



# THE ACADEMY

— BY THE COBBLERS —

PRESENTATION JUNE 2021

HUSKY



# STEPS TO SUCCESS



## June - September

- Get Artisans to Marketplace Now
- Ramp up the production



## October - December

- Trade School
- Widen MKT approach
- Location Setup

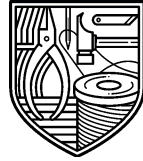


## 2022

- The Cobblers Academy – Approved by FDE



# ACADEMY STUDY PLANS



## THE ACADEMY — BY THE COBBLERS —

### LEATHER WORKS

#### BASIC

- 
- Understanding Luxury
- Anatomy of the Foot
- Basic Shoe Construction
- Basic Bag Construction
- Sustainability

#### PROGRAM

- 
- Wash
- Refinish & Dye
- Men's Shoe Repair
- Woman's Shoe Repair
- Reconditioning & Polish
- Sewing

### SNEAKERS

#### BASIC

- 
- Materials
- Basic Business
- Sneaker Culture
- Sneaker History

#### PROGRAM

- 
- Reglue & Sewing
- Midsole Repair
- Refinish & Dye
- Wash & Deox
- Sneaker Customization



# ACADEMY LAUNCH TIMELINE

PART  
**01**

**Open Enrollment June 16**  
**Classes Start July 12**

- Wash (JM)
- Reconditioning & Polish (JM)
- Refinish & Dye (JM)
- Wash & Deox (Swar)

PART  
**02**

**Open Enrollment July 6**  
**Classes Start July 26**

- Woman Shoe Repair (JM)
- Sewing (Saara)
- Sneaker Midsole Repair (Derrick)
- Sneaker Refinish & Dye (Derrick)

PART  
**03**

**Open Enrollment July 20**  
**Classes Start August 2**

- Men's Shoe Repair (JM)
- Sneaker Reglue (Derrick)
- Sneaker Customization (?)

