

**THE
FOOTWEAR
INDUSTRY
IS CALLING
— WHO IS
GOING TO
ANSWER?**

FTWR CREATORE
Research Dept.

LEE CROY

ftwrsrvcz.com

WHAT A TIME...

The footwear industry is in a state of dynamic change with shifting tides on the horizon and fertile soil beneath our feet.

From tariffs and ai, to additive manufacturing, bio-tech materials, and mind shoes, to rising underdogs and ambitious startups,

— *a new FTWR frontier is upon us.*

FTWR CREATORE
Research Dept.



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the calling

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Research Dept.



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“

FOOTWEAR IS FOUNDATIONAL

FTWR was born out-of-necessity
& became our man made
connection to mother earth.
Shoes provide the path to pursue
our full potential, protecting us &
enhancing her earthly elements
on our journey home.

LEE CROY

”

I AM CALLED TO

**BUILD
CUSTOMER
SENTIMENT &
DATA-BACKED
INSIGHTS**

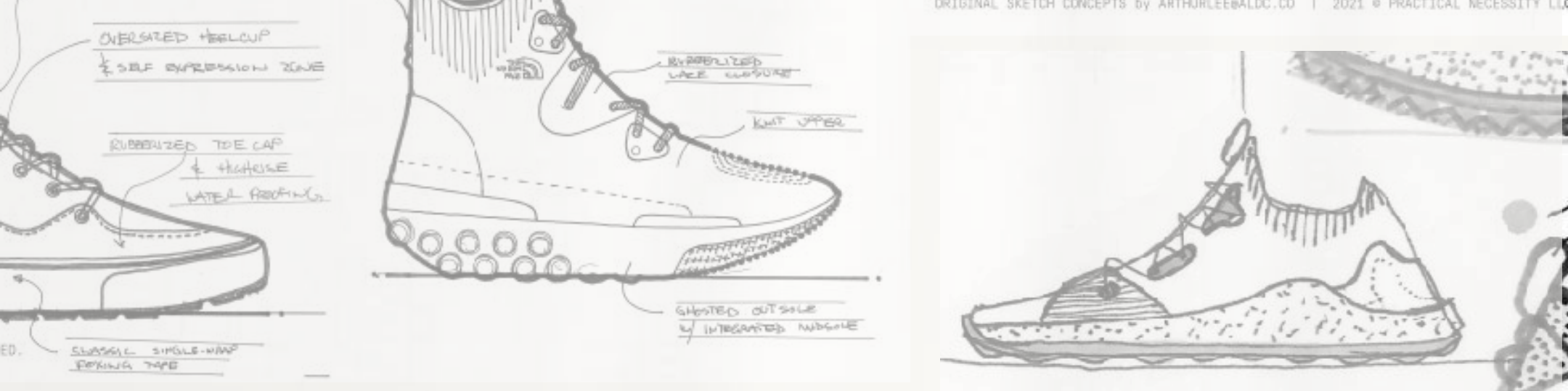
&

**CREATE
NEXT-GEN
FOOTWEAR
EXPERIENCES**

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the expertise



I PROVIDE

STRATEGIC
INTEGRATIVE
INNOVATION

With a deep focus on expanding my skills in FTWR craft *at scale* and a desire to collaborate with cross category leaders on core collections, considered capsules, retail experiences & branded moments.



