



AI Platform for Footwear **Product Intelligence**

Generate, test, and identify winning footwear concepts before production.

Reduce R&D costs and shorten time-to-market.

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



- 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 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**



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.





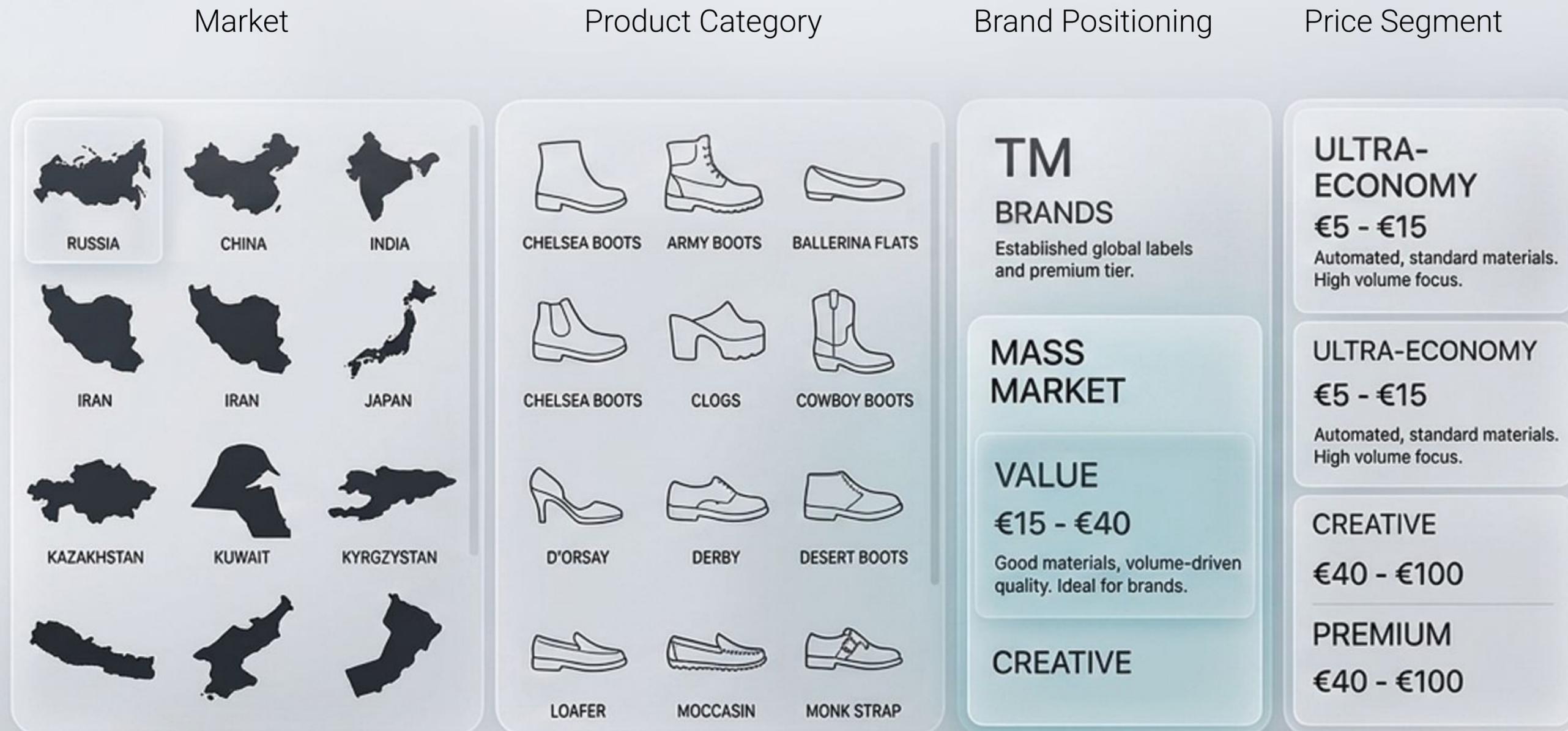
Real Footwear Components as the Starting Point

AI starts from real footwear components used by manufacturers worldwide.

