

PURPOSE

To create a business that can leverage positive purchasing decisions to provide shoes for people who cannot afford them at scale. The result of this being a reduction in disease, injury etc. in the communities affected



PROBLEM

First world consumer guilt

Existing Alternatives

- Regular (not one for one) brand name shoes
- Donating to charity

SOLUTION

Traditional shoe manufacturing and supply chain with one for one donation component

KEY METRICS

- Customer acquisition rates
- Metrics showing impact in line with theory of change

UNIQUE VALUE PROPOSITION

For every pair of cool, good quality shoes you buy a pair for a child who really needs shoes

High Level Concept

Buy one someone else gets one free

UNFAIR ADVANTAGE

- The Toms brand strength (based on mission)
- Volunteer component of workforce

CHANNELS

- Word of mouth
- Social media
- Advertising Partnerships
- Network of shoe retailers
- Volunteers to distribute

CUSTOMER SEGMENTS

1. Socially conscious shoppers
2. Communities in need of footwear
3. People wanting to Volunteer

Early Adopters

Brand conscious people currently donating to third world charities

COST STRUCTURE

1. Cost of producing shoes
2. Marketing costs - reduced due to feel good factor
3. Distribution of donated shoes – reduced due to volunteers

FINANCIAL SUSTAINABILITY

1. Revenue from shoe sales \$x per pair. Sold through retail partners
2. Venture is self funded from founder savings. Ownership – combination of private C-corp and charitable foundation



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IMPACT

This would include Toms' Theory of Change and accompanying metrics that demonstrate that their activities are having the impact that they intend (this is complex and I wouldn't want to speculate)