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STRATEGIC

INTEGRATIVE

INNOVATION

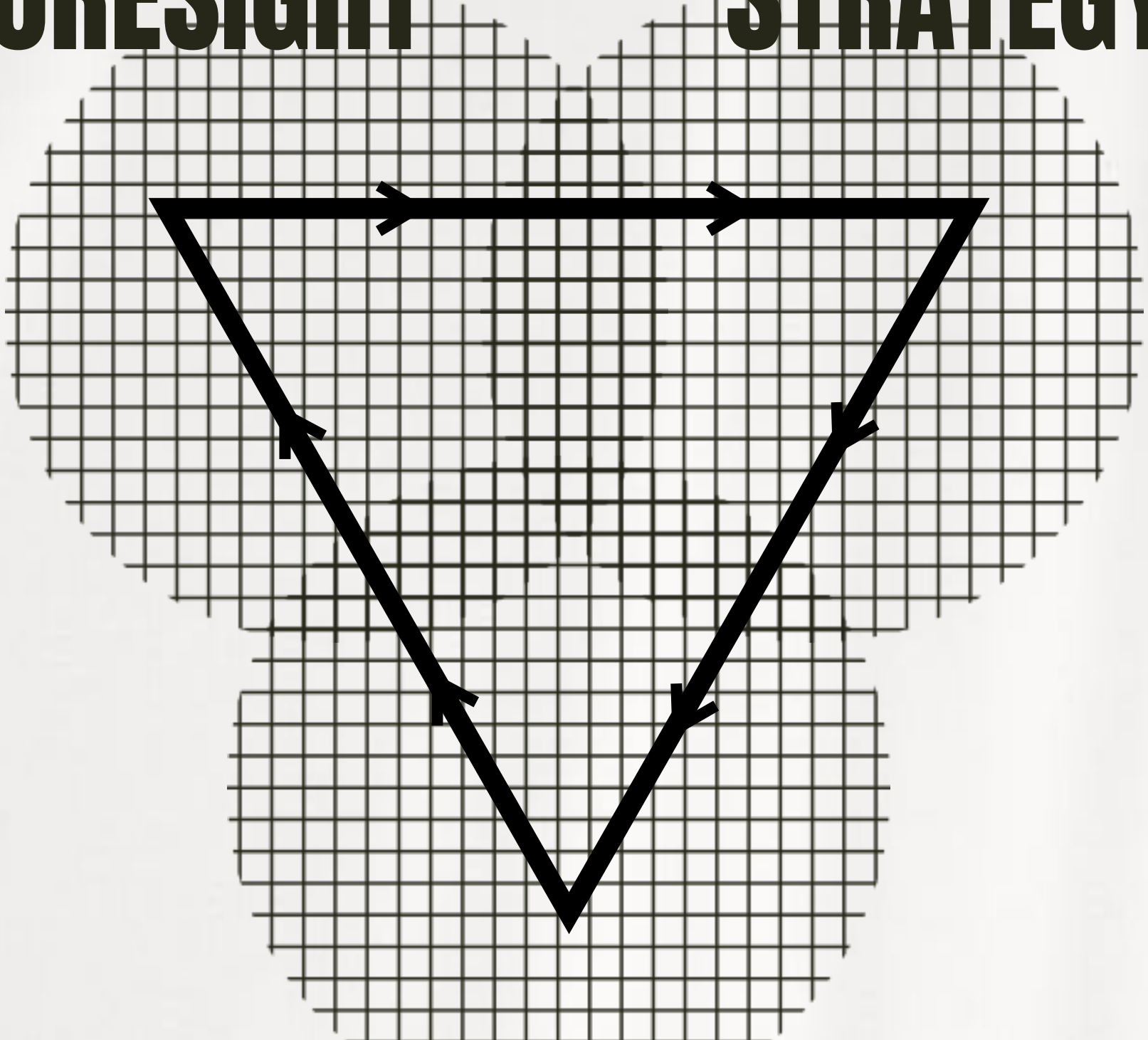
A three pillar regenerative process backed by 20 yrs in R&D + 20 yrs in Brick & Mortar retail combining knowledge & vision into expertise.

