

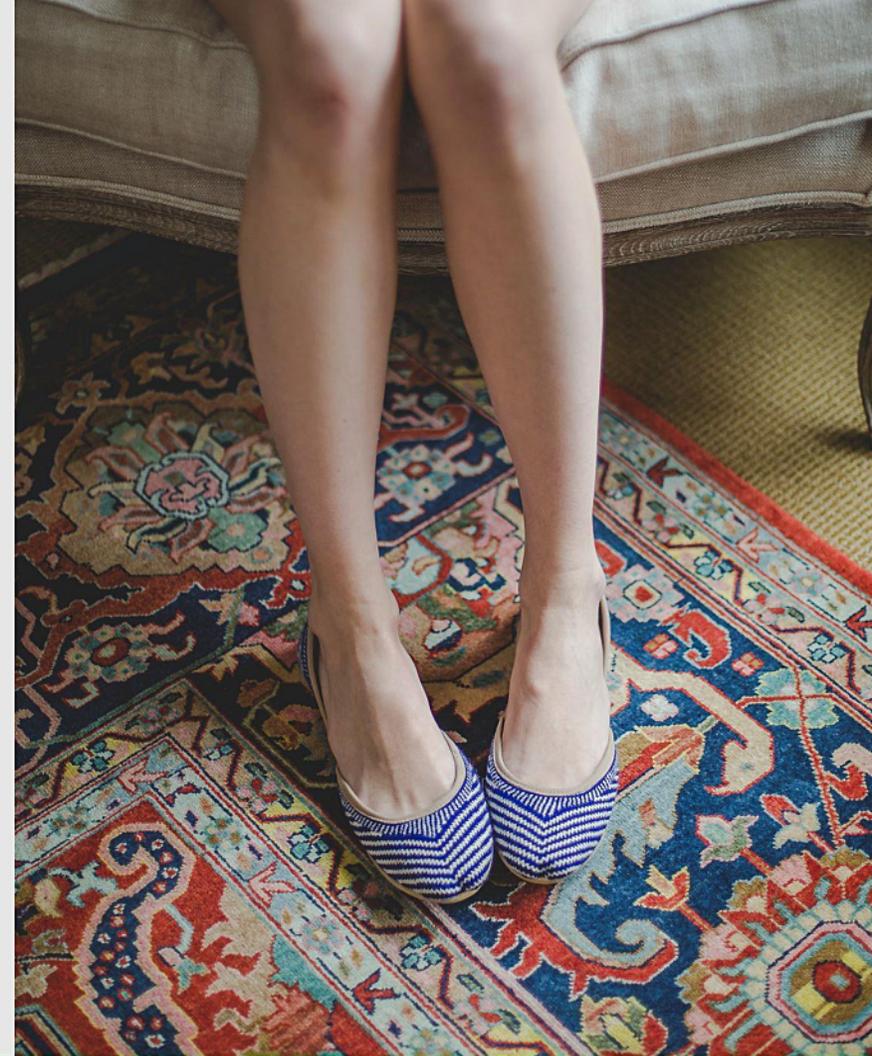


Artisan-Made Sustainable Shoes at Scale

fuchsia

The Opportunity

Consumers today are eschewing mass-produced products in favor of the handmade and one-of-a-kind. There is a growing trend in the market for hand-crafted, comfortable and sustainable shoes which is not being served by the traditional players in this space.



