

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 redeployment and pilot partnerships

Raise: €320,000 seed round for 10% equity

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.

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.

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.

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.

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.

Metric	Value
Global footwear market	€380B
Annual product development spend	€30B
Target market share (Year 5)	~0.3% of dev. spend

6. Why Now

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

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 (€2,999/month ARPU)
- 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

8. Technology

ANKKA combines generative AI models (Stable Diffusion XL, ControlNet, LoRA fine-tuning), structured prompting systems, and cloud GPU infrastructure orchestrated through ComfyUI, 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.

9. Go-to-Market

The initial go-to-market strategy prioritizes direct B2B engagement — trade fairs, industry events, and on-site demonstrations with footwear manufacturers and brands — as the primary growth lever, supported by targeted digital marketing. Key acquisition channels include:

- direct outreach to footwear brands and manufacturers
- participation in industry trade fairs and conferences (MICAM, Lineapelle, AYMODO)
- partnerships with suppliers and production partners
- pilot collaborations with early adopters

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

10. Traction and Development Status

ANKKA has already completed core product concept development, platform architecture design, and financial modeling. A working MVP was built and tested with real B2B clients on ankka.eu between 2022 and 2024; the site is currently being redeployed.

Commercial engagement already includes 24 Turkish manufacturers and component suppliers in active outreach, and 28 verified EU footwear brands identified as target customers across Italy, Spain, and Portugal.

11. Financial Highlights

ANKKA's 5-year financial model projects growth aligned with the T2D3 benchmark for top-decile SaaS companies (Triple-Triple-Double-Double-Double), with deceleration built in from Year 3 onward to keep projections credible for an early-stage company.

Year	Customers	ARR	Profit
1	30	€1.08M	€0.70M
2	120	€4.32M	€2.72M
3	450	€16.19M	€11.32M
4	1,125	€40.49M	€31.71M
5	2,475	€89.07M	€72.78M

Unit economics: ARPU €2,999/month, gross margin 85%, CAC €2,800 (Year 1) declining to €650 (Year 5), LTV/CAC 25.7x (Year 1) to 110.7x (Year 5), payback under one month by Year 5.

12. Funding

ANKKA is raising €320,000 in seed capital in exchange for 10% equity to redeploy the production-ready platform and prioritize direct B2B outreach.

Category	Amount	%
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%

Cap table post-round: Pavel Komarov 40.5%, Irina Kremen 40.5%, Option Pool 9.0%, Seed Investor 10.0%.

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.

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