



An AI platform that creates **footwear** with **predictable** demand

Create, test, and validate winning footwear concepts before production begins. Cut R&D spend and get products to market faster.

Seed Round · **€320,000** for 10% equity

Creative Illusion: the footwear industry still relies on outdated development methods

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- The global footwear industry produces more than 20 billion pairs of shoes every year.
- Despite this scale, most product development processes remain manual and fragmented.
- Brands depend on designers, factories, and suppliers working through slow iteration cycles.
- Digital tools for footwear product development remain extremely limited.

A detailed illustration of a shoe factory floor in a state of chaos. In the foreground, several men in business casual attire are seated at a table, looking stressed and overwhelmed. The table is cluttered with shoe prototypes and papers. Behind them, a large wall is covered with shoe designs and labels like 'DEVELOPMENT CHAOS', 'ITERATION WALL', 'REJECTED', 'SLOW PROCESS', 'SLOW PROECING', 'NO SOURCING', and 'TOO ESPENSIVE'. To the right, a large industrial funnel is labeled 'HIGH R&D SPEND / WASTED FUNDS' and 'SLOW-TO-MARKET OUTPUT'. Money is being poured into the funnel, and a pile of shoes is falling out of the bottom. In the background, workers are seen on a mezzanine level, and shelves are filled with boxes labeled 'SEASON 2024'. A calendar on the wall shows 'SEP 2024'. The overall atmosphere is one of disarray and inefficiency.

The Process Chaos: Footwear product development is slow, expensive, and **risky**.

- Large R&D investments required for each collection
- Product decisions often based on intuition
- Market validation happens after production
- Failed collections create costly unsold inventory

Financial and Ecological Disaster

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Gap from Guesswork

- Manual chaos: 10+ specialists guessing what the market wants.
- 30% waste: millions of dollars go to landfill every year.
- Post-production testing: failure is discovered only after the product already exists.

Data-Driven Accuracy

- **Optimized efficiency:** 1 specialist instead of 10.
- **Market-aware generation:** concepts are shaped by real market parameters — geography, price segment, positioning.
- **Grounded in real components:** generation is constrained by actual manufacturable parts, not abstract output.



27+ years of footwear manufacturing experience combined with **investment expertise** and **AI-powered** product analytics

- AI-powered generation of footwear concepts
- Research into market directions for collections
- Validation of product ideas before production
- Reduced market risk in footwear development

ANKKA is not another black-box startup. It's built on deep, data-backed experience in real-world R&D validation, and trained on thousands of commercial cycles.

Irina Kremen

27+ years in fashion footwear — brand and collection development, and operational production management.

Professional expertise: industrial design, product strategy, and factory process organization.

Daria Kostiuk

15+ years in investment banking — Goldman Sachs (New Markets Equities Sales, 2009–2011), URALSIB (Equity Sales & Trading, 2007–2009); experience with institutional clients, IPO placement, block trading.

MA in English Linguistics, MSLU. Leads fundraising and investor communications.



