

***Phew!!!***

THE ART OF RUNNING FAST

Some say there fast



Maybe if you stole something  
you would "LOOK" fast.

People always  
"LOOK" fast  
for some  
reason....  
when  
there  
taking  
something

Na

Na

Na!



But fast....  
Compare to  
who?

Don't do that



If I was you

My shoes will help



But, I would learn  
the art of running fast  
before you put my shoes on.

Don't get caught running  
slow in my shoes...you'll look silly.  
Let me school you.  
I have to school you.

***Phew!!!***

THE ART OF RUNNING FAST

# VISION

IN  
THE  
CLOUDS

## CUSTOMER

SPORT SPECIFIC:  
BASEBALL, LACROSS,  
FOOTBALL  
SPORT PROFESSIONALS

1) NIKE: JUST DO IT  
STUPID TRAINING  
2) NONE

## COMPETITION

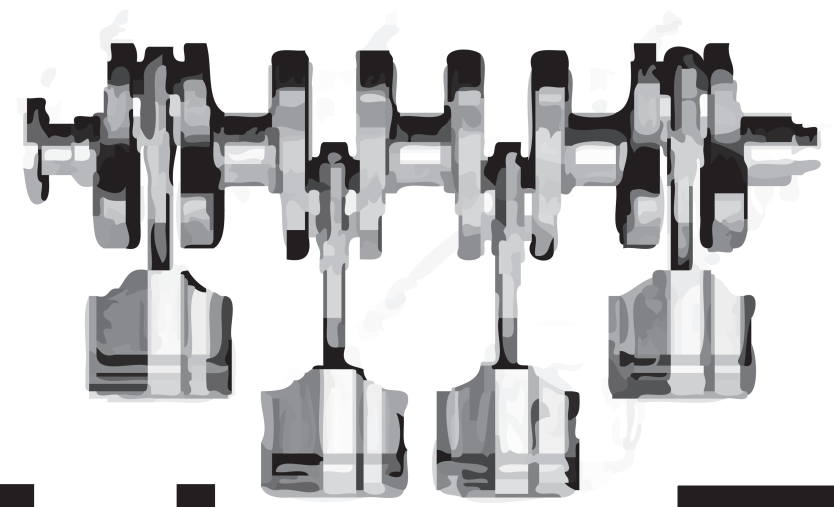
OUR  
REASON  
TO EXIST

PARGONIA  
POP SHOPS  
INTERNET  
PROFESSIONALS

## BUYERS

***Phew!!!***

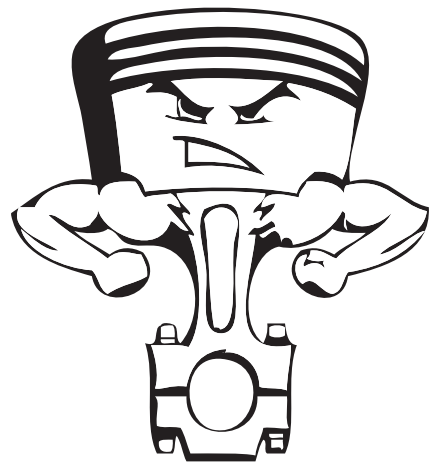
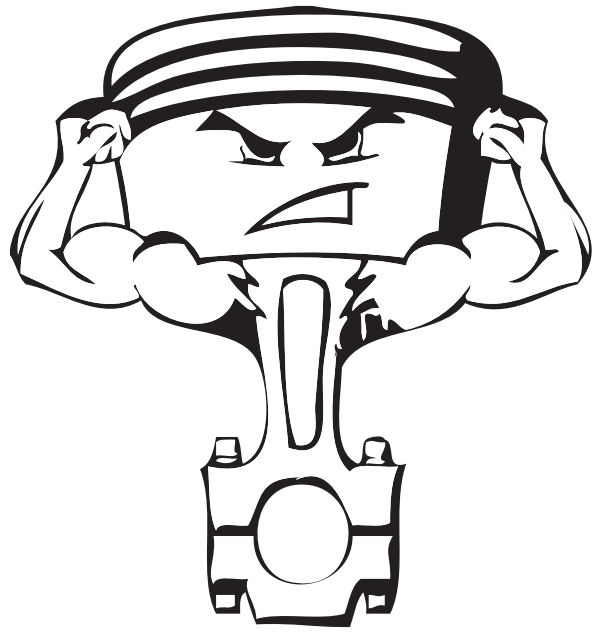
1...2...3



