



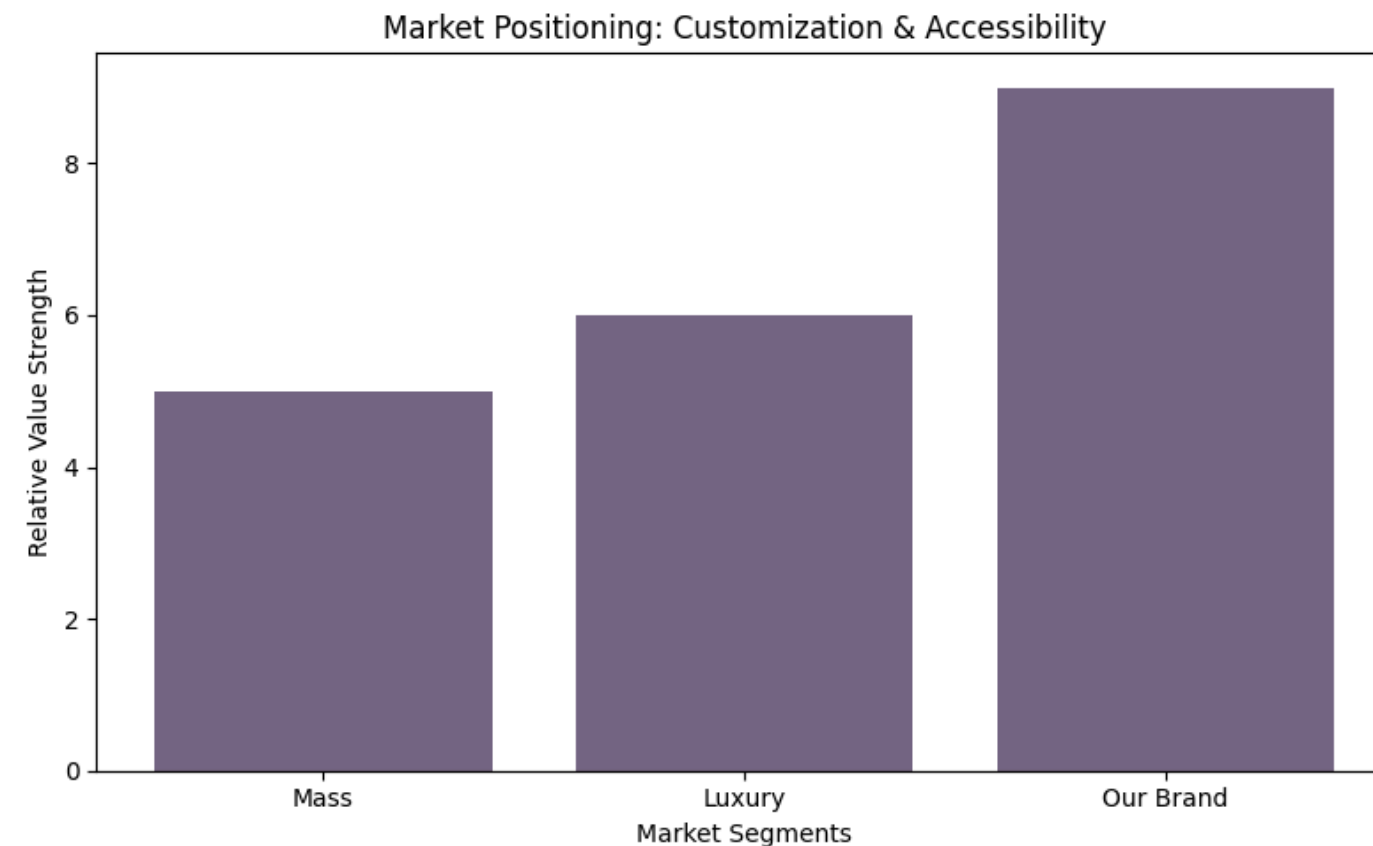
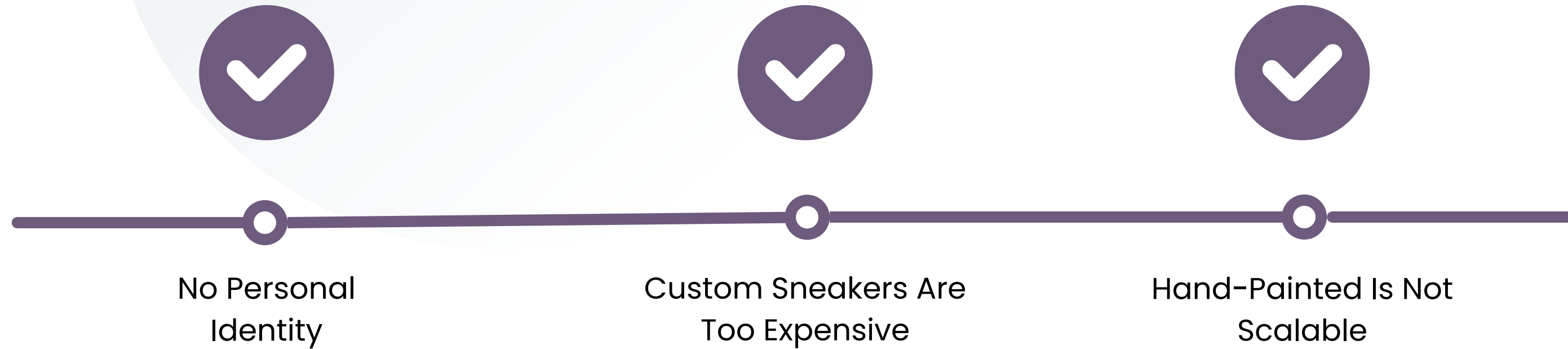
**KINETICKICKS**

