Entrepreneurship Innovation Plan Event

“Zipper Cleats”

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I. Executive Summary

Our innovative plan is an interchangeable system for all sports cleats through the use of zippers. How it works is the top part of the shoe zips to the bottom part which is the cleat and it can be interchanged between any zipper cleat. This allows you to not have to buy a whole brand new pair if only the upper or lower part is ruined. We will sell the cleats for a reasonable price without high end and low end versions. Many companies sell certain cleats for more because of their quality but ours will all have the same price and quality. Prices will be higher for new releases though. Our goals are to cut down the amount of money people are paying for sports equipment so that their children can experience more sports and not have to worry about buying brand new pairs of cleats every year or two. We are looking into starting our business with around $30,000 and we will mostly sell online until we are successful enough to open businesses around the US. Our company plans on selling on our website and on popular online shops such as Amazon which costs $40.00 per month for the professional selling plan. We plan on using online shopping because it has become more popular these past couple of years and it should expose more customers to our concept. We plan to partnership with Umbro. This is our product and how we plan to sell to our consumers in the long run.

II. Purposed Business/Product/Service

A. Explanation of product
Our product has two interchangeable components: the top part and the bottom part. The two components are attached by a zipper which is discrete and is unnoticed by others. The top and bottom parts will be sold together and separate. Our unique design allows the buyer to only have to purchase the bottom part of the cleat when it gets too small. The bottom part falls into a range of sizes to match with the top part which means that the bottom part must be purchased after it is out of range. The material of the top part of the cleat is leather on the top and elastic on the sides which makes it able to zip to the bottom part with ease.

B. Description of opportunity

Soccer is the most played sport internationally and cleats are one of the most important parts of the game. Kids these days want the best looking cleats while being affordable and durable and that's what we plan to do with “Zipper Cleats”. We plan to make this product efficient for the user so they don't have to buy a whole new cleat when their old ones are broken or out of style. The top part of our cleat is universal to indoor and outdoor cleats of the same zipper technology. This means that the top part can be used on both indoor style bottom cleats and outdoor style bottom cleats.
The target market for our product is children within the ages seven and eighteen. Children between these ages are the target market for our product because their feet are still growing and they tend to buy new cleats every year for outdoor and indoor. Children between these ages also tend to play club and high school soccer which makes them the ideal target market.

C. Description of Target Market
III. Rationale and Feasibility

A. Trend

“Zipper Cleats” come in many different kinds for all types of ground. We provide firm, soft, and turf ground cleats, along with many different upper designs and materials. During the winter and early spring, most soccer players play indoor and are in need of turf cleats. With our interchangeable system you won’t need a whole separate pair of cleats as the seasons change. As certain styles of the upper part of the cleat become outdated we will be releasing new uppers for the consumers to choose from so they can customize them to their liking. This allows for people to have their own style at a good price.

B. Differentiation

Our product is different from other companies because not only does the upper and lower part of the cleats zip together, but we also sell the cleat at one base price. Many companies sell three models of the cleats which are normally ranging from $100-$300 but our cleat will be one model at top quality for only $100. The cost for the upper is $30 and the cost for actual cleat bottom would be $70 because they will last you a lot longer. This will save a lot of money in the long run because you won’t have to pay the full price of a new pair of cleats every time part of it is ruined, season has changed, or it has become out of style.
C. Potential

Even though it geared more towards soccer players the cleats could also be used by other sports that use similar, if not the same cleats. Such as lacrosse players because a lot of them wear soccer cleats. Also, often times family members play the same sports so the use of the cleats could easily be spread through family member and hopefully they will tell their friends about the cleats too. Overall, sports equipment is a very popular market full of consumers and the introduction to this knew idea could change the game completely.

IV. Conclusion

Zipper Cleats are different and more exciting than other cleats while also being more affordable in the long run. The intuitive design allows for many possibilities which is very engaging to the customers. We want to partner with Umbro because they specialize in soccer and are up and coming in 2018. As soccer players ourselves, we know how expensive new cleats are and future generations to play the sport they love without worrying about buying expensive new shoes every season.