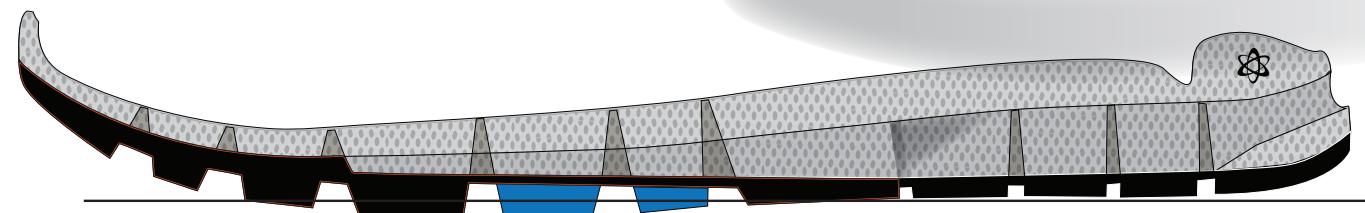
# GET HERE

LEFT LEG

RIGHT LEG



1...2...3

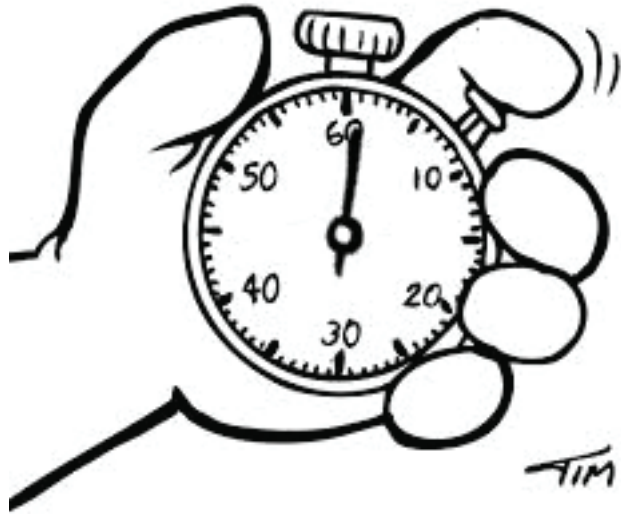


HEEL BASE

**GETTING INTO FAST RUNNING POSITION IS EASY. WHY?**

BECAUSE POSITION 1 IS BUILT INTO THE OUTSOLE DESIGN. FOREFOOT OUTSOLE LUGS ARE SIZED HIGHER THAN HEEL BASE THEREBY LIFTING HEEL HIGH INTO FORWARD MOTION . RUNNING GAIT STARTS AT BALL OF FOREFOOT FORWARDING TO INCREASE MOMENTIUM OF YOUR STRIDE. NOW THE WORK IS UP TO YOU.