STAY IN MOTION STAY AHEAD

**KINETICKICKS**

Stay Ahead. Stay in Motion

# THE PROBLEM



- Mass Sneakers dominate on accessibility but lack personalization and identity.
- Luxury Custom Sneakers offer high uniqueness but are priced beyond reach for most Indian youth.
- Our Brand sits at the intersection of customization and affordability – unlocking a high-demand, under-served segment.

# OUR SOLUTION

Affordable Custom Sneakers. At Scale.



## CUSTOM ART

We transform sneakers into wearable expressions of personal identity.



## SCALABLE PRINTING

Our printing allows high-quality customization at scale.



## YOUTH-DRIVEN BRANDING

We build culture-first sneakers that resonate with Gen Z trends and streetwear energy.



## Process Flow

### ✓ **Choose Base:**

Customers start by selecting their preferred sneaker base.

### ✓ **Select Design:**

They personalize it by choosing from our design library or uploading their own artwork.

### ✓ **Print / Paint:**

We customize the sneaker using scalable printing or premium hand-painting.

### ✓ **Deliver in 5–7 Days:**

The finished product is quality-checked and delivered within 5–7 days.

# PRODUCT DEMO



Hand-Painted  
Artwork



Premium Comfort  
Base



Waterproof Finish



Limited Edition  
Drop

# MARKET SIZE

Custom sneakers dominate in US & Korea street culture.  
India is early stage → First mover advantage.

India's Footwear Market:  
₹90,000+ Cr

Sneaker Segment:  
₹15,000+ Cr

Custom Niche Opportunity:  
₹1,000+ Cr

## Market Size – TAM / SAM / SOM



# BUSINESS MODEL



## PRINTED SNEAKERS:

Cost: ₹450  
Avg Selling: ₹800  
Gross Margin: ~43.5%

## HAND PAINTED:

Cost: ₹700  
Avg Selling: ₹1500  
Gross Margin: ~53.3%



**D2C  
Website**



**Instagram**



**Limited  
Drops**



**Influencer  
Collabs**



**Campus  
Pop-ups**

# COMPETITION & OUR UNDERLYING MAGIC

## Competitors :

- Mass Brands (Campus, Sparx)
- Imported Custom Brands
- Instagram Artists

## Our Secret Sauce :

- ⚙️ UV Printing Scalability
- 🎨 Design Library (100+ Ready Designs)
- 🔥 Hype Drop Strategy
- 📱 Social Media Native Brand
- 🧠 Future AI Custom Preview



## Competitive Matrix :

| FEATURE       | US | MASS BRANDS | ARTISTS |
|---------------|----|-------------|---------|
| Customization | ✓  | ✗           | ✓       |
| Scalable      | ✓  | ✓           | ✗       |
| Affordable    | ✓  | ✓           | ✗       |