IMMERSION

**CONSUMER
INSIGHTS &
FORESIGHT**

IMAGINATION

**BRAND &
PRODUCT
STRATEGY**



**MERCHANDISE
PACKAGING &
RETAIL EXPERIENCE**

INTEGRATION

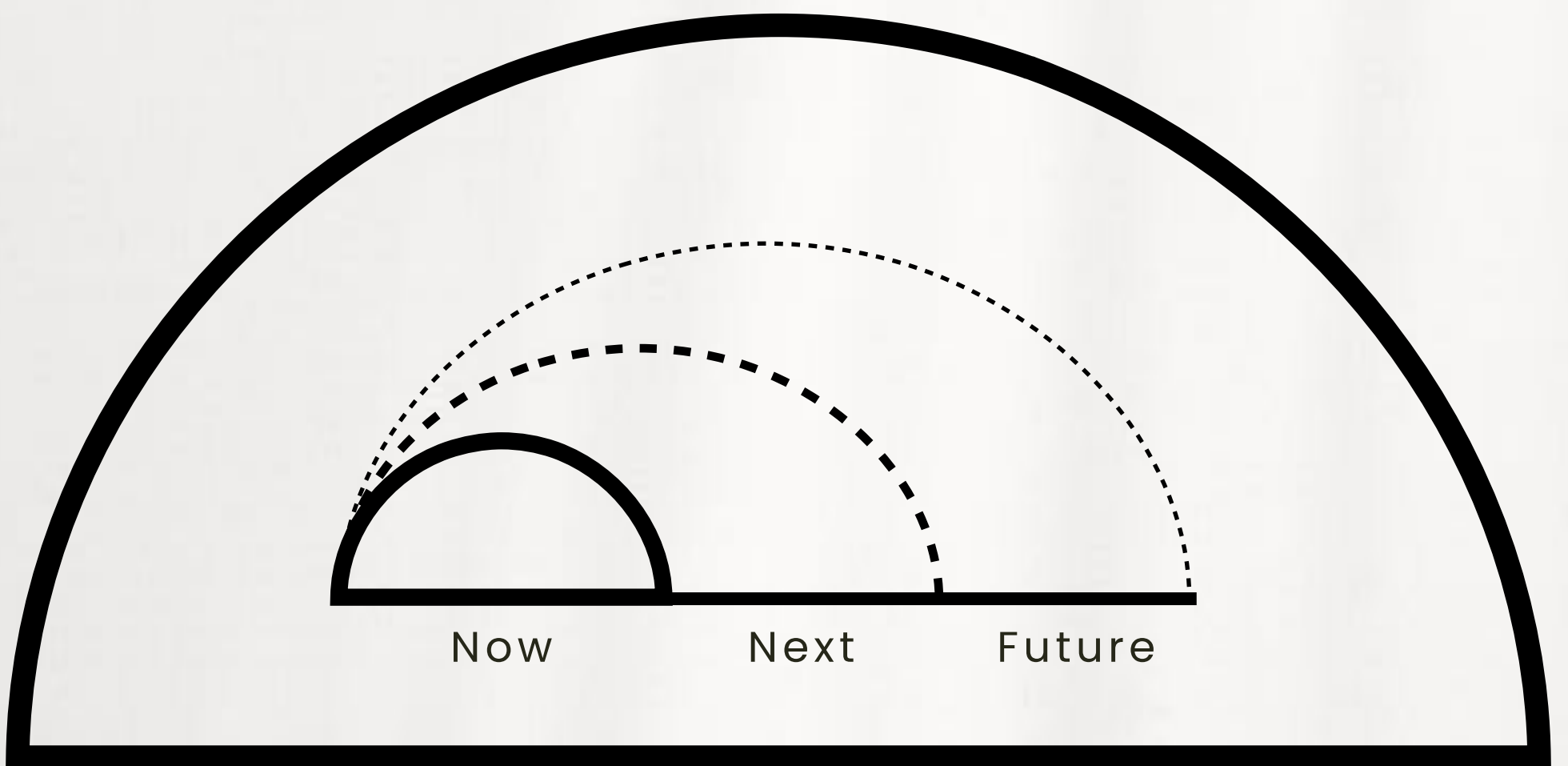
IMMERSION

CONSUMER INSIGHTS & FORESIGHT

*Through deep listening, analysis, & synthesis,
I build data-backed-insights to help sharpen
the lens of your brand telescope.*

QUALITATIVE FIELDWORK
MARKET RESEARCH
TREND FORECASTING
CUSTOMER SEGMENTATION
DATA ANALYSIS & SYNTHESIS
WORKSHOP DESIGN

Retailer



Athlete

Customer

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...attention will move from the phone

...are becoming smaller each day with bite size interactions and information moving to our eyes. The tablet will continue to be the place to dive deeper and wider into our ideas and actions? How will the tablet encourage our eyes to come up to create better interactions? How are people using other devices to communicate through their tablet?

Leading Products/Services | Moto Hint, Sony Micro, Watch, Moto 360, Google Glass, Apple Car



Enjoy
The Age of Interpretation
 We capture everything. We share almost anything. We contribute a little bit. Information is there, accessible and real. Objects are integrated, seamless and disaggregated.



The Information Age
 We are now free to be relevant in real time

Early Adopters



While early adopters are quick to try the next big thing, they don't build the boundaries of tablets. We discovered that early adopters are the ones who establish the new bleeding edge of innovation. To use the tablet as their primary device.

Connected Dots
 People + Information

Mutual Relationships
 People + Devices

People don't update their devices all at once. Tablets should work seamlessly with older devices and adapt to moving between primary and secondary roles.

Controlled Stimulation
 People + Environment

People get distracted easily and need controlled amounts of stimulation in their environment in order to stay focused or engaged.

Tangible Play
 Dimensional interaction



Supportive Secondary
 Refreshing PCs



Supportive Back
 Remove friction



Separable Screen Shot
 Highlight anything

Intention Zone
 Control what's around you

Wearable Play
 Discard the screen

Short term
 New products and channels

Medium term
 Platform foundations for relationships

Long term
 Platform extensions

Products

Platforms

Enhanced Point of Purchase
 Differentiate products by value

MySeagate ID
 Virtualize your accounts to access all Seagate services

MySeagate
 Virtualize your accounts to access all Seagate services

Cloud Partnerships
 Joint marketing

Retail Partnerships + Training
 Create retail partners in new channels

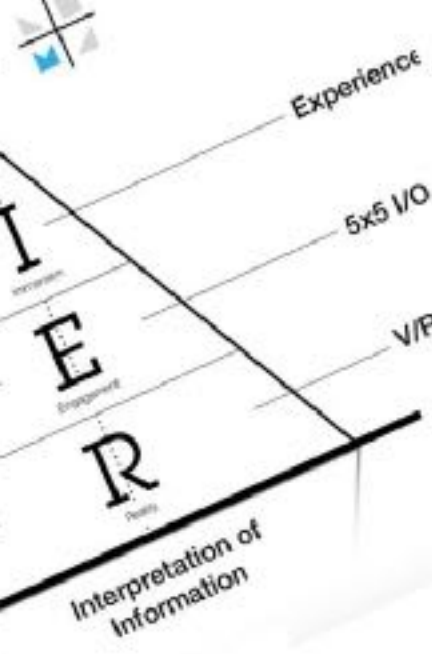
Seagate Cloud
 Simple, scalable, secure storage services

Centered activities



Small + Simple Data

Big + Complex Data

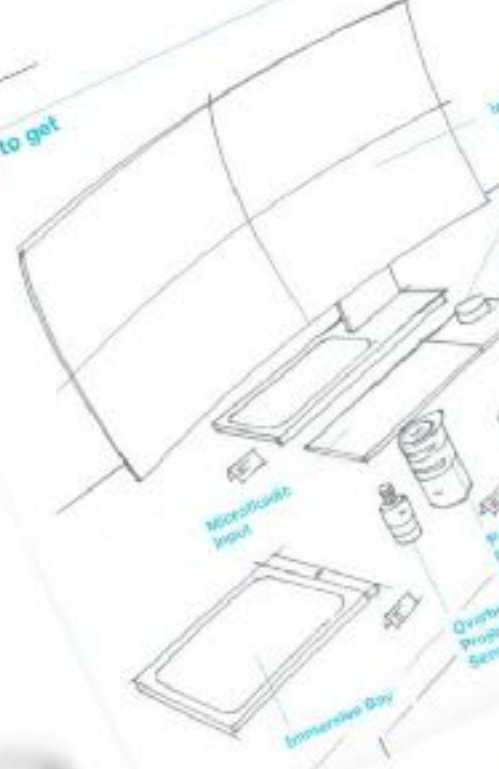


Story B
 Promise Products



Value Proposition: Amplification of my senses so I can relive my life and explore the world as if I was there.