***Phew!!!***



00:00:01

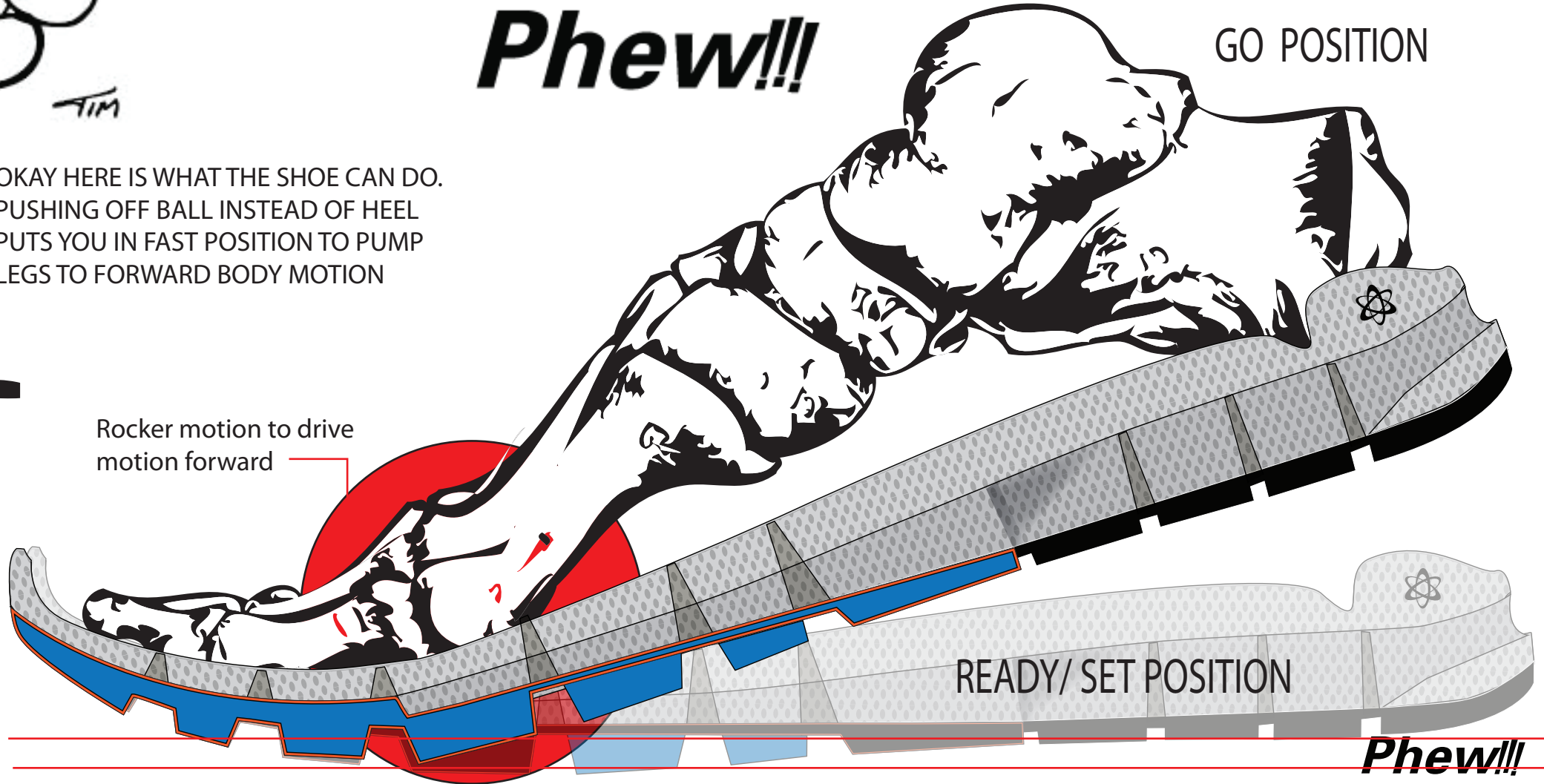
**Phew!!!**

GO POSITION

OKAY HERE IS WHAT THE SHOE CAN DO.  
PUSHING OFF BALL INSTEAD OF HEEL  
PUTS YOU IN FAST POSITION TO PUMP  
LEGS TO FORWARD BODY MOTION



Rocker motion to drive  
motion forward



READY/ SET POSITION

Normal start position to go fast  
Phew!!! start position

**Phew!!!**



## RHYTHM LITE BEEPS

TIMING STEPS, AND OFFERS  
NEW SOUND CALCULATIONS TO MIMIC  
STEPS TO REACH SPEED GOAL.

## SENSOR

EMBEDDED  
IN SOCK POCKET  
TO MONITOR  
FOOT MOVEMENT

## SENSOR

MONITORS STEPS.  
TAKES CALCULATIONS  
ON SPEED, AND OFFERS  
NEW STEP RHYTHM TO REACH  
SPEED GOAL

**NOTE:** BLUETOOTH INFO IS DOWN  
LOADED TO PHONE APP FOR RESULTS  
COMPARISONS AND INFO STUDY ON RUNNING  
IMPROVEMENT



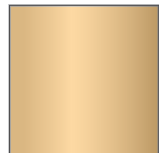
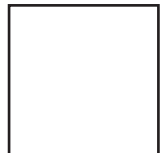
# ENGAGE

THE  
RUNNER  
ON THEIR PERFORMANCE

**Phew!!!**



# GAME SHOE



***Phew!!!***



# CROSS RUNNER



*Phew!!!*



# NUTZ SPRUNNER



*Phew!!!*



# CROSS SPRINTER



***Phew!!!***

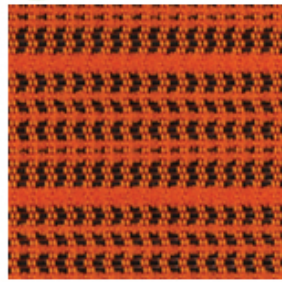
# OUTSOLE MECH 1

CLEAT

# OUTSOLE MECH 2

CROSS TRAINER

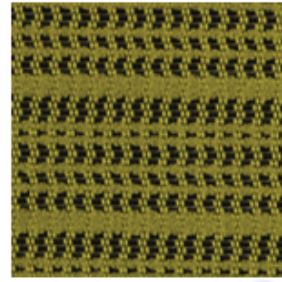
# MATERIAL CAST



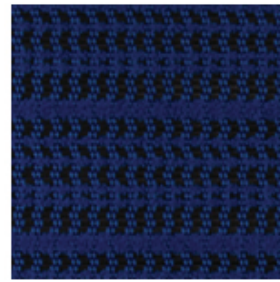
Orange Mesh KMD33



White Mesh KMD36



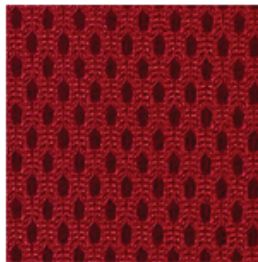
Green Mesh KMD-34



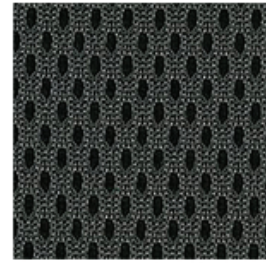
Blue Mesh KMD-35



Navy [208]