## LOGIC FOR COURSE STARTING DATE PER PHASE



Work volume



People Required



Service Profitability



# ACADEMY FUNNEL TO MARKETPLACE STAGE 1

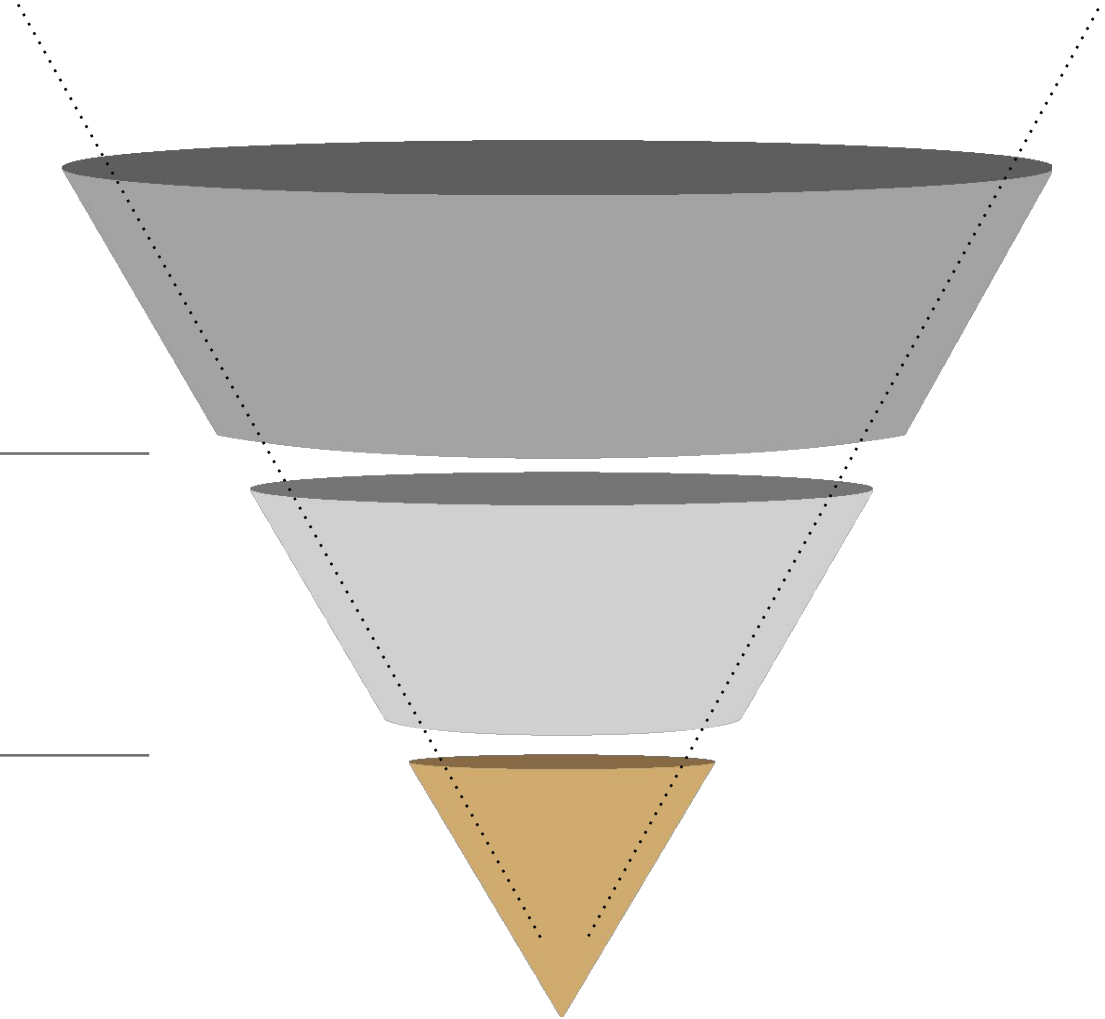
**TARGET OF 10,000  
PEOPLE**

1.5% CONVERSION RATE

**150 TRAINEES**

30% CONVERSION RATE

**50 ARTISANS**







# ACADEMY LAUNCH LEATHER WORKS



## BASIC

### REQUIRED FOR MARKETPLACE

Understanding Luxury  
Anatomy of the Foot  
Basic Shoe Construction  
Basic Bag Construction  
Sustainability

Wash P1

Reconditioning & Polish P1

Refinish & Dye P1

Woman's Shoe Repair P2

Sewing P2

Man's Shoe Repair P3

## ORDER CRITERIA



Work volume



People Required



Service Profitability



# ACADEMY LAUNCH SNEAKERS



**BASIC**  
REQUIRED FOR  
MARKETPLACE  
Using Airbrush  
Materials  
Sneaker Culture  
Sneaker History

Wash & Deox P1

Midsole Repaint P2

Leather Refinishing / Dyes & Medium P2

Reglue & Sewing P3

Sneaker Customization P3

**ORDER CRITERIA**

-   
Work volume
-   
People Required
-   
Service Profitability



# LEATHER WORKS LAUNCH

CLASS	TEACHER	ONLINE HRS	LAB HRS	COST	\$/HR	CAP	POTENTIAL REVENUE	PHASE	OPENING ENROLLMENT DATE	CLASSES START
Wash	Jim McFarland	2	21	\$ 800	\$ 29	6	\$ 3,600	1	16-Jun	6-Jul
Refinish & Dye	Jim McFarland	3	33	\$ 1,500	\$ 45	6	\$ 9,000	1	16-Jun	6-Jul
Men's Shoe Repair	Jim McFarland	2	36	\$ 1,500	\$ 42	6	\$ 9,000	3	20-Jul	2-Aug
Woman's Shoe Repair	Jim McFarland	2	36	\$ 1,500	\$ 42	6	\$ 9,000	2	6-Jul	15-Jul
Reconditioning & Polish	TBD	1	30	\$ 1,200	\$ 40	6	\$ 7,200	1	16-Jun	6-Jul
Rip Work	TBD	2	36	\$ 1,500	\$ 42	6	\$ 9,000	3	20-Jul	2-Aug

CLASS	TEACHER	ONLINE HRS	LAB HRS	COST	\$/HR	CAP	POTENTIAL REVENUE	PHASE	OPENING ENROLLMENT DATE	CLASSES START
Understanding Luxury	Gabrielle Smith	1	0	\$ 0			\$ -	3		
Anatomy of the Foot	Jim McFarland	1	0	\$ 0			\$ -	3		
Basic Shoe Construction	TBD	1	0	\$ 0			\$ -	1		
Basic Bag Construction	TBD	1	0	\$ 0			\$ -	1		
Sustainability	Gabrielle Smith	1	0	\$ 0			\$ -	3		