Story B
 Things to get



04 Hard drives are associated with anxiety. Web services are associated with enjoyment.

Web services tend to be the heroes when it comes to providing content enjoyment. Users have high expectations for user-friendly apps and services. Hard drives are viewed as purely functional associated with worst-case scenarios.

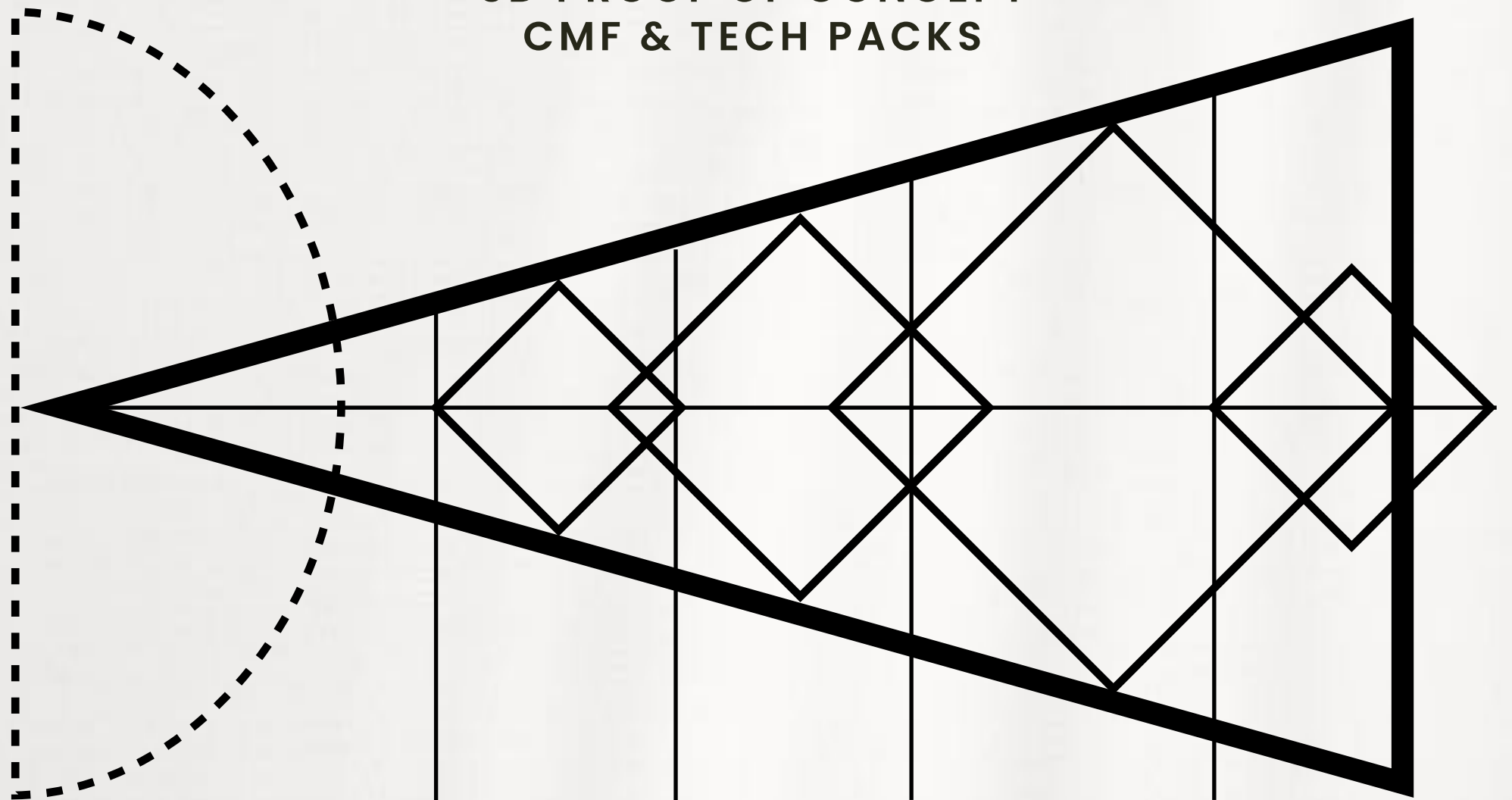
Connect with people through positive experiences

IMAGINATION

BRAND & PRODUCT STRATEGY

*During times of uncertainty & seismic shifts,
I provide a steady hand, an adaptable process, &
an unwavering curiosity to define what's next.*

0-1 WHITE SPACE DISCOVERY
HANDS-FIRST-DESIGN
PRODUCT LINE PLANNING
STORYBOARDING & STORYTELLING
3D PROOF OF CONCEPT
CMF & TECH PACKS