# GO-TO-MARKET

## Phase 1 – Campus Launch

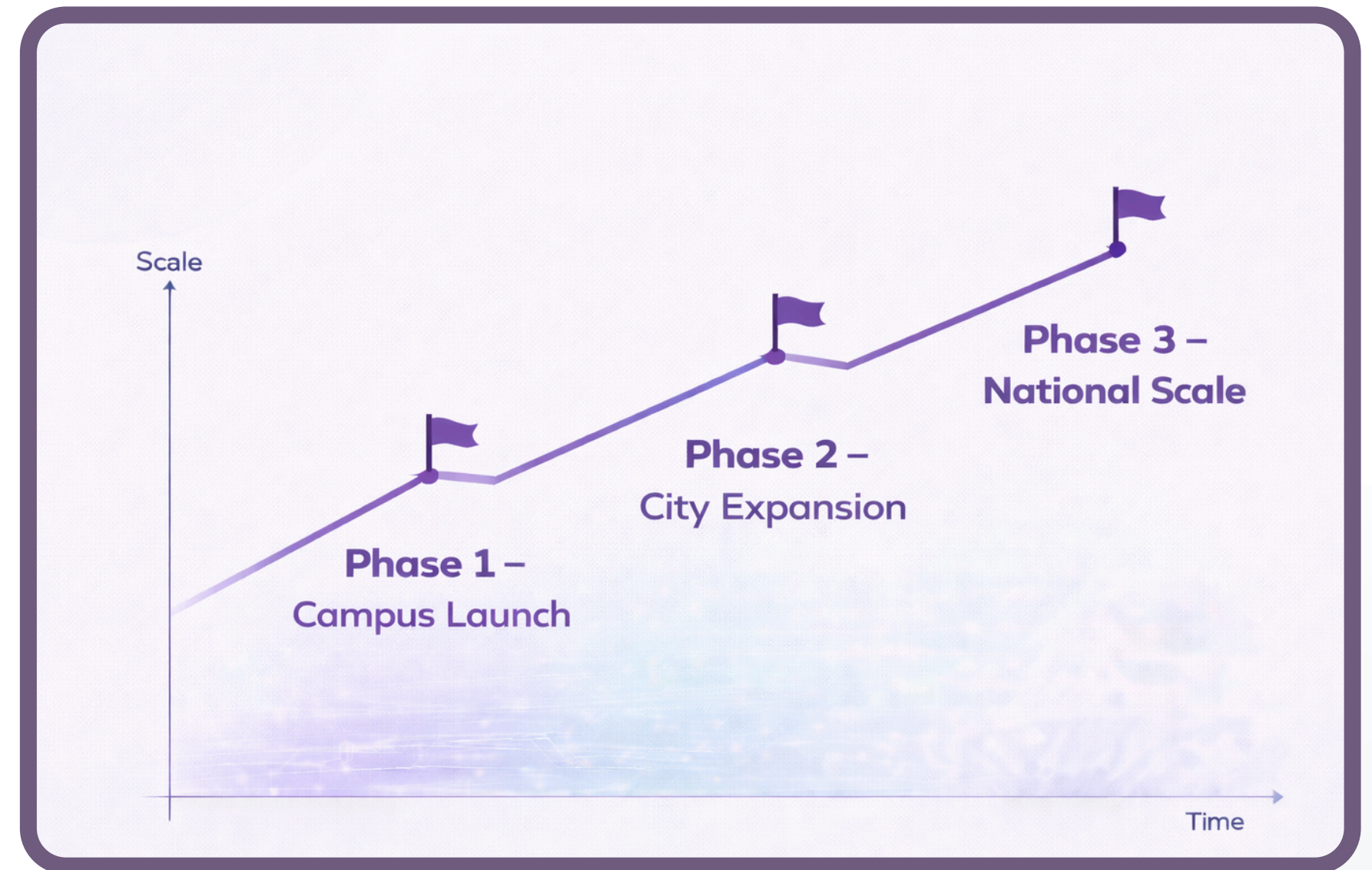
- Ambassadors
- Popups
- Reelsmpus Launch

