Total Costs and Expenses	\$8,000	\$6,500	\$50,000	\$60,000
Outstanding Debt	0	\$6,000	\$6,000	\$6,000
Net Income	\$4,000	\$17,000	\$100,000	\$162,000

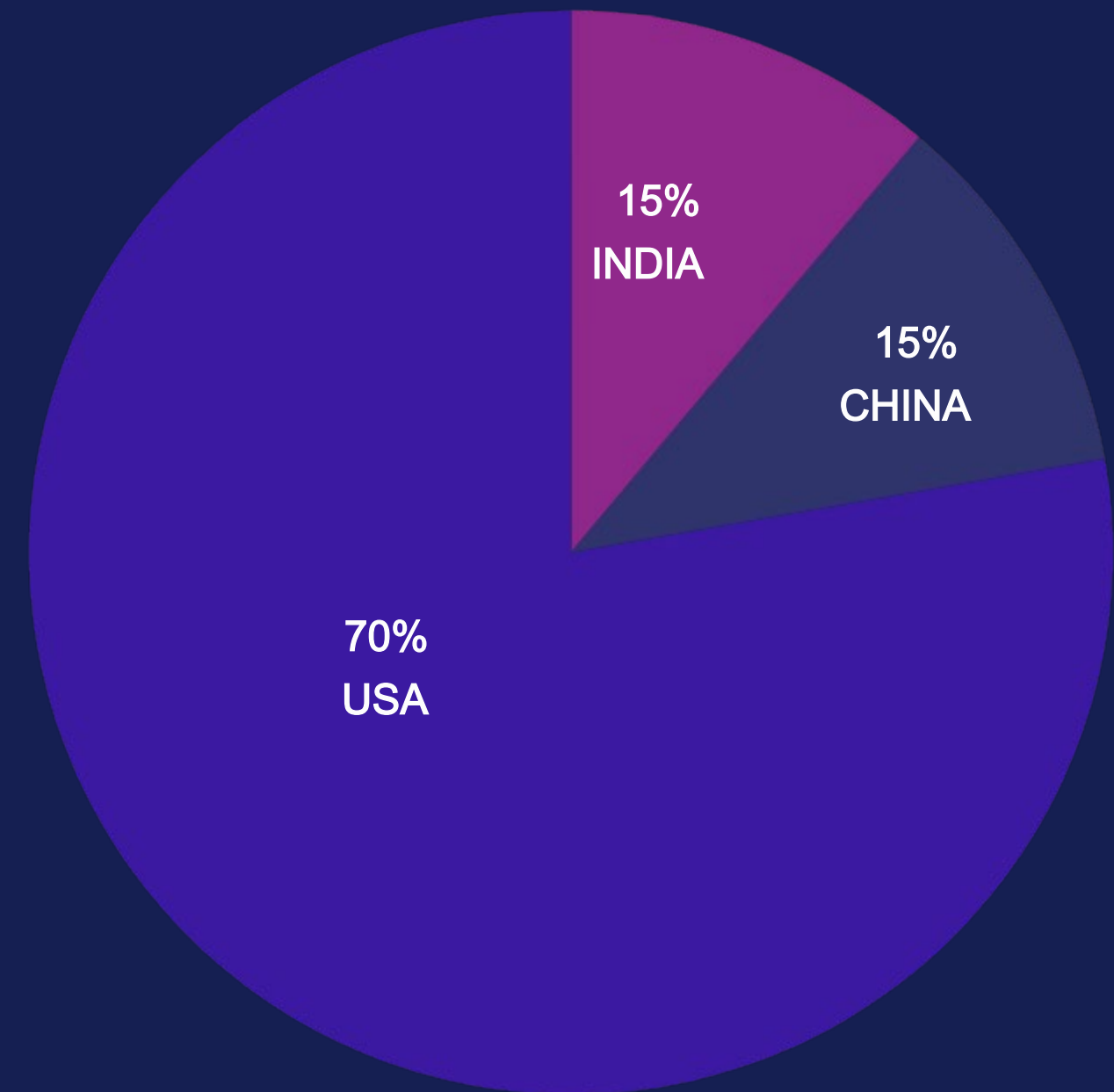
MANUFACTURING & DISTRIBUTION

- MANUFACTURING

- USA
- CHINA
- INDIA

- DISTRIBUTION

- LONG BEACH, CA
- NEW JERSEY



INVESTMENT OPPORTUNITY

**\$4 MILLION EQUITY
INVESTMENT**

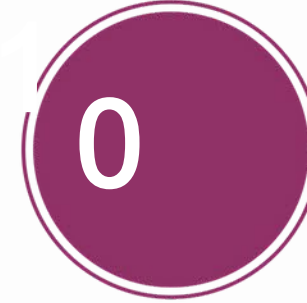
**\$500,000 INITIAL CAPITAL
INVESTMENT**

EXIT Strategy

- Increase the Value of the Company
 - Sales Trademarks &
 - Patents
- B2B Growth
- Goal is to Sell



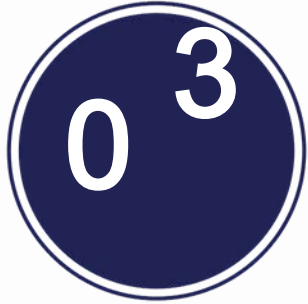
IPO



Mergers and Acquisition



Management Buyout



Liquidate

Thank You

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