Determine

Discover

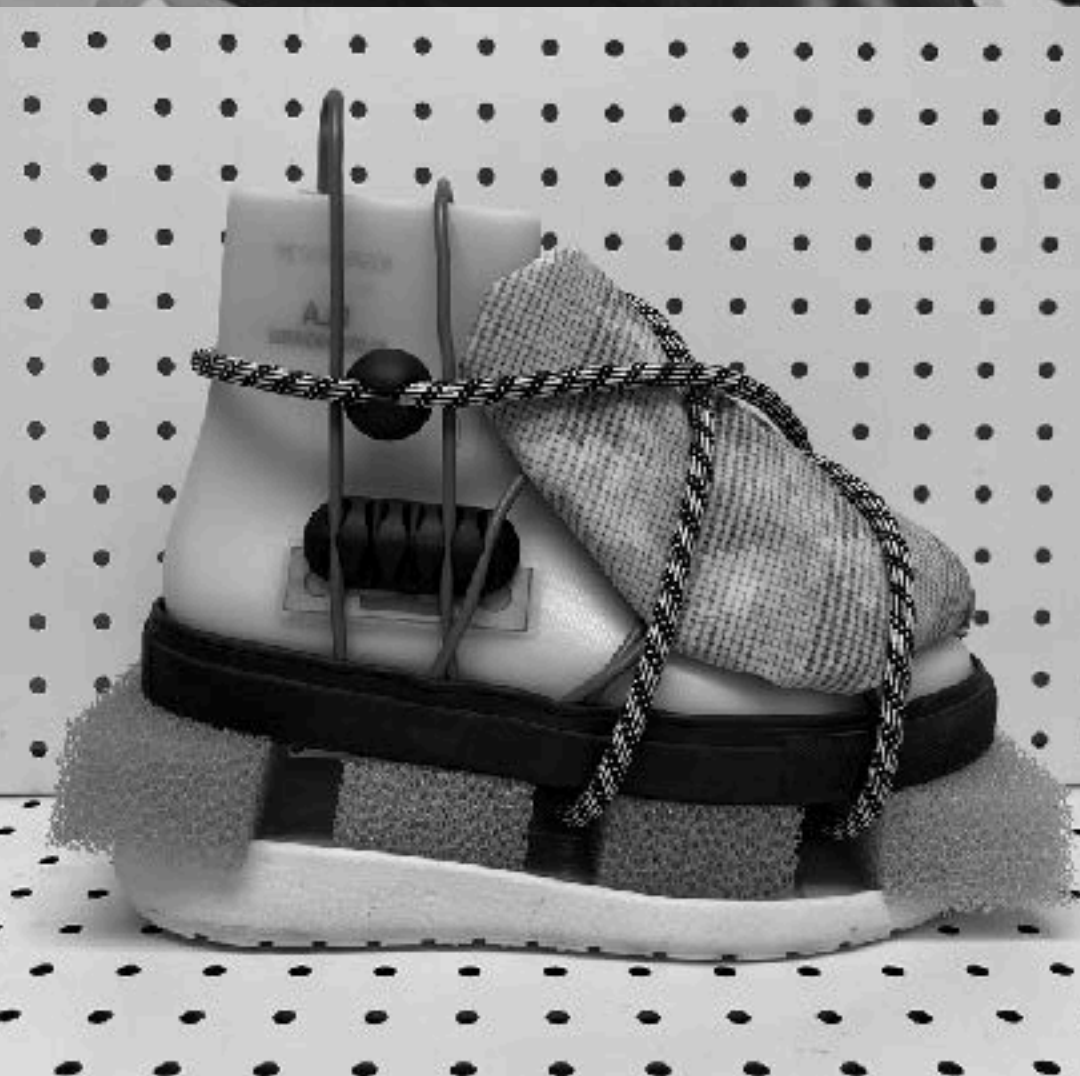
Define

