

# SICK-SHOES

## Customized Recycled Footwear



# REAFRIC CREATING VALUE SUSTAINABLE DEVELOPMENT



# Problem

Kibera slum a home of 1.3 millions people, 1000 tons daily.

**With no basic social services ; Waste management plans**

**This has led to harmful environmental pollution causing environmental risks**



# Solution

We promote **recycling** by producing customized recycled shoe.

- reduce **environmental** risks,
- create **employment**,
- Offer **scholarship** opportunities



# How it works

A broad spectrums  
of waste materials  
are used to make  
Customized  
Footwear

- Leather,
- Synthetic
- Sued and jeans
- Used vehicle tires
- Kitenge textile

Finished with comfortable lining

- Breathing
- Absorption
- Flexible
- Water proof



# Business Model

## **Shoe sales**

**3500 Kes/pair**

- **Individual clients**
- **University students**
- **Local stores**
- **US/Europe**

## **Training**

**10,000Kes**

- **Passionate youths**
- **Women**
- **Young mothers**

# Marketing Strategy

- Internet platform ( e-mails, website)- 25%
- Referrals – word of mouth 50%
- Social media- 20%
- Out lets( strategic malls/shops)- 5%



# Potential partners



*Bata*

In plan to negotiate with  
TOMS SHOES & ENDA SHOES

# Milestones

2017/**2018**

- Created 21 job opportunities
  - 1864 pairs of shoes ; less than 5% defect
  - Provided 7 scholarship opportunities
  - Recycled 41 tons
  - Trained 16 youths

# Projections

**2024/2030**

- 75 more new job opportunities
  - 50,000 pairs of shoes ; less than 5% defect
  - Provide 20 more scholarships opportunities
  - Recycle 200 tons of waste materials
  - Trained 60 youths
  - Connect at least 15 with employment opportunity.

# Scalability plan

Raise capital for setting up a fully fledged production facility equipped with machinery tools and equipments.

1. Buying leased production space
2. Setting up fledged 40ft shipping container
3. Buying machinery,tools and equipment
4. Working capital
5. Setting up the sales outlets
6. Bulding digital marketing platforms

Total = Ksh. 4,800,000

**Julius O. Otieno** – Founder

Marketing, Business  
Development, Branding

**Winnie Joy** - Fashion & Designer

Developing Design of the  
shoe products.

**Joseph Ogadah** – Production  
manager. Product  
development.

## Team