71%

*Millennials
wants to shop*

*Social impact
brands*

Handmade Businesses

\$32B

A year industry

U.S. Shoe Market - 2019



Flats



Sandals/Flip Flops



Clogs



Boots

fuchsia

A direct to consumer brand making one-of-a-kind artisan shoes for American women



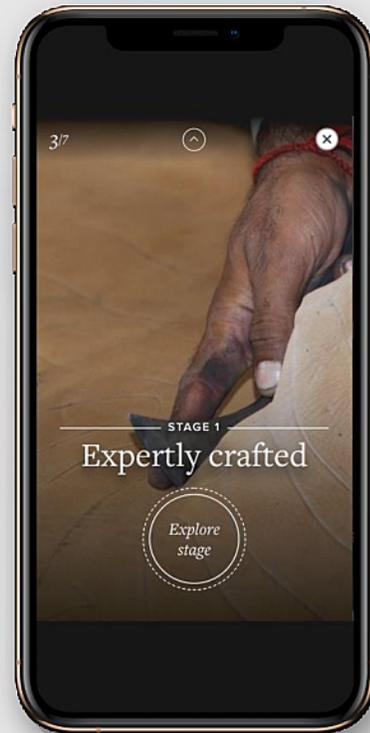
Accessible

Comfortable

Sustainable



Transparency & Stories



Business Model



CUSTOMER
Buy Products



FUCHSIA
Markups 3x-4x



ARTISAN
Makes 3x more



Competition

Fuchsia brings unique artisan flats along with **transparent product journey and artisan stories** which currently lacks in our competitors.



allbirds



One for One



BIRDIES

Team



Afshan Abbas
CEO / Co-Founder



Rameez Sajwani
CTO / Co-Founder



Jim Huffman
Growth Hacker



Elizabeth Geri
Advisor, Ex VP at GAP



Farah Ali
Investor, VP at EA Games



Luni Libes
Investor & Serial Entrepreneur



Good Margin

	Retail Price	Landing Cost	Customer Shipping	Markups
Casual				
	\$75	\$13.5	\$9	3X
Embroidery				
	\$99	\$18.5	\$9	3.5X
Wedding				
	\$120	\$21	\$9	4X

Traction

\$200K+

*Revenue Last
18 months*

7000+

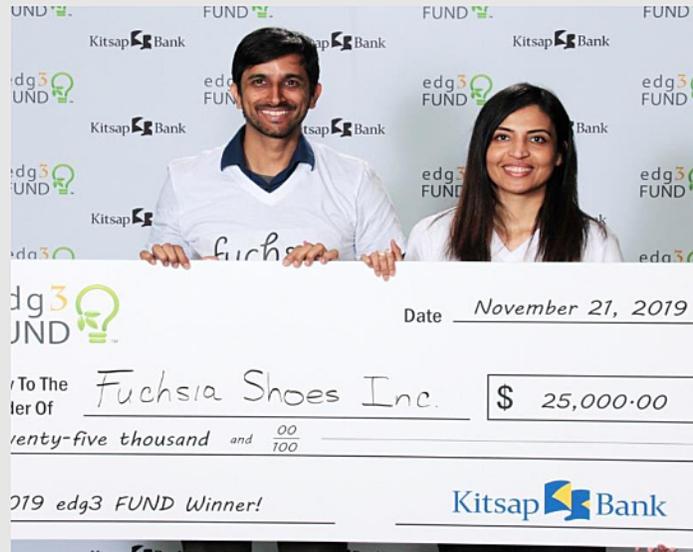
*Customers
To Date*

25%

*Repeat Customer
Rate within
30 days*



More Traction



Winner of 2019 Kitsap edge3 fund competition. Details [here](#)



Graduated from Social Conscious For-Profit Accelerator – Fledge. Watch Demo Day talk [here](#)

Funding Round

Raising \$500K

Basic Terms

- ❖ SAFE
- ❖ 20% Discount at \$4M Cap

Use of Funds in Next 18 months

Growth

- ❖ 20,000+ Pairs (goal)
 - ❖ \$2+ Million Revenue (goal)
-

Hiring

- ❖ Growth Marketer, Seattle
- ❖ Digital Marketer
- ❖ Supply Chain Manager, Pakistan
- ❖ Textile Designer, Pakistan
- ❖ Fulfilment Specialists, Seattle



Want to Learn More?