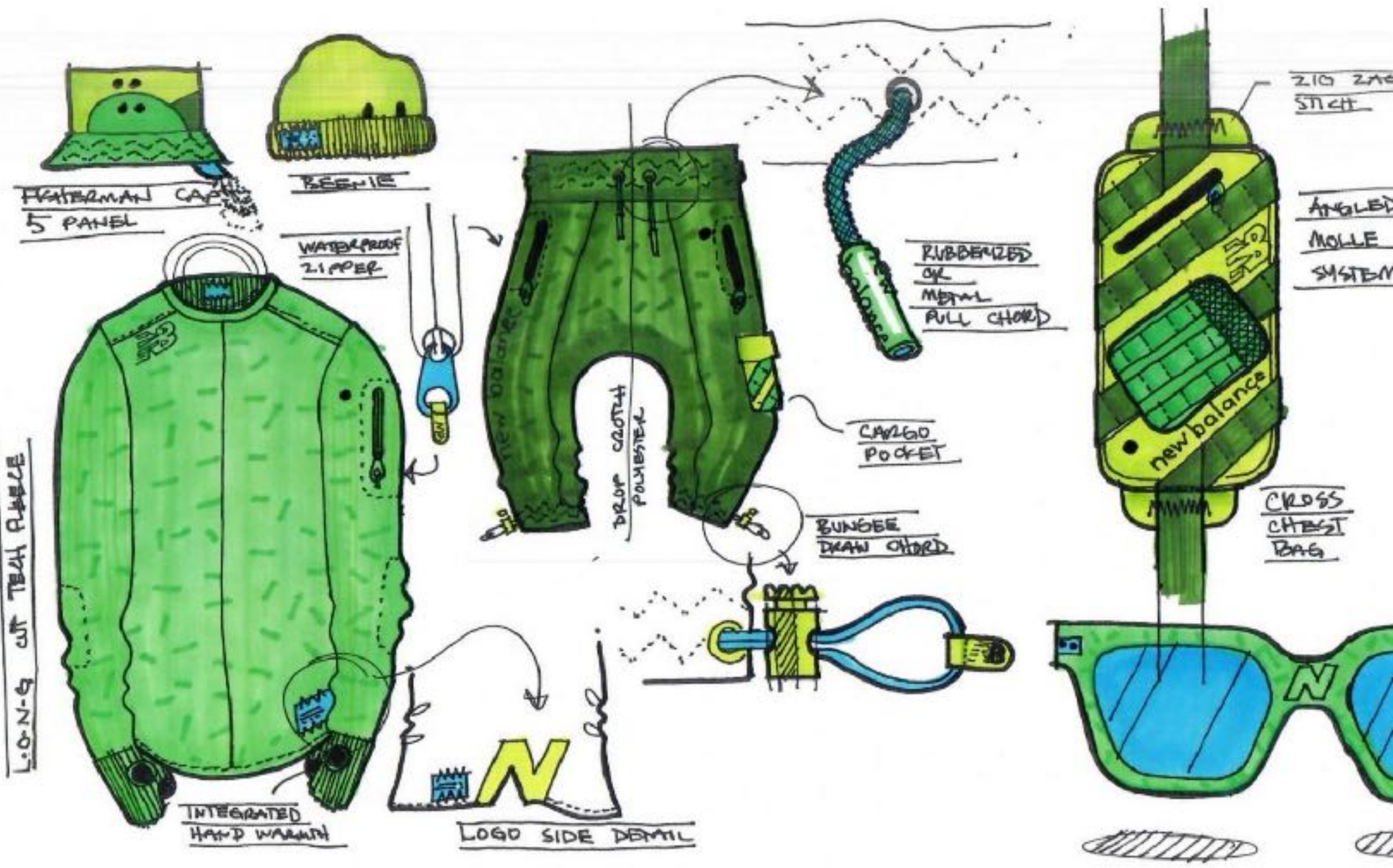
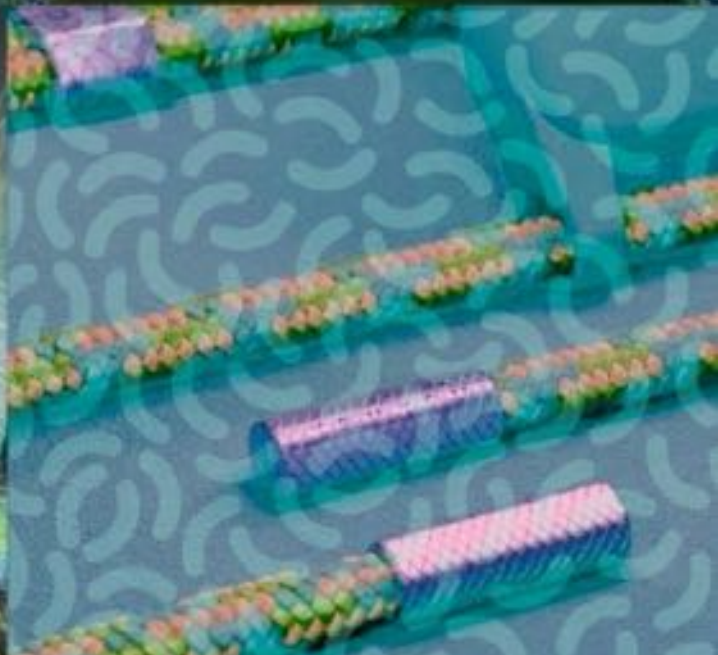
Design