## Phase 2 – City Expansion

- Influencers
- Streetwear Collabs
- Online Ads

## Phase 3 – National Scale

- Drops
- E-commerce
- Marketplace



# OUR TEAM



**Gourav Soni**  
Co-Founder



**Harshit Sharma**  
Founder & CEO

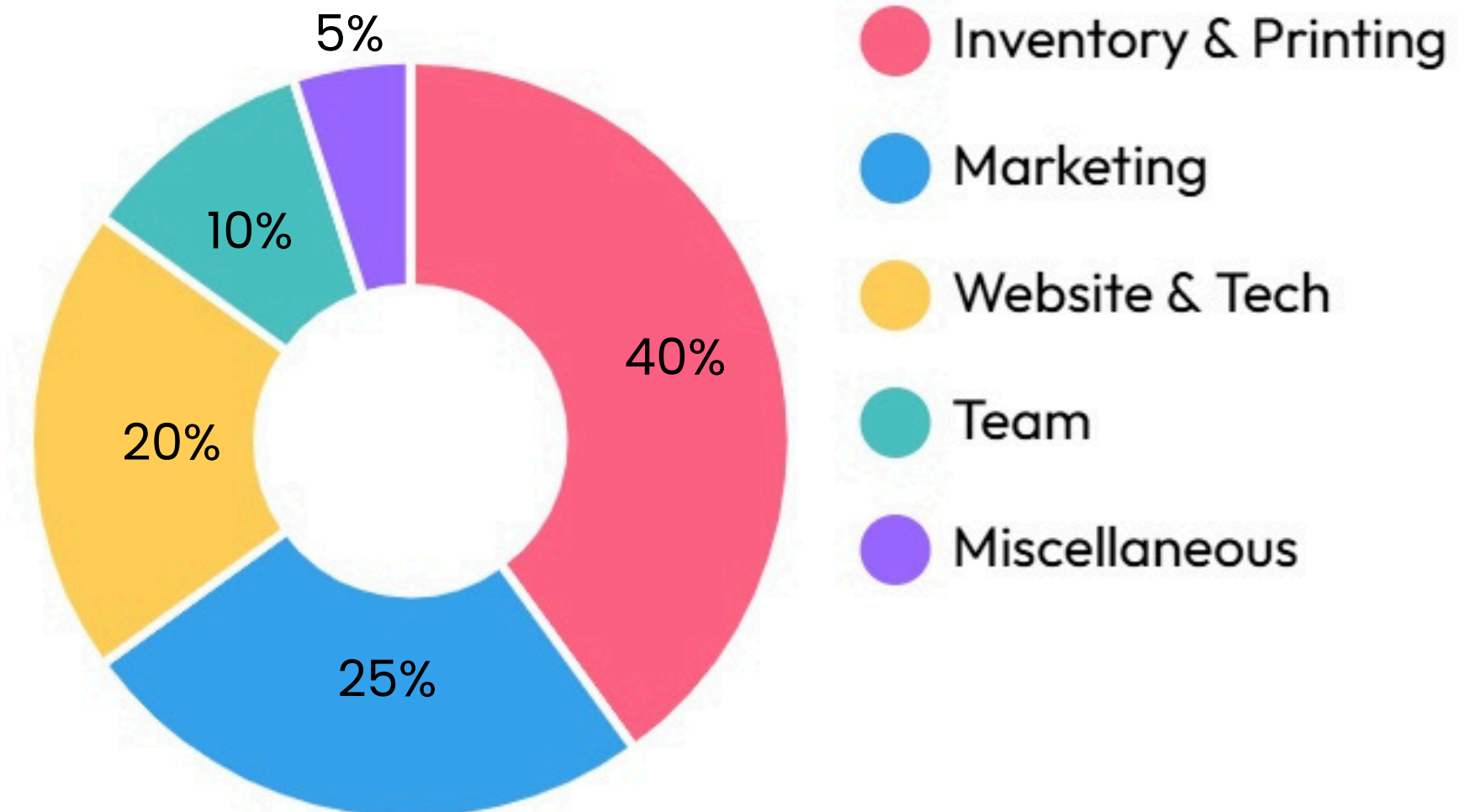


**Rashi Mittal**  
Head of Design

# WITH YOUR CAPITAL, THIS IS HOW WE WILL FUEL OUR GROWTH

💰 Raising ₹30 Lakhs

| ITEM                           | COST       | RATIONALE   |
|--------------------------------|------------|---|
| Inventory & Printing Equipment | ₹12,00,000 | <ul style="list-style-type: none"> <li>₹8,00,000 – Bulk sneaker inventory &amp; raw materials</li> <li>₹4,00,000 – Printing equipment &amp; production scaling</li> </ul> |
| Marketing                      | ₹7,50,000  | <ul style="list-style-type: none"> <li>₹5,00,000 – Paid ads &amp; influencer campaigns</li> <li>₹2,50,000 – Campus activations &amp; content production</li> </ul>        |
| Website & Tech                 | ₹6,00,000  | <ul style="list-style-type: none"> <li>₹4,00,000 – E-commerce platform development</li> <li>₹2,00,000 – Customization tool &amp; backend systems</li> </ul>               |
| Team                           | ₹3,00,000  | <ul style="list-style-type: none"> <li>₹2,00,000 – Design &amp; operations support</li> <li>₹1,00,000 – Marketing execution support</li> </ul>                            |
| Miscellaneous                  | ₹1,50,000  | <ul style="list-style-type: none"> <li>₹75,000 – Legal &amp; compliance</li> <li>₹75,000 – Logistics buffer &amp; working capital</li> </ul>                              |



# TO GET IN TOUCH!

Dm us on Instagram [@kinetickics\\_official](https://www.instagram.com/kinetickics_official)

Or just email us at [saytoharshitsharma@gmail.com](mailto:saytoharshitsharma@gmail.com)