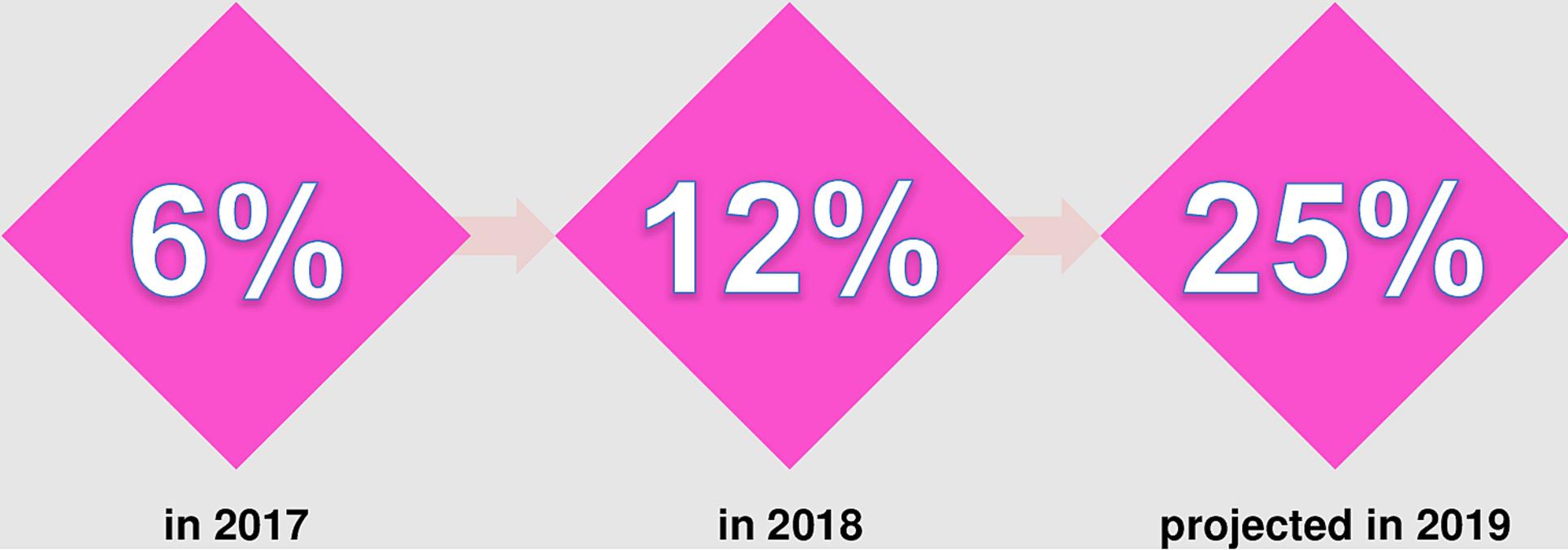
 afshan@fuchsiashoes.com
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APPENDIX

Customer Repeat Rate



Shoe Startups are not dragging their feet

\$170M

In last 18 months, funding raised for shoe related startups

Testimonials

“Wonderfully comfortable!”

They were great, I would recommend these shoes for everyone.

“It is soft and luxurious...”

...but feels strong enough to hold up to lots of wear.

“I’m delighted!”

These shoes are so beautiful! They are extremely well made, and the fabric is very vibrant.



Press Release



The Good Trade

TOP Fair Trade Shoe Brands For Every Occasion. Read <https://bit.ly/2EJXXIH>



425 Magazine

Sweet Soles. Read <https://bit.ly/2Ugt1sn>



King 5

Fuchsia Plans to be the Next TOMS. Watch <https://kng5.tv/2Tom0bE>



Tech in Asia

Fuchsia Handcrafted Shoes Kickstarter. Read <https://bit.ly/2BVslfi>



GeekWire

Online retailer Fuchsia helps cottage industry artisans get in front of consumers. Read <https://bit.ly/2tOxmlo>



Seattle Met

Fuchsia Brings Traditional Pakistani Ballet Flats to Seattle. Read <https://bit.ly/2fcEhWX>



Microsoft Alumni

Creating a platform with a purpose. Read <https://bit.ly/2TpJFbz>

Target Customers



#1

Female

30-54 years old

\$75,000+ income
Conscious buyers



#2

Female

16-30 years old

Single
Love fashion
Love to be unique
(Daughters of target market #1)



#3

Female

19-29 years old

Single
Dating
Love fashion
Love to be unique
Love shoes



#4

Female

55-74 years old

\$100,000+ income
Grandmother looking for the perfect gift for her granddaughters or for themselves