

# ANKKA – Executive Summary

AI-Native Design Platform for Footwear and Accessories

## Snapshot

Industry: AI design platform for footwear and accessories

Product: AI-driven concept generation and product development workflow

Business model: SaaS + enterprise licensing

Target customers: footwear brands, manufacturers, design studios

Primary markets: Europe, Turkey, global manufacturing ecosystem

Stage: product development and pilot partnerships

## 1. Company Overview

ANKKA is an AI-native platform for footwear and accessories design that enables brands, designers, and manufacturers to generate, test, and iterate product concepts using artificial intelligence.

The platform dramatically reduces the time and cost required to develop new products by replacing slow manual design workflows with a structured AI-assisted design environment.

ANKKA combines generative AI, structured design logic, and component-based workflows into a single platform built specifically for the footwear industry.

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## 2. Problem

Footwear design and product development remain slow, fragmented, and expensive. Creating new models typically requires coordination between designers, technicians, component suppliers, and manufacturers. Concept validation often depends on repeated manual work and multiple rounds of physical prototyping.

As a result, brands face long product development cycles, high design costs, and limited ability to react quickly to market trends.

Manufacturers and suppliers also experience inefficiencies caused by poorly structured design communication and late changes during the development process.

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## 3. Solution

ANKKA introduces an AI-driven design workflow that enables users to generate footwear concepts, explore design variations, and work with digital representations of real components such as soles and construction elements.

The platform allows designers and brands to experiment with product ideas much faster while maintaining a connection to real industrial production constraints.

By integrating AI generation with structured product development logic, ANKKA significantly reduces iteration time, improves collaboration between teams, and enables earlier validation of product concepts.

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## 4. Product

ANKKA provides a cloud-based design environment that combines artificial intelligence with industry-specific product development workflows.

Key platform components include:

- AI-powered design generation
- structured design workflow for non-technical users
- integration with real component libraries
- digital concept development for footwear and accessories
- cloud-based collaboration and access

Unlike generic image-generation tools, ANKKA is designed as a practical B2B product platform focused on real footwear development scenarios.

The platform is built as a modular system where new AI tools, datasets, and industry integrations can be added over time, allowing ANKKA to expand into additional product categories and design workflows beyond footwear.

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## 5. Market Opportunity

The global footwear industry is a large and highly competitive market with significant manufacturing and design activity concentrated in Europe, Turkey, and Asia.

Despite its scale, many companies still rely on traditional product development methods with limited digital integration.

Design cycles often remain slow and resource-intensive, creating strong demand for tools that accelerate concept creation and improve collaboration between designers and manufacturers.

ANKKA addresses this opportunity by introducing a specialized AI platform designed specifically for footwear product development.

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## 6. Why Now

Several industry and technology trends make this moment particularly favorable for the emergence of AI-driven design platforms.

Artificial intelligence tools are rapidly transforming creative industries, while brands face increasing pressure to shorten product development cycles and respond faster to market demand.

At the same time, advances in generative AI, cloud computing, and visual generation technologies now make it possible to automate significant parts of the design workflow that previously required manual work.

These developments create a unique opportunity to build a vertically specialized AI platform for footwear design.

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## 7. Business Model

ANKKA is being developed as a SaaS platform with additional B2B monetization layers.

Primary revenue streams include:

- subscription plans for designers and studios
- enterprise access for footwear brands and manufacturers

- pay-per-use AI design generation
- premium modules and advanced platform features
- digital component visibility and marketplace-style exposure for suppliers

This model supports both recurring software revenue and scalable enterprise partnerships.

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## 8. Technology

ANKKA combines generative AI models, structured prompting systems, visual generation pipelines, and cloud infrastructure into a footwear-specific design platform.

The system is built as an AI-native product rather than a traditional design tool with AI features added later.

Its competitive advantage lies in vertical specialization. Instead of serving general 3D or graphics use cases, ANKKA focuses on real footwear development workflows including style direction, component integration, and production-oriented design outputs.

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## 9. Go-to-Market

The initial go-to-market strategy focuses on acquiring early B2B customers in the footwear industry.

Key acquisition channels include:

- direct outreach to footwear brands and manufacturers
- participation in industry trade fairs and conferences
- partnerships with suppliers and production partners
- targeted digital marketing campaigns
- pilot collaborations with early adopters

The initial commercial focus is Europe and Turkey, with expansion to Asian manufacturing markets planned after product and sales validation.

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## 10. Traction and Development Status

ANKKA has already completed core product concept development, platform architecture design, and financial modeling.

The project includes working AI design pipelines, early product interface concepts, and industry-focused positioning for the footwear sector.

The current phase focuses on refining the platform, building the production-ready system, and launching pilot collaborations with early industry partners.

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## 11. Financial Highlights

ANKKA is positioned as a scalable digital platform with strong recurring revenue potential.

The business model is designed to benefit from software scalability, automation, and decreasing marginal cost as the platform grows.

Revenue growth is expected to come from subscription adoption, enterprise partnerships, and additional monetization services connected to platform usage.

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## 12. Funding

ANKKA is raising €550,000 in seed capital in exchange for 11% equity to accelerate platform development and market entry.

Investment will be used to support:

- AI platform development
  - product engineering and infrastructure
  - customer acquisition and marketing
  - pilot programs with industry partners
  - team expansion
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## 13. Vision

ANKKA aims to become the global platform for AI-driven footwear and accessory design.

By combining generative AI with industry-specific workflows, the platform will enable designers, brands, and manufacturers to create products faster, experiment with more ideas, and bring innovations to market with significantly lower development costs.