



AI Platform for Footwear Product Intelligence

Generate, test, and identify winning footwear concepts before production. Reduce R&D costs and shorten time-to-market.

Seed Round · **€320,000** for 10% equity

The Creative Illusion: The Footwear Industry Still Uses Traditional Product Development

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- The global footwear industry produces more than 20 billion pairs of shoes annually.
- Despite its scale, most product development processes remain manual and fragmented.
- Brands depend on designers, factories, and suppliers working through slow iterative cycles.
- Digital tools for footwear product development remain extremely limited.



The image depicts a shoe factory floor in a state of chaos. In the foreground, a group of men are seated at a table, looking at shoe samples. Behind them, a large wall is covered with shoe designs and labels like 'DEVELOPMENT CHAOS' and 'ITERATION WALL'. To the right, a large funnel-shaped machine is labeled 'HIGH R&D SPEND / WASTED FUNDS' and 'SLOW-TO-MARKET OUTPUT'. The floor is cluttered with shoe boxes and unfinished shoes. In the background, workers are visible on a mezzanine level. The overall atmosphere is one of disorganization and inefficiency.

The Process Chaos: Footwear product development is slow, expensive, and **risky**.

- Large R&D investments required for each collection
- Product decisions often based on intuition
- Market validation happens after production
- Failed collections create costly unsold inventory

The Financial & Ecological Disaster

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The "Intuition Gap"

- **Manual Chaos:** 10+ specialists guessing what the market wants.
- **30% Waste:** Millions of dollars turned into landfill every year.
- **Post-Production Validation:** Finding out it's a failure only after it's made.

Data-Driven Precision

- **Streamlined Efficiency:** 1 specialist instead of 10.
- **100% Market Fit:** Design tailored for specific market success.
- **Pre-Validated Growth:** High probability of commercial success before production.



27 Years of Footwear Expertise Meets **AI** Product Intelligence

- Generate AI-driven footwear product concepts
- Explore multiple market directions for collections
- Validate product ideas before manufacturing
- Reduce market risk in footwear development

ANKKA is not a "black box" startup. It is built upon a profound, data-driven legacy of manual R&D validations, trained on thousands of commercial cycles.

Irina Kremen

25+ in fashion footwear — brand development, collections, production operations.
Education expertise: industrial design, product strategy, factory pipeline.