Real Footwear Components as the Starting Point

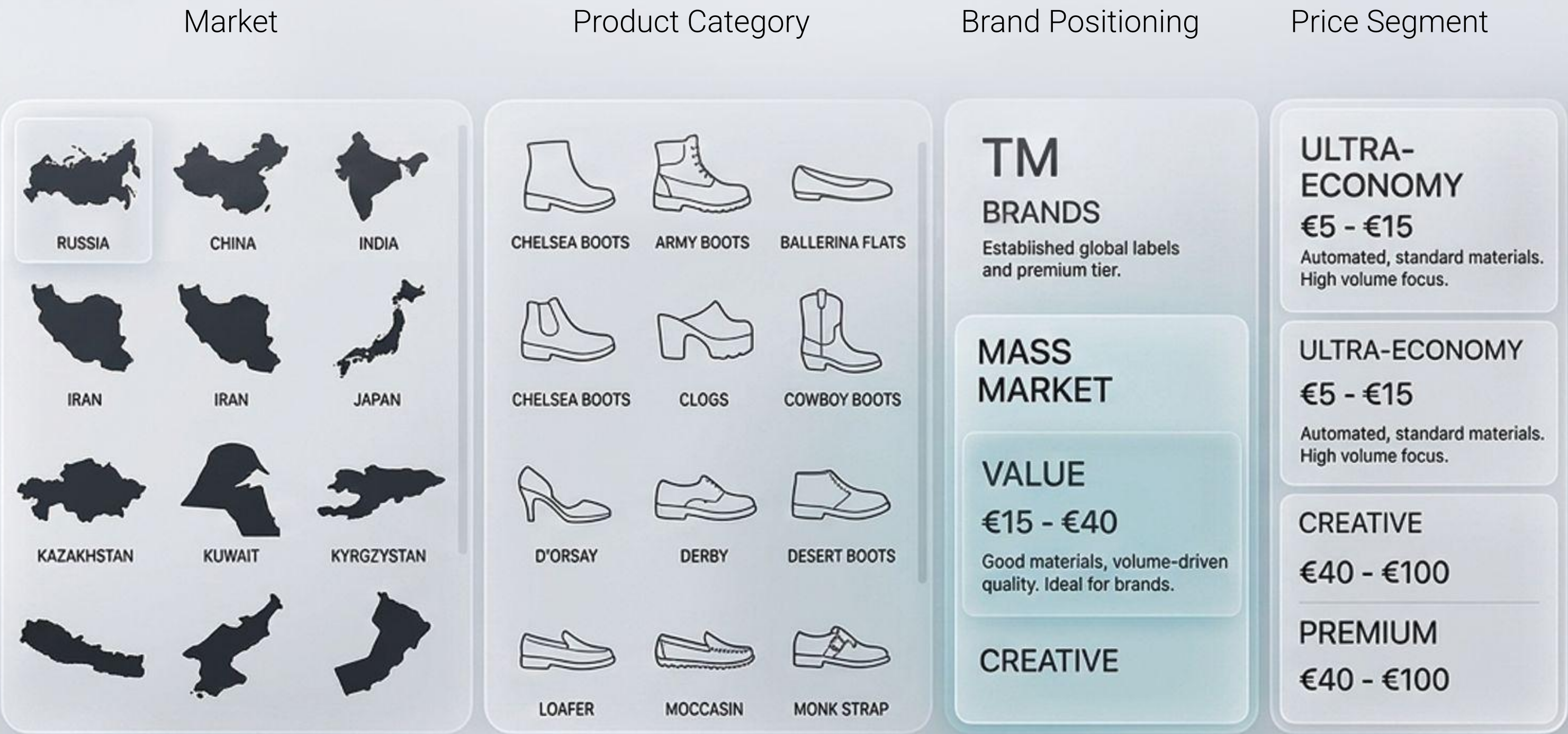
AI starts from real footwear components used by manufacturers worldwide.



How **Brands Define** Product **Strategy**



Brands define market, style, and price positioning before generating product concepts.



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Russia
Desert boots
€15 - €40
Creative Segment

From **Components** to **Product Concepts**

AI generates multiple footwear concepts from a single component based on selected market parameters.



Replacing Traditional Product Development

ANKKA



€2 999
/month

Customer

Traditional development costs €20k+ per month. ANKKA replaces it with AI product intelligence saving over €10k/month compared to traditional R&D

Market research
& marketing
€10 000/month

Traditional Product Development
Design teams
€12 000 +/month

€380B

Global **footwear**
market

€30B

annual **R&D** spend on
footwear products

€8.96M

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Projected ARR

(Year 5: bottom-up model
projection)