How Brands Define Product Strategy



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





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

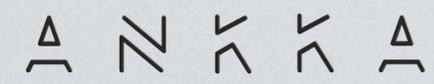
Customer

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





€100M+

ARR Potential

0.5–1% Market Share

€30B
Annual
Product
Development
Spend

€380B

Global

Footwear
Market

Strategic Market **Entry & Scaling: €100M 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

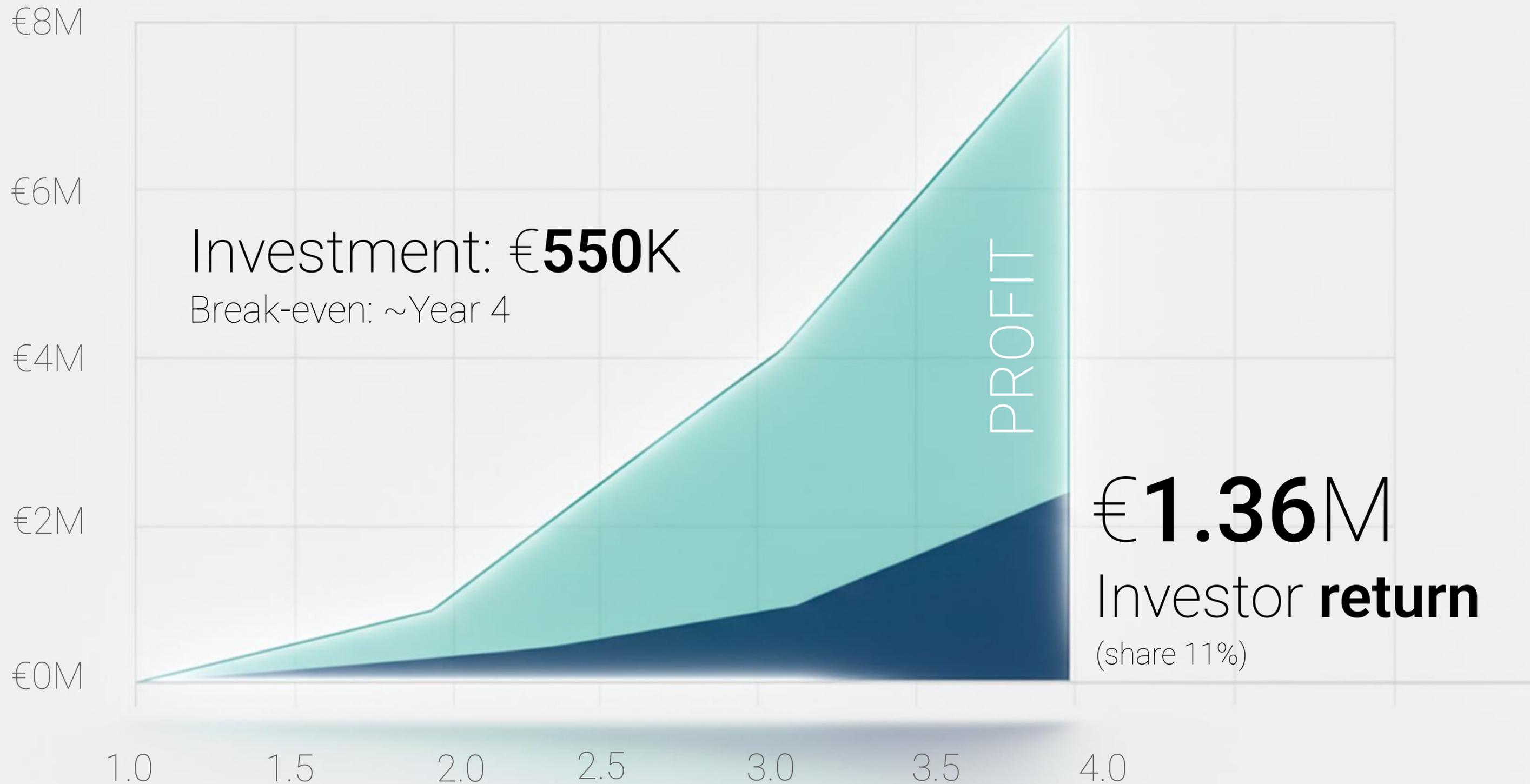


Metric

Value

ARPU	€2 999 / month
CAC (Year 1)	€2 000
CAC (Year 4)	€500
Payback	< 2 months
LTV	€70K +
LTV / CAC	>10x

