DECA WRLC 2020 Footwear Design Competition Instructions

1) Carefully review all the information offered in the design brief, paying careful attention to all the details provided.

2) Begin designing your shoe. You can create a design on your own, either with a sketch or digitally, or visit https://kicksart.com/ to download a template to help with the development of your sneaker.

3) As you begin, be sure to note all aspects of your creative process. What is the inspiration behind your design? Why did you choose this colorway? Who is your consumer and how might that influence any design elements?

4) Establish a retail sales price and explain why you think consumers will purchase your product.

5) Record your “pitch” video (please limit to between 60 and 90 seconds) making sure to SHARE your design along with your inspiration for the design and any key elements and explain your plan for marketing and promoting the product.

6) Upload your video to: https://forms.gle/VfIkLCy5xZGgkQ1BA

7) Entries are due no later than Wednesday, November 11th by 5:00 PM PST.

8) Our panel of highly experienced footwear developers will review competition entries and choose the top three designs. Judges will evaluate based on creativity, marketing strategy, and how well you met the needs of the consumer. These entries will then be posted to Instagram for a “fan vote” to determine the winning design. Prizes will be awarded to the top three finishers!

ABOUT PENSOLE HIGH SCHOOL
Considering a career in footwear design? PENSOLE HIGH SCHOOL (PHS) is a multi-discipline pre-college design program organized by Pensole Academy for high school students.

Learn more about Pensole’s academy for high school students: https://pensole.com/learn/pensole-high-school/
# DECA FOOTWEAR DESIGN COMPETITION BRIEF

## “UP & OUT”

### PROFILE

**I AM A(N) ATHLETE** (13-21 YR OLD)

“HELP ME MAXIMIZE ENERGY TO PROPEL ME FORWARD.”

### TEAM GOAL

- Increase the amount of energy return
- Improving the comfort and lockdown by integrating the fit system

### PRODUCT BENEFITS

1. Primed for forward motion: Energy return reoriented to propel you forward (Tilted Zoom)
2. Liquid fit: Improved in-shoe pressure distribution.
3. Optimized Euro-step: Extend further to create more space. (Shin angle increased)

### WHAT EXPERIENCE / BENEFIT DO WE WANT TO DELIVER? WHAT’S BETTER THAN LAST YEAR?

- Create sensation of propelling forward with greater ease; downhill both ways
- Rated more comfortable than the 3 by wear testers.
- Create awareness in the athletes of a more connected fit throughout extreme movements
- Give the athlete greater confidence to create space with their movements by increasing the efficiency of shin angle.

### TESTING

**MEASURABLE BENEFIT:** 10% more efficient shin angle entering Euro-step

**Mechanical:** Run Lab testing and compare performance differences of cushioning platform with a focus on the forefoot between FREAK 3 & 4. Evaluate the difference and improve to create a new experience & sensation.

**Long-term & Dynamics:**
- Round 1: M Dynamic Test – Proof of Concept testing
- Round 2: M Dynamic Test & M LTWT
- Round 3: M Dynamic Test, M LTWT, WMNS Test Drive

### BENEFIT HIERARCHY

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<td>LIQUID FIT</td>
<td>SHIN ANGLE</td>
<td>TILTED ZOOM</td>
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- The most dynamic athlete on the floor
- Adding the Euro step to their repertoire, what was once a rare move used by few is now a common move used by many/all
- On court functionality is just as important as on court swag, balance
- Focused on the evergreens of fit, ride and traction being exceptional, this athlete and consumer are giving maximum effort every minute they are on the floor. Their product must support that mindset.
- Fun, youthful expressions in the form of storytelling, color blocking and graphic executions are important
- Expecting the next proposition to continue to be better than the previous rendition

### ATHLETE DESCRIPTION

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