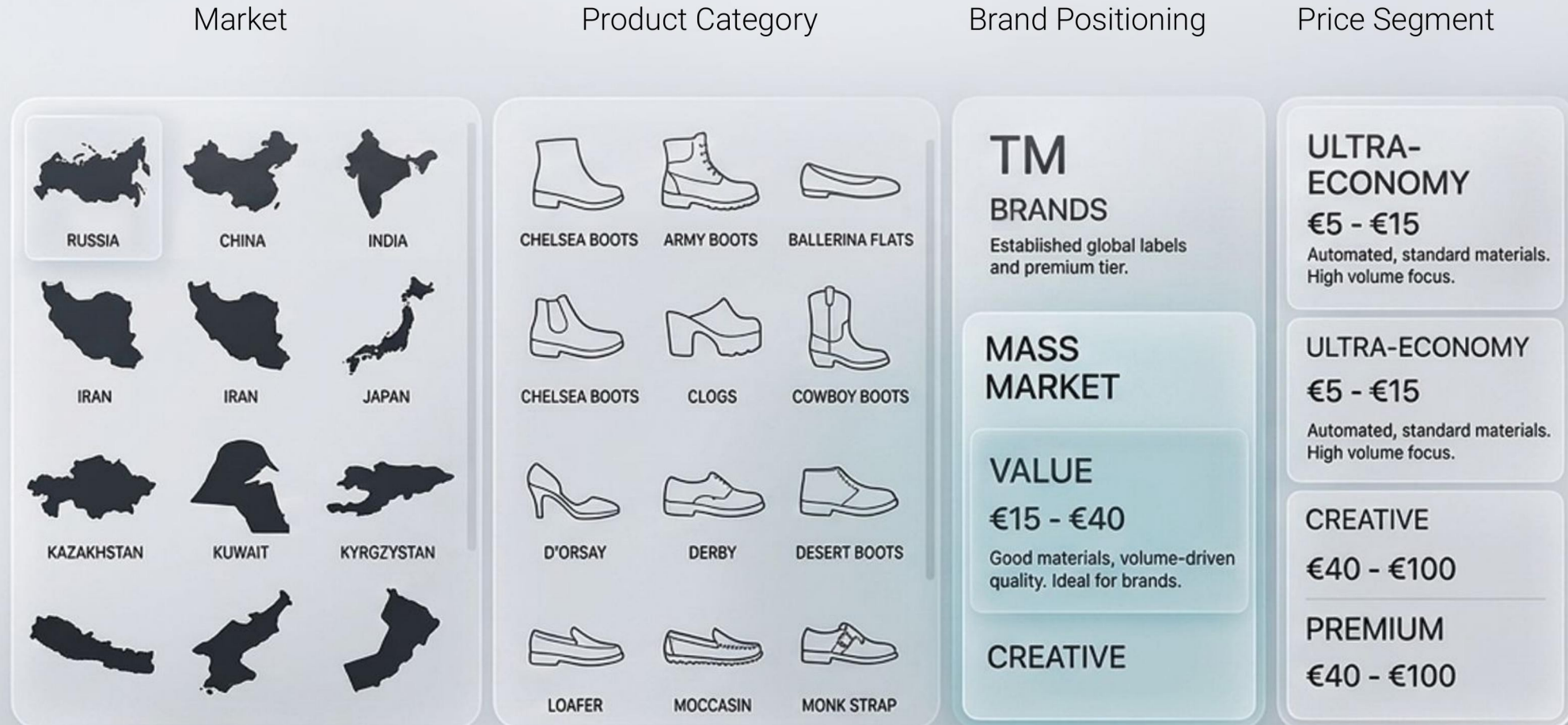
Real Footwear Components as the Starting Point

AI starts from real footwear components
used by manufacturers worldwide.

How Brands Define Product Strategy

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Brands define market, style, and price positioning before generating product concepts.



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Russia
Desert boots
€15 - €40
Creative Segment

From **Components** to **Product Concepts**

AI generates multiple footwear concepts from a single component based on selected market parameters.



Replacing Traditional Product Development

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€2 999
/month

Customer

Traditional development costs €20k+ per month. ANKKA replaces it with AI product intelligence for €10k/month.

Market research
& marketing
€10 000/month

Traditional Product Development
Design teams
€12 000 +/month



€89M

Projected ARR

Year 5 (T2D3-aligned growth)

€30B
Annual
Product
Development
Spend

€380B

Global

Footwear
Market

Strategic Market Entry **€89M ARR** **00M ARR**



Scalable SaaS Adoption

Paid subscriptions

- Footwear brands using ANKKA for product development 2–3% conversion from demos.

Ecosystem Integration

Sales engagement

- cold email
- meetings at trade fairs
- cold calls
- product demo

Pilot Validation

Target companies identified

- footwear brands
- private label producers
- manufacturers
- design studios

Strategic Hub Entry

Footwear industry ecosystem

- trade fairs (MICAM, Lineapelle, AYMODO)
- industry databases
- supplier networks