Distribute

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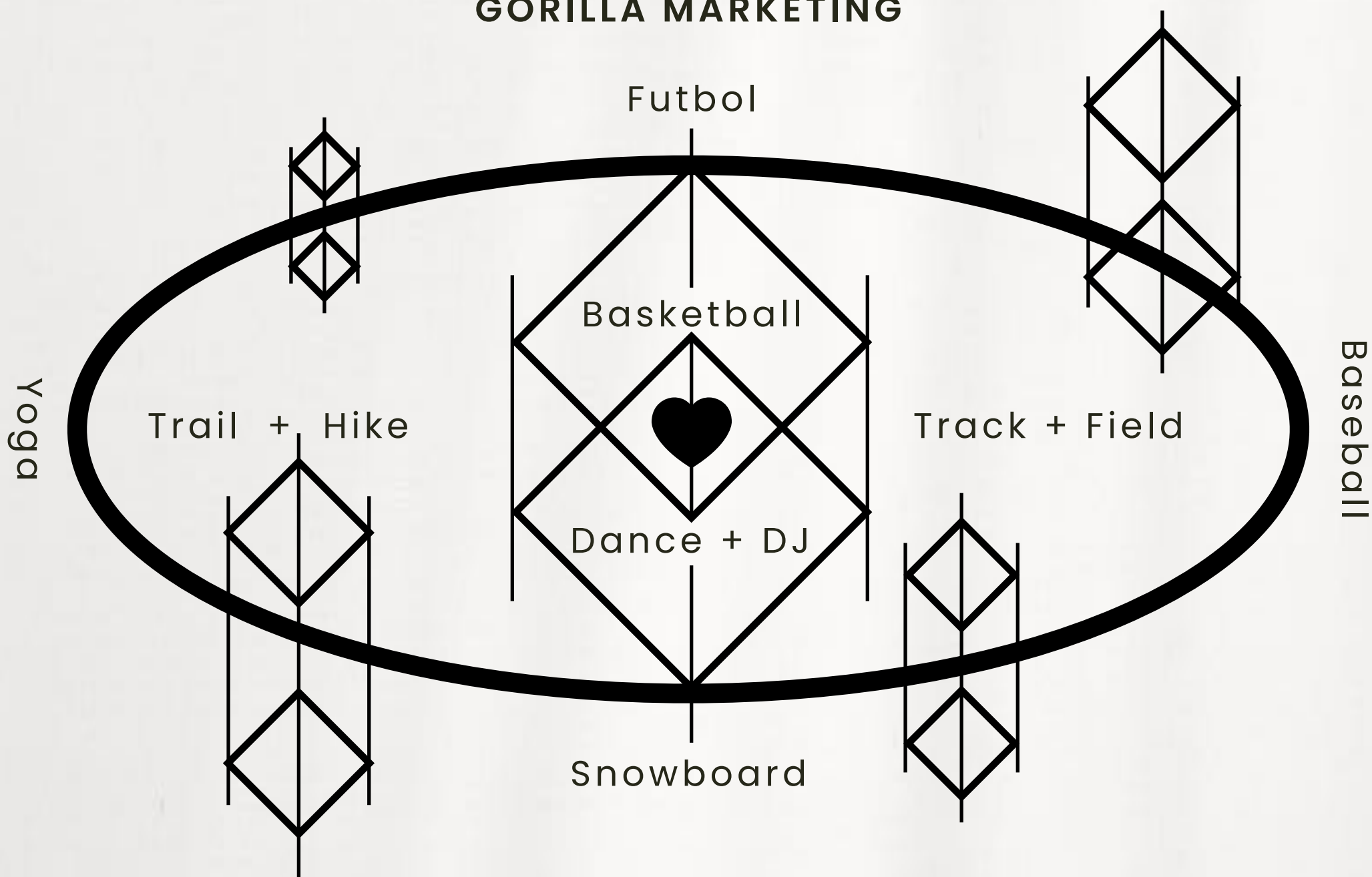


INTEGRATION

MERCHANDISE PACKAGING & RETAIL EXPERIENCES

My roots in B&M retail formed deep respect for those behind the counter, a desire to work with, & co-create story based services & experiences

UX CUSTOMER JOURNEY
EMERGING SERVICES
CAPSULES & COLLECTIONS
CONSUMER PACKAGING GOODS
FIXTURE & SPACE DESIGN
GORILLA MARKETING

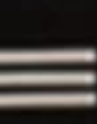


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 **3d-engineered
si rubber**
for optimal grip on the ball