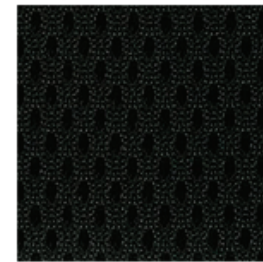
Crimson [14]



Charcoal [908]



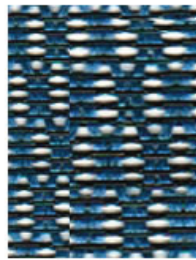
Royal [3006]



Black [9009]



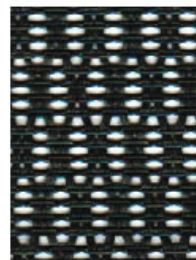
Sandstone Mesh



Cobalt Mesh



Silica Mesh



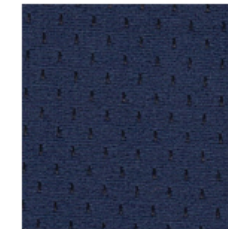
Black Mesh



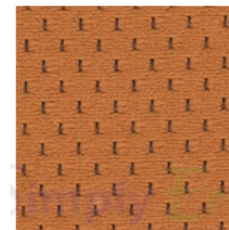
Grey Fabric A24307



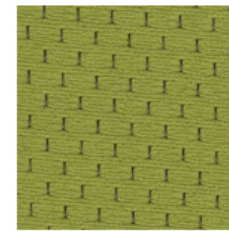
Beige Fabric A24301



Blue Fabric A24326



Orange Fabric A24335



Green Fabric A24307



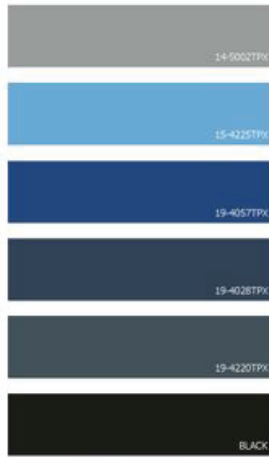
Black Mesh KMD-31



Black/White Mesh

*Phew!!!*

LUXURY SPORT



MODERN FARMER



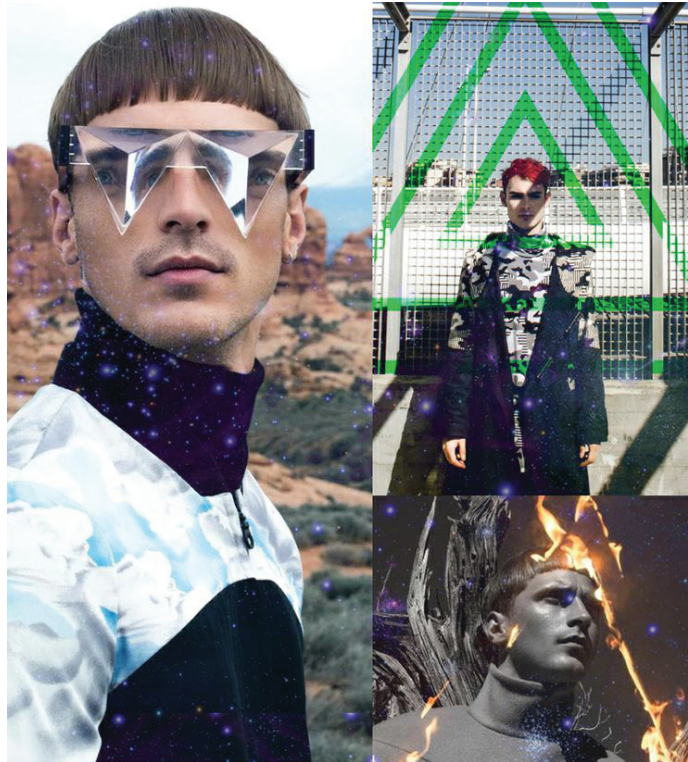
daddy arty



COLOR FORCAST



*Phew!!!*



ALIEN NATION



FASHION CAST



*Phew!!!*