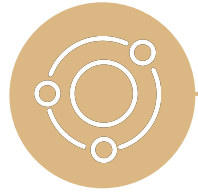
# SNEAKERS LAUNCH

CLASS	TEACHER	ONLINE HRS	LAB HRS	COST	\$/HR	CAP	POTENTIAL REVENUE	PHASE	OPENING ENROLLMENT DATE	CLASSES START
Wash & Deox	Swar	2	21	\$ 1,000	\$ 17	6	\$ 6,000	1	Jun -	15-Jul
Midsole Repainting	Derrick	2	24	\$ 400	\$ 17	6	\$ 2,400	2		15-Jul
Refinish & Dye - Sneakers	Derrick	2	51	\$ 1,500	\$ 29	6	\$ 9,000	2	15-Jul	19-Jul
Reglue & Sewing	Derrick	1	30	\$ 600	\$ 20	6	\$ 3,600	3	20-Jul	2-Aug
Sneaker Customization	TBD	2	60	\$ 3,000	\$ 143	6	\$ 18,000	3	20-Jul	2-Aug

CLASS	TEACHER	ONLINE HRS	LAB HRS	COST	\$/HR	CAP	POTENTIAL REVENUE	PHASE	OPENING ENROLLMENT DATE	CLASSES START
Using Airbrush	Derrick	1	0	\$ 0			\$ -	3		
Materials	Derrick	1	0	\$ 0			\$ -	3		
Sneaker Culture	Jared	1	0	\$ 0			\$ -	3		
Sneaker History	Jared	1	0	\$ 0			\$ -	3		



# STUDENT JOURNEY TO MARKETPLACE



## TARGET

1. Trade Professionals
2. Youth (alternative to University)
3. General Public

- 1. Target mainly by Newspaper & Radio
- 2/3. Target mainly by Social Media & Google Ads



## ACADEMY

80% approval for Certification

- Accessible Education easy transition to workforce



## MARKETPLACE

- Graduate to Senior Leather work after 950h
- Graduate to Senior Sneakers after 480h

- Access to work, infrastructure, community with low investment
- Allows to work while mastering skills



## MARKETPLACE + TRAINER CAPACITY

- Graduate to LW Senior after 1900h
- Graduate to S Senior after 950h

- Access to higher paid work
- Capable of training on site and earning more



# LAB CLASSES AT THE COBBLERS ACADEMY

## FIRST 90 DAYS – TAKING OVER MEETING ROOM



Access for LAB booking will be granted on the last stage of online class only if students got **80% approval** on the final test



LAB classes capacity: **6 students**



LAB classes will have some dummy full classes for **Marketing purposes** for phase 1



LAB classes are planned in **3h blocks**



**Workstations (6 units)** are going to be placed on meeting room for the next 90 days (Average cost per Workstation \$1300)



Machinery on common areas will have to be shared with production for the first 90 days



All the material including **sample shoes, bags and sneakers** will be provided to students.



# ONLINE CLASS PRODUCTION COST



Average Video production cost - \$1200 (no studio included)

Syllabus + Curriculum + course format within Thinkific - \$1400

**Total average - \$ 2600**



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Average Video production cost - \$1200 (no studio included)

Course format within Thinkific - \$500

**Total average - \$ 1700**

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Thinkific annual cost \$948  
(\$79/month)



# POTENTIAL BUSINESS OPPORTUNITIES WITHIN THE ACADEMY

## PRODUCT



## B2B

1

Sponsorship with Material Wholesalers

2

Sponsorship with Brands



# POTENTIAL PROFIT – PER PREREQUISITE CLASS

	1st Quarter	2 <sup>nd</sup> Quarter	3rd Quarter	4th Quarter	1st Quarter	2 <sup>nd</sup> Quarter	3rd Quarter	4th Quarter	Total Potential Profit
LEATHER WORK	\$2 666	\$3 999	\$3 999	\$3 999	\$3 999	\$3 999	\$3 999	\$3 999	\$30 659
SNEAKERS	\$2 680	\$4 020	\$4 020	\$4 020	\$4 020	\$4 020	\$4 020	\$4 020	\$30 820

LEATHER WORK		SNEAKERS	
Average Class Price	\$1 333	Average Class Price	\$1 340
Dedicated to PreRequisite	10%	Dedicated to PreRequisite	10%
Total Number of Prerequisite Classes	5	Total Number of Prerequisite Classes	5
Max number of Students average 1st quarter	100	Max number of Students average 1st quarter	100
Max number of Students average after Construction	150	Max number of Students average after Construction	150