



## Artisan-Made Sustainable Shoes at Scale

fuchsia



# The Opportunity

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Consumers today are eschewing mass-produced products in favor of the handmade and one-of-a-kind. There is a growing trend in the market for hand-crafted, comfortable and sustainable shoes which is not being served by the traditional players in this space.



**71%** *Millennials  
wants to shop  
Social impact  
brands*

*Handmade Businesses*

**\$32B**

*A year industry*

# U.S. Shoe Market - 2019

\$39B

Non - Athletic  
Shoes



Flats



Sandals/Flip Flops



Clogs



Boots

# fuchsia

A direct to consumer brand making one-of-a-kind artisan shoes for American women

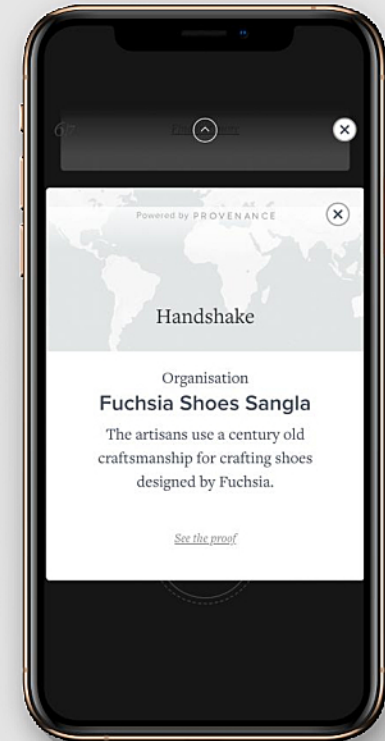
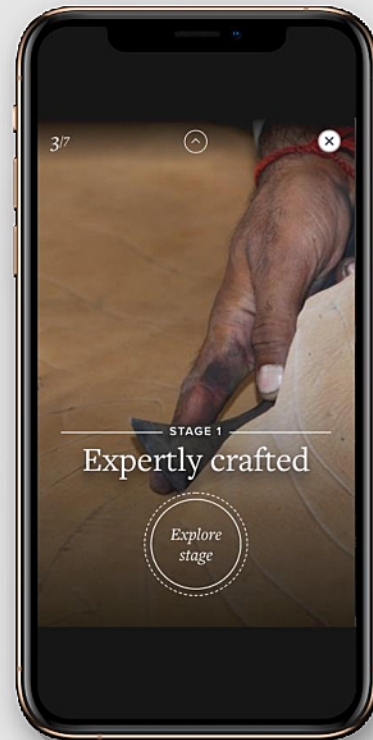
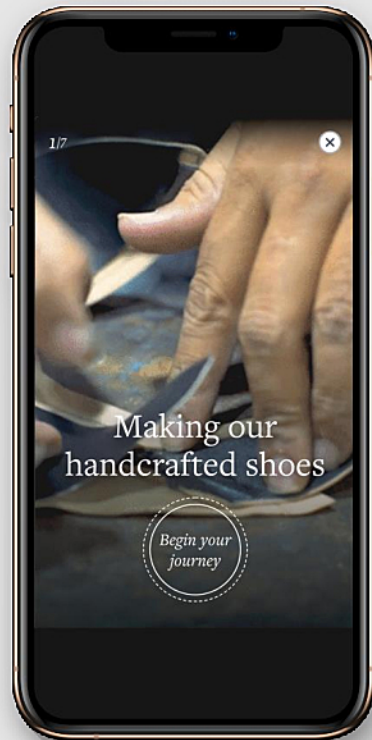


*Accessible    Comfortable    Sustainable*





# Transparency & Stories



# Business Model

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CUSTOMER  
*Buy Products*



FUCHSIA  
*Markups 3x-4x*



ARTISAN  
*Makes 3x more*





# Competition

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Fuchsia brings unique artisan flats along with **transparent product journey and artisan stories** which currently lacks in our competitors.