Unit Economics

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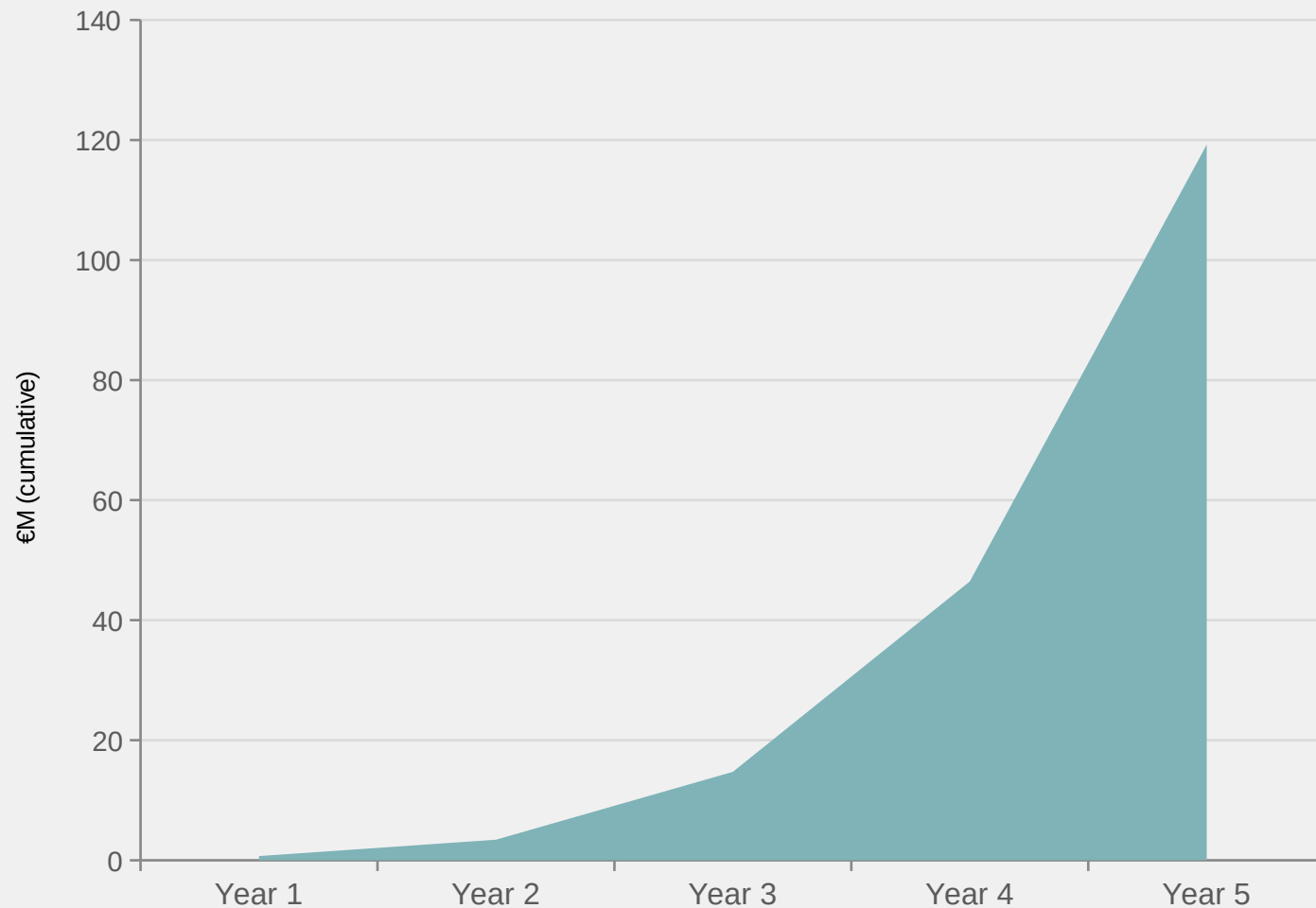
Metric

Value

ARPU	€2 999 / month
CAC (Year 1)	€2 000
CAC (Year 4)	€2,800
Payback CAC (Year 5)	< 2 €650
LTV	€70K +
LTV / CAC	>10 < 1 month
	€71,976
	25.7x – 110.7x

Profit Growth and Investor Return

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Investment: **€320K**

Profitable from Year 1

€11.9M

Investor return (illustrative)