Strategic Market **Entry: €8.96M ARR** (Year 5 Projection) ⚠ ⚠ ⚠ ⚠ ⚠



Scalable SaaS Adoption

Paid subscriptions

- ~15% conversion from 52 pre-qualified target accounts
-> 10 Year 1 customers

Ecosystem Integration

Sales engagement

- cold email
- cold calls
- meetings at trade fairs
- product demo

Pilot Validation

52 Pre-qualified Accounts (24 Turkish + 28 EU)

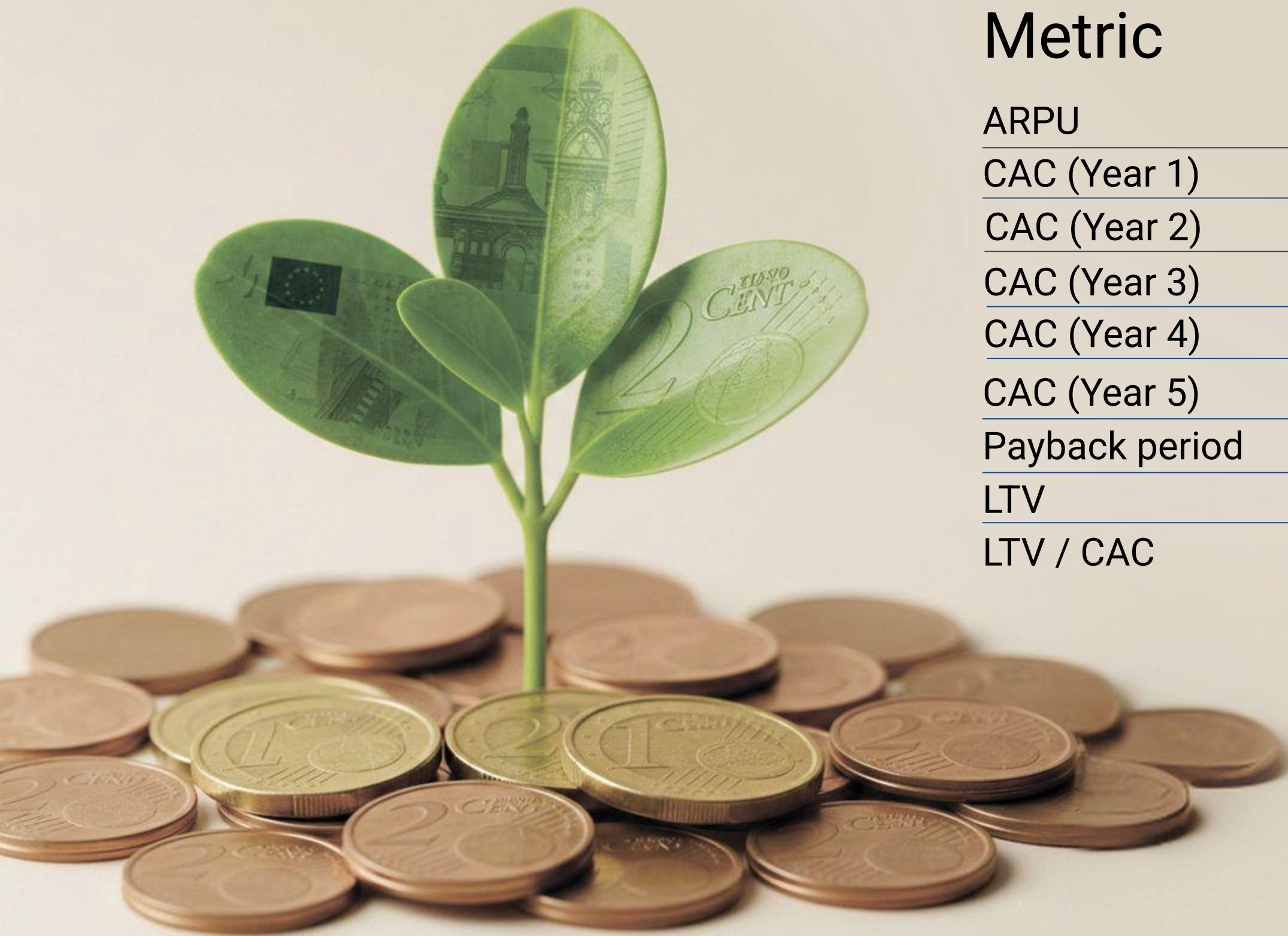
- footwear brands
- manufacturers
- private label producers
- design studios

