



# 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

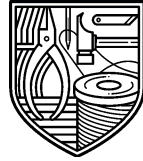


## 2022

- 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

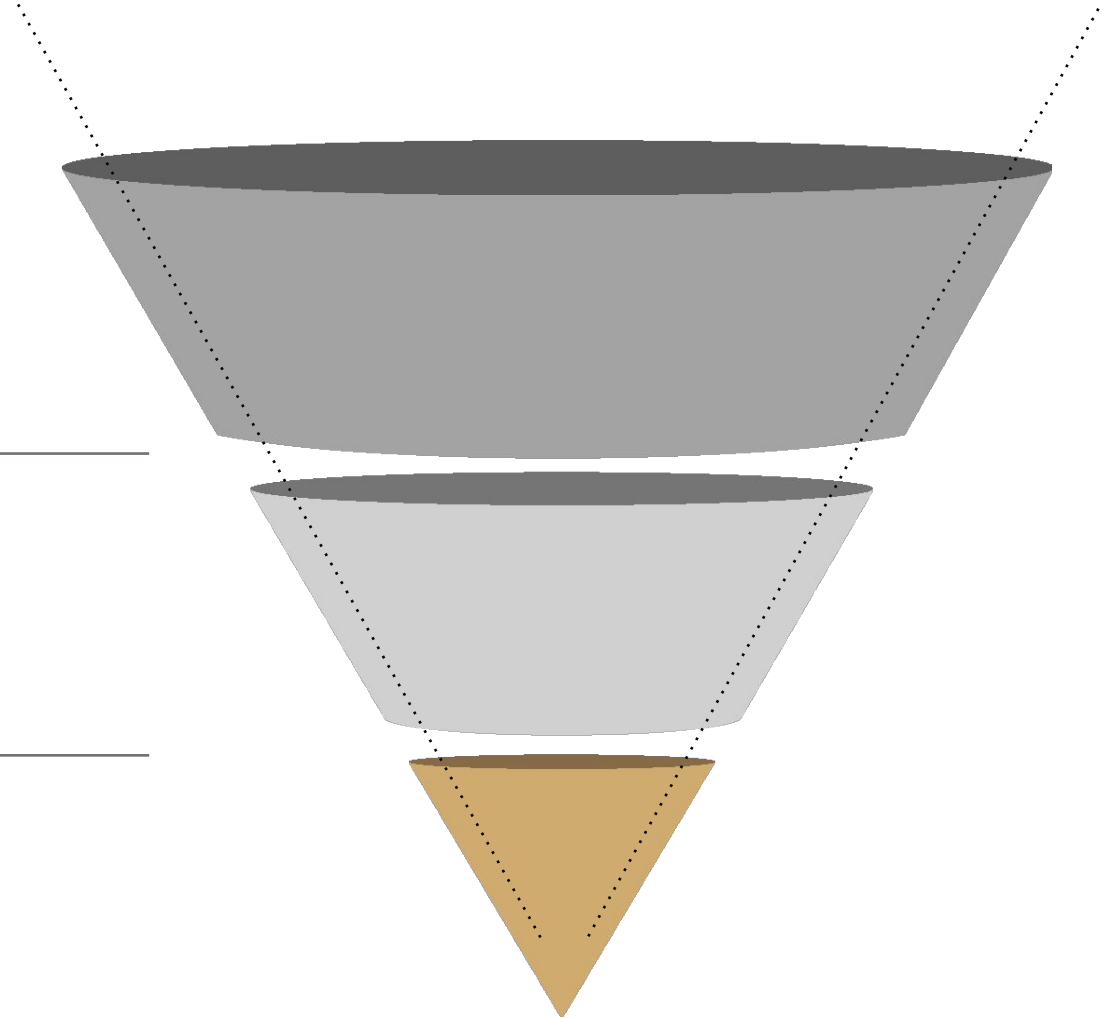
**TARGET OF 10,000  
PEOPLE**

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

|  |  |  |
|--|--|--|
| <br>Work volume | <br>People Required | <br>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     |                         |               |





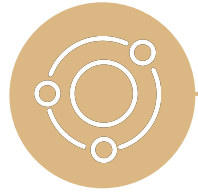
# SNEAKERS LAUNCH

| 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 Thinkfiic - \$1400

**Total average - \$ 2600**



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

Course format within Thinkfiic - \$500

**Total average - \$ 1700**

Thinkiffic 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     |