*allbirds*



# Team



**Afshan Abbas**  
*CEO / Co-Founder*



**Rameez Sajwani**  
*CTO / Co-Founder*



**Jim Huffman**  
*Growth Hacker*



**Elizabeth Geri**  
*Advisor, Ex VP at GAP*



**Farah Ali**  
*Investor, VP at EA Games*



**Luni Libes**  
*Investor & Serial Entrepreneur*





# Good Margin

|   | Retail Price | Landing Cost | Customer Shipping | Markups |
|---|--------------|--------------|-------------------|---------|
| Casual  |              |              |                   |         |
|    | \$75         | \$13.5       | \$9               | 3X      |
| Embroidery  |              |              |                   |         |
|   | \$99         | \$18.5       | \$9               | 3.5X    |
| Wedding   |              |              |                   |         |
|  | \$120        | \$21         | \$9               | 4X      |

# Traction

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**\$200K+**

*Revenue Last  
18 months*

**7000+**

*Customers  
To Date*

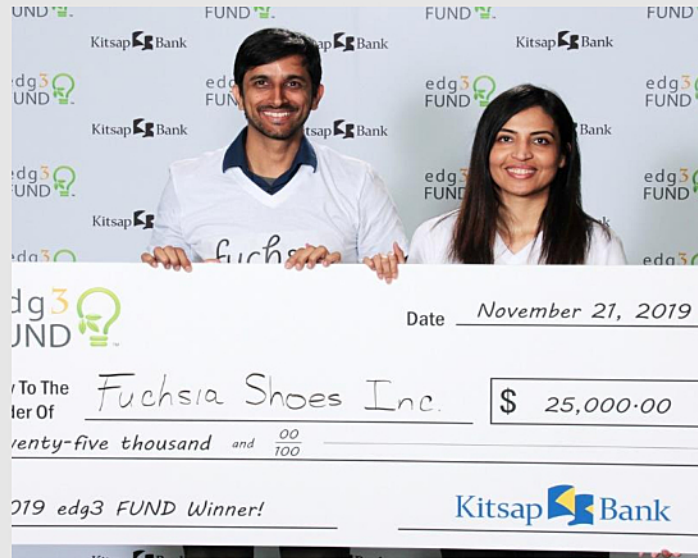
**25%**

*Repeat Customer  
Rate within  
30 days*





# More Traction



*Winner of 2019 Kitsap edge3 fund competition. Details [here](#)*



*Graduated from Social Conscious For-Profit Accelerator – Fledge. Watch Demo Day talk [here](#)*

# Funding Round

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## Raising \$500K

### Basic Terms

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- ❖ SAFE
- ❖ 20% Discount at \$4M Cap

### *Use of Funds in Next 18 months*

### Growth

- ❖ 20,000+ Pairs (goal)
  - ❖ \$2+ Million Revenue (goal)
- 

### Hiring

- ❖ Growth Marketer, Seattle
- ❖ Digital Marketer
- ❖ Supply Chain Manager, Pakistan
- ❖ Textile Designer, Pakistan
- ❖ Fulfilment Specialists, Seattle





Want to Learn More?



[afshan@fuchsiashoes.com](mailto:afshan@fuchsiashoes.com)