Strategic Hub Entry

Footwear industry ecosystem

- trade fairs (MICAM, Lineapelle, AYMODO)
- industry databases
- supplier networks

Unit Economics

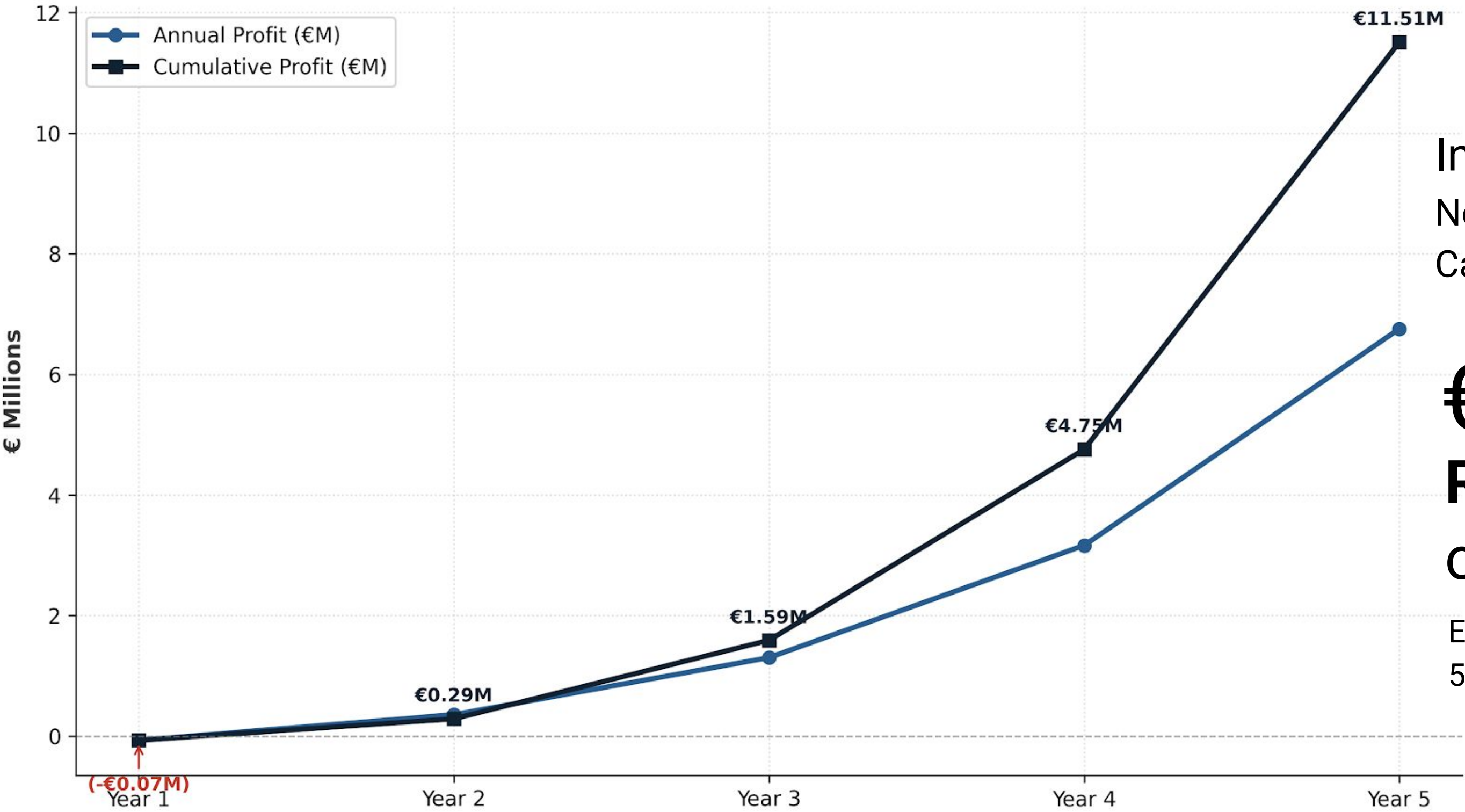


Metric	Value
ARPU	€2,999 / month
CAC (Year 1)	€1,200
CAC (Year 2)	€3,000
CAC (Year 3)	€2,520
CAC (Year 4)	€2,040
CAC (Year 5)	€1,528
Payback period	< 1 month
LTV	€71,976
LTV / CAC	~ 24.0x

Profit Growth and Return on Investment



Profit Growth & Cumulative Profit (€M)



Investment: **€320K**
Net Loss Year 1 (-€69K) /
Cash-Flow Positive from Year 2