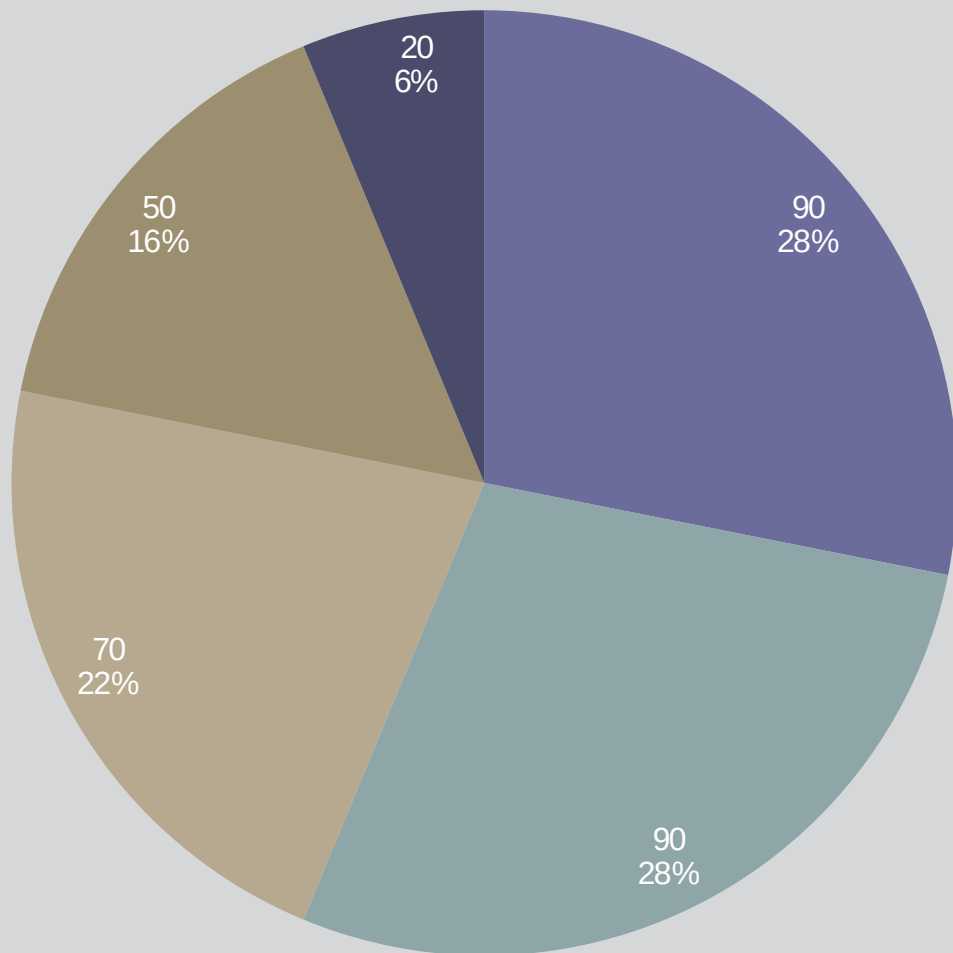
10% ownership × cumulative Y1–Y5 profit

Illustrative only — not a guaranteed return. Based on stated model assumptions.

Use of Funds

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Seed round: €320,000 for 10% equity



- AI Platform Development**
€90,000 · 28.1%
- Sales & Marketing**
€90,000 · 28.1%
- Trade Fairs & Industry Events**
€70,000 · 21.9%
- Product Engineering**
€50,000 · 15.6%
- Operations & Legal**
€20,000 · 6.3%

Q1 2026 – Prototype Rebuild

- Rebuild AI prototype
- Restore SDXL workflow
 - Internal testing
- Prepare demo systems