explore shoe

 **adidas**

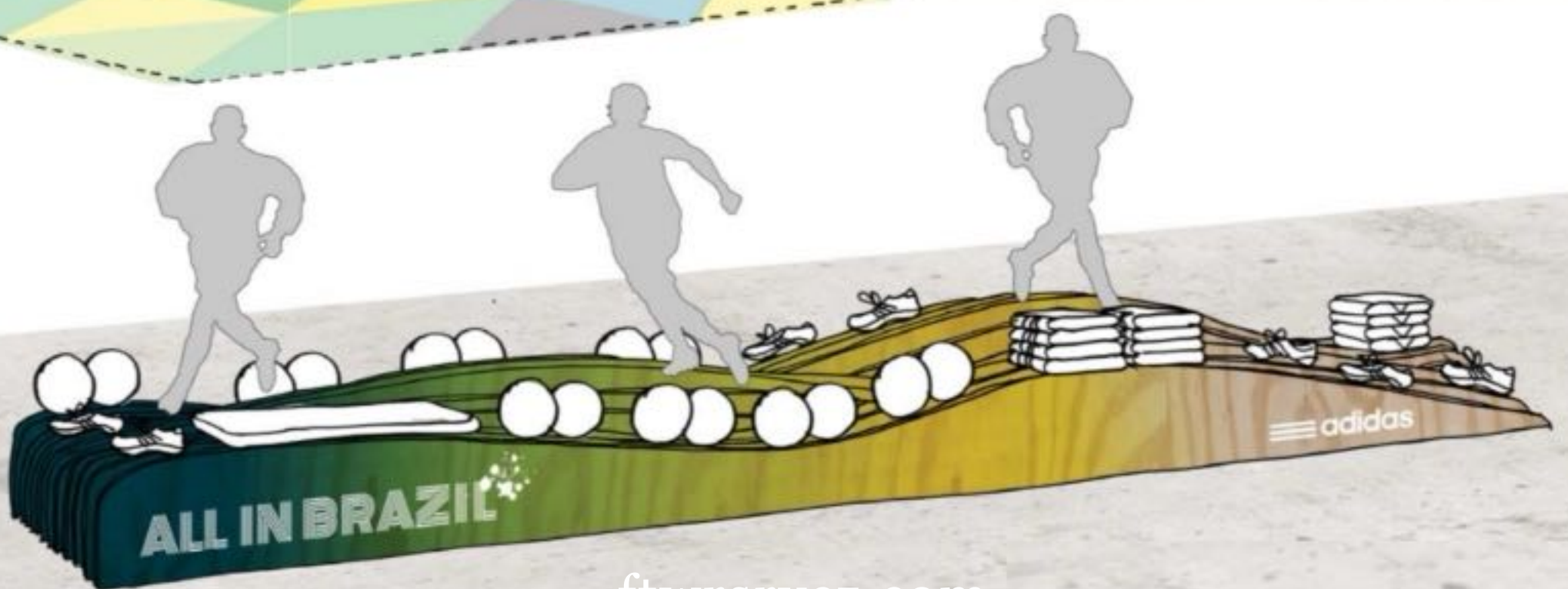
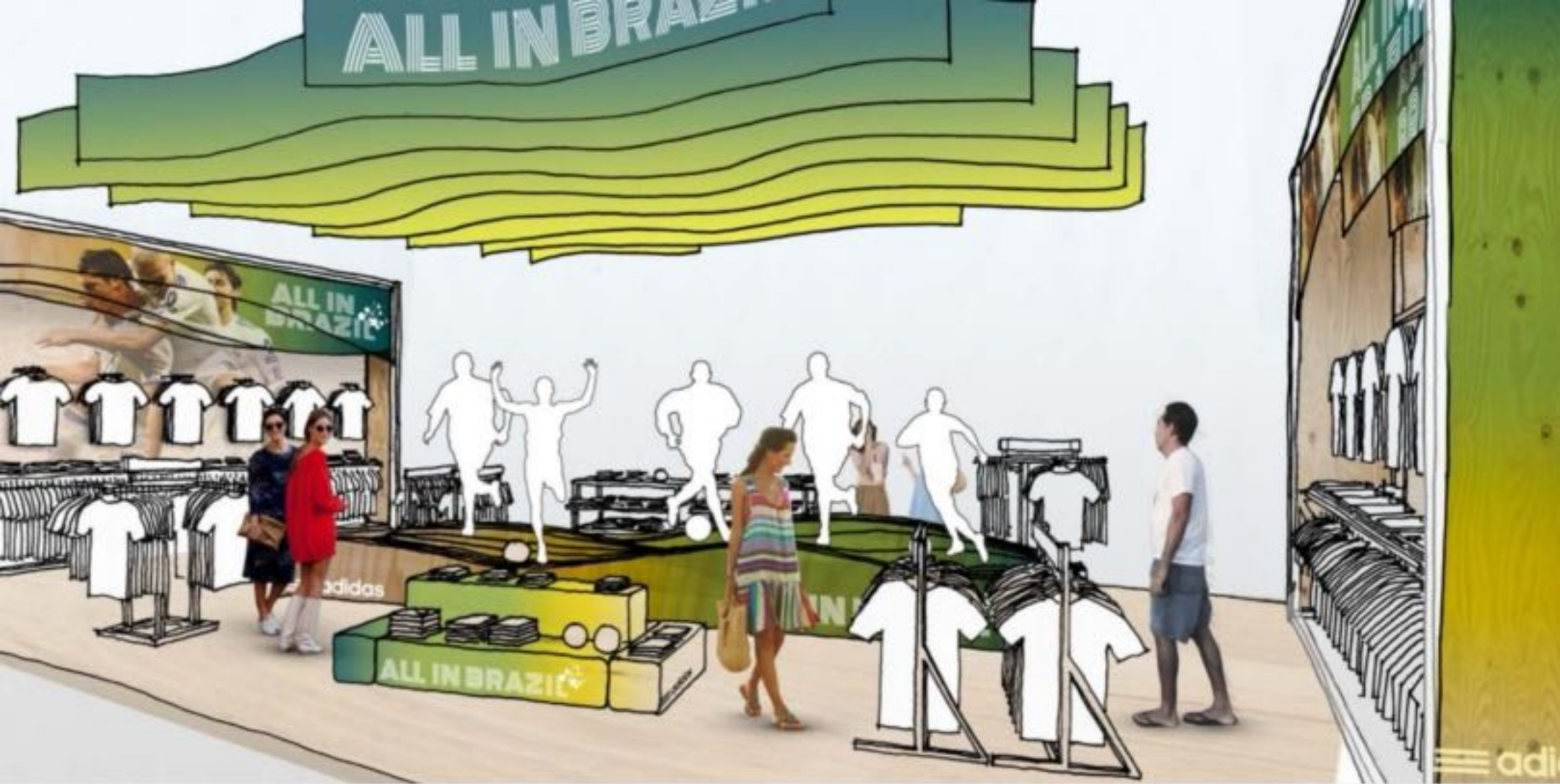


INTEGRATED SNEAKER LAUNDROMAT

INTEGRATED NEW BALANCE RENEWAL PROGRAM

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