€9.0M
Return
on Investment

Estimated 10% equity value at Year
5 Exit (based on ~10x ARR multiple)

Use of Funds



Seed round: **€320,000** for **10%** equity

Infrastructure (GPU/Cloud)

1,9%

China Sourcing Trip

2,5%

Team & Payroll (Year 1)

30,3%

Cash-Flow Positive & Next Round

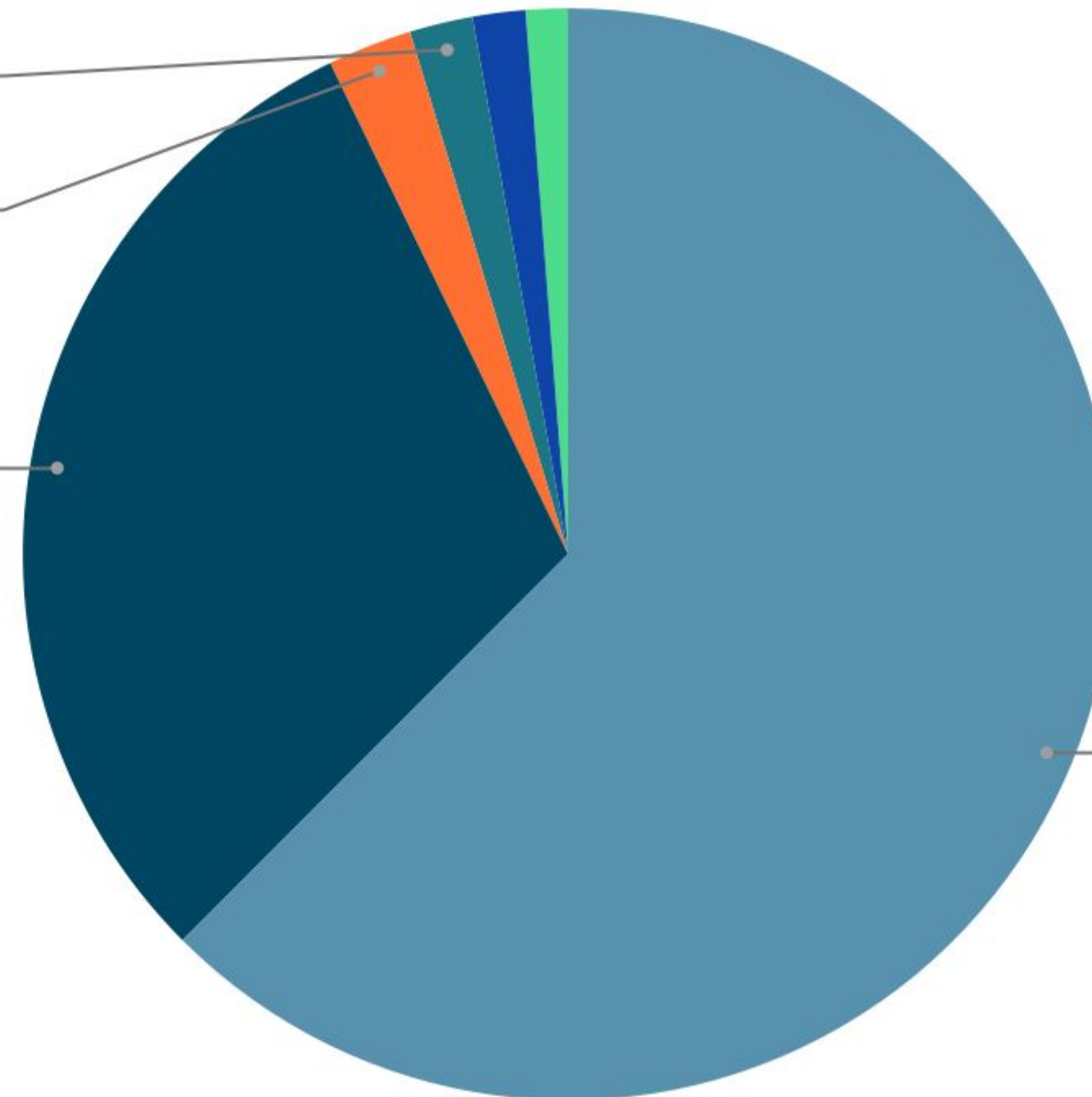
The platform achieves positive cash flow in Year 2 (+€357K profit). No follow-on funding is required for company survival; subsequent investment will be optional and raised exclusively to accelerate international growth