206-375-7197

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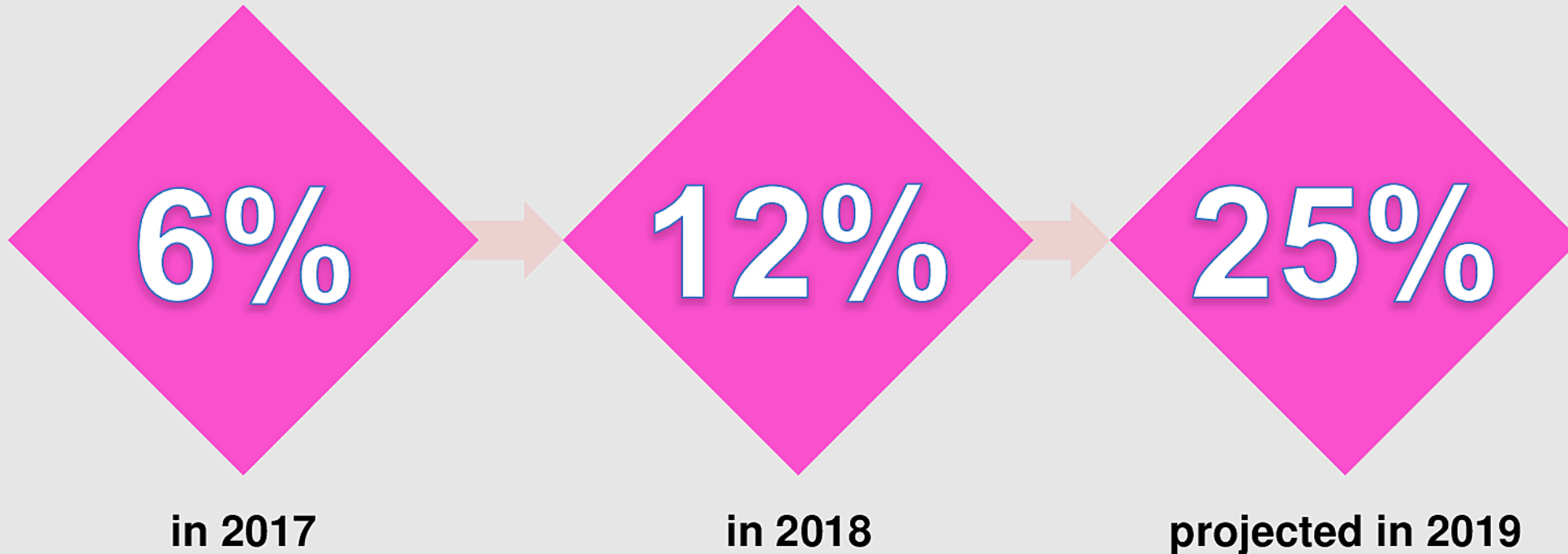
# APPENDIX

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# Customer Repeat Rate

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# Shoe Startups are not dragging their feet

\$170M

In last 18 months, funding raised for shoe related startups

# Testimonials

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*“Wonderfully comfortable!”*

*They were great, I would recommend these shoes for everyone.*

*“It is soft and luxurious...”*

*...but feels strong enough to hold up to lots of wear.*

*“I’m delighted!”*

*These shoes are so beautiful! They are extremely well made, and the fabric is very vibrant.*





# Press Release

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## The Good Trade

*TOP Fair Trade Shoe Brands For Every Occasion. Read <https://bit.ly/2EJJXIH>*



## King 5

*Fuchsia Plans to be the Next TOMS. Watch <https://kng5.tv/2Tom0bE>*



## GeekWire

*Online retailer Fuchsia helps cottage industry artisans get in front of consumers. Read <https://bit.ly/2tOxmlo>*



## Microsoft Alumni

*Creating a platform with a purpose. Read <https://bit.ly/2TpJFbz>*



## 425 Magazine

*Sweet Soles. Read <https://bit.ly/2Ugt1sn>*



## Tech in Asia

*Fuchsia Handcrafted Shoes Kickstarter. Read <https://bit.ly/2BVslfI>*



## Seattle Met

*Fuchsia Brings Traditional Pakistani Ballet Flats to Seattle. Read <https://bit.ly/2fcEhWX>*

# Target Customers

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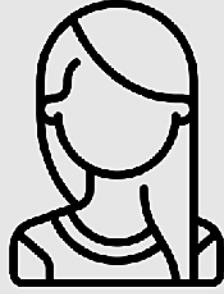


#1

Female

30-54 years old

\$75,000+ income  
Conscious buyers



#2

Female

16-30 years old

Single  
Love fashion  
Love to be unique  
(Daughters of target  
market #1)



#3

Female

19-29 years old

Single  
Dating  
Love fashion  
Love to be unique  
Love shoes



#4

Female

55-74 years old

\$100,000+ income  
Grandmother looking  
for the perfect gift for  
her granddaughters or  
for themselves