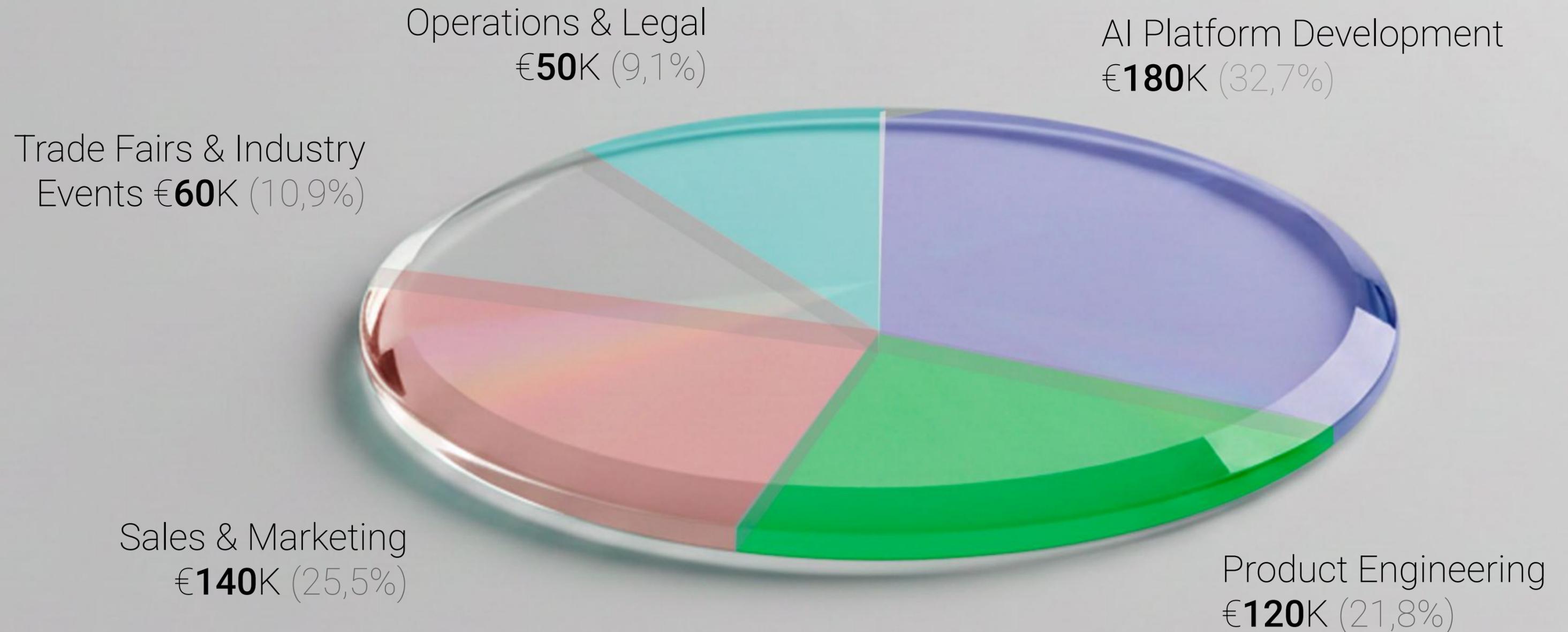
Profit Growth and Investor Return



Use of **Funds**



Seed round: **€550,000** for **11%** equity





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

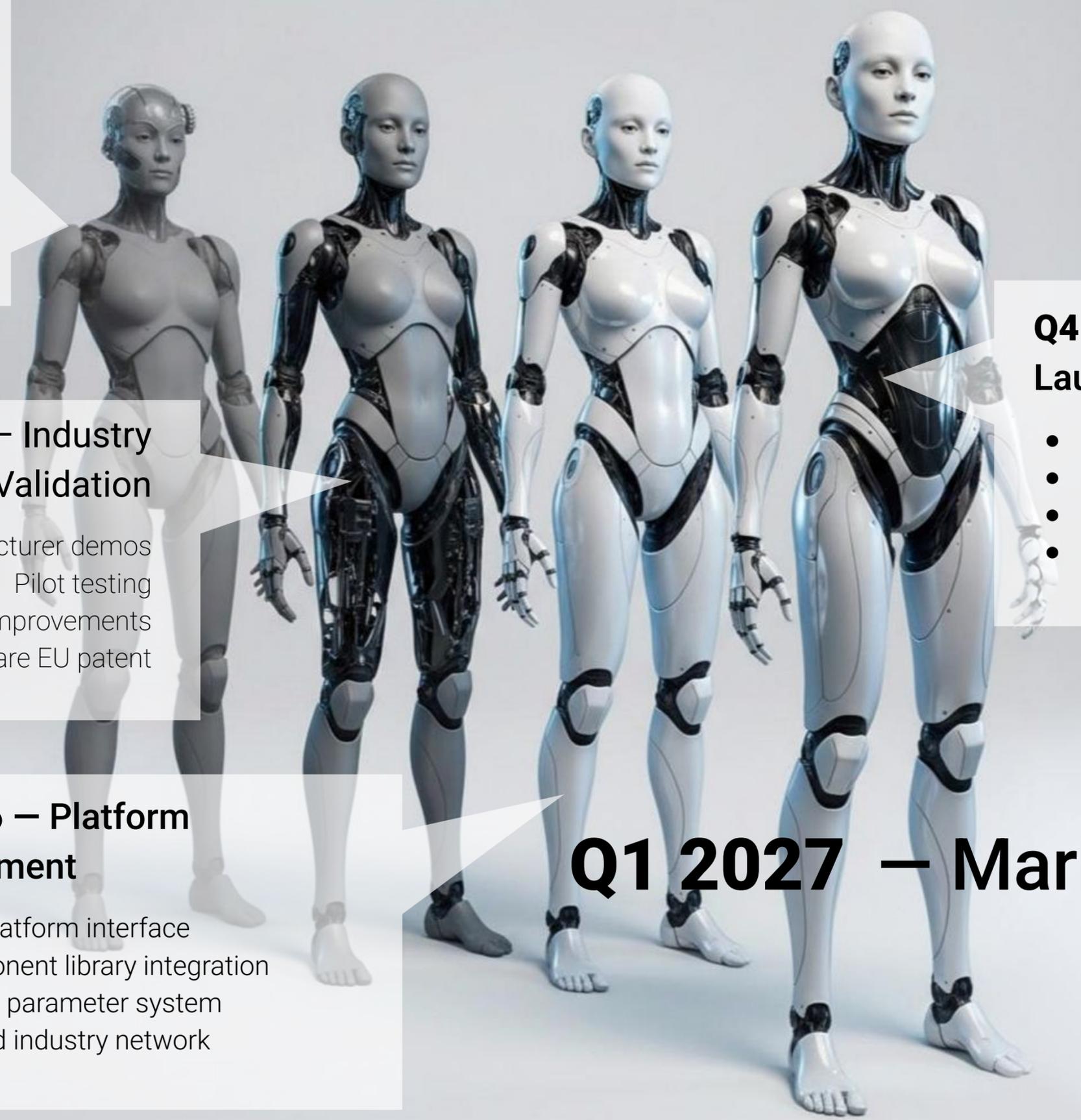
- Web platform interface
- Component library integration
- Design parameter system
- Expand industry network

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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