Q2 2026 – Industry Validation

- Manufacturer demos
 - Pilot testing
- UX improvements
- Prepare EU patent

Q3 2026 – Platform Development

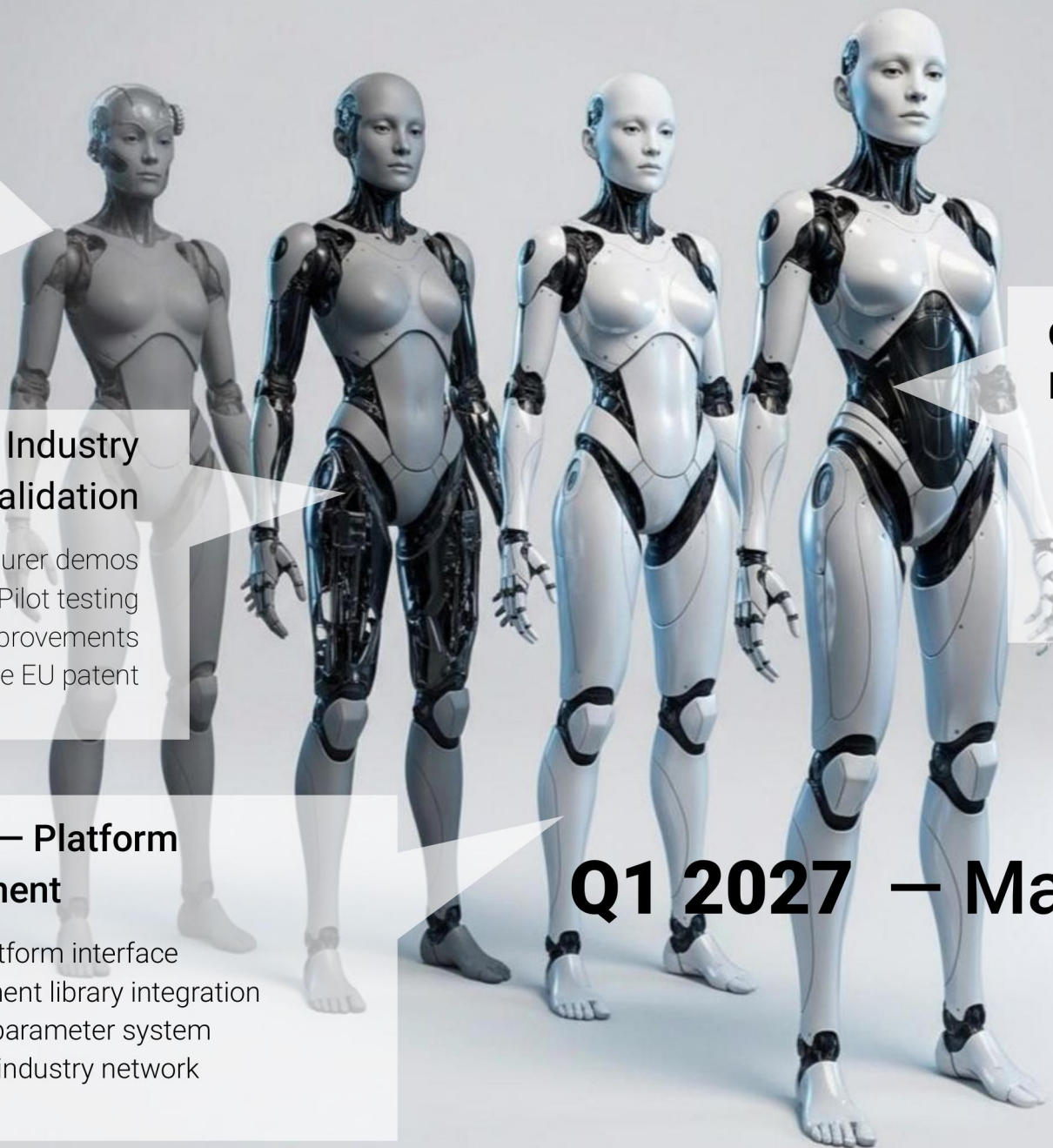
- Web platform interface
- Component library integration
- Design parameter system
- Expand industry network

Q4 2026 – Early Market Launch

- Pilot subscriptions
- Manufacturer partnerships
- Expand EU manufacturer database
- Initial B2B deployment

Q1 2027 – Market Expansion

- Contracts with EU brands
- Expansion to Spain & Portugal
 - B2B distribution partners
 - Italian patent filing



Technology + Industry Expertise

Irina Kremen

Co-Founder / Footwear Industry Expert

Footwear industry specialist with **25+ years of experience** in product development, brand creation, and manufacturing operations.

Led footwear collections, factory pipelines, and product strategies for international markets.

Her expertise in **industrial design, footwear production, and commercial product cycles** forms the foundation of ANKKA's product intelligence system.

Pavel Komarov

Entrepreneur and product strategist with experience in building digital platforms and technology ventures.

Founder of **IndexCode SRL (Italy)** and multiple digital products.

Previously led a company recognized as an **Innovative Startup under Italian national startup regulations**, validating the development of scalable technology solutions.

Focus: **product architecture, AI platform strategy, and business development.**

ANKKA combines **deep footwear manufacturing expertise with AI-driven product intelligence**, enabling brands to generate and validate winning footwear concepts before production.

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+39 345 706 33 81