18+ Months Runway

Year 1 planned budget is €120,000 (37.5%). The remaining €200,000 (62.5%) forms a dedicated buffer that carries into Year 2, fully covering the Year 1 net loss (-€69K)

Runway Buffer (Year 2)

62,5%



Q3 2026: Prototype Rebuild

- Rebuild the AI prototype
- Restore the SDXL pipeline
- Internal testing
- Prepare demo stands



Q4 2026 — Validation

- Demos for manufacturers
- Pilot testing
- UX improvements
- EU patent preparation

Q4 2026 — Platform Development

- Web platform interface
- Component library integration
- Design parameter system
- Industry network expansion

Q4 2026 — First Sales Launch

- Pilot subscriptions
- Manufacturer partnerships
- Expanding the EU manufacturer base
- Initial B2B adoption

Q1 2027 — Market Entry

- Contracts with EU brands
- Expansion into Spain and Portugal
- B2B distribution partners
- Filing for Italian patent



ANKKA

Daria Kostiuk — Fundraising & Investor Relations

15+ years in investment banking and equities sales

Executive Director at Goldman Sachs (New Markets Equities Sales, 2009–2011) and Vice President at URALSIB (Equity Sales & Trading, 2007–2009) — work with Russian and international institutional clients, IPO placement, block trading

MA in English Linguistics, MSLU

Leads fundraising and investor communications for ANKKA

Irina Kremen — Co-founder / Industry Expert in Footwear Manufacturing

27+ years of experience in product development, brand building, and production management
Led collections, factory pipelines, and product strategy for international markets
Expertise in industrial design, footwear manufacturing, and commercial cycles — the foundation of ANKKA's product analytics system

Pavel Komarov — Entrepreneur and product strategist with experience building digital platforms and tech startups
Founder of IndexCode SRL (Italy) and several digital products
Previously led a company that received official *Innovative Startup* status under Italian national law
Focus: product architecture, AI platform strategy, and business development

Technology and Industry Expertise

ANKKA combines deep footwear manufacturing expertise with AI-powered analytics, enabling brands to create and test successful footwear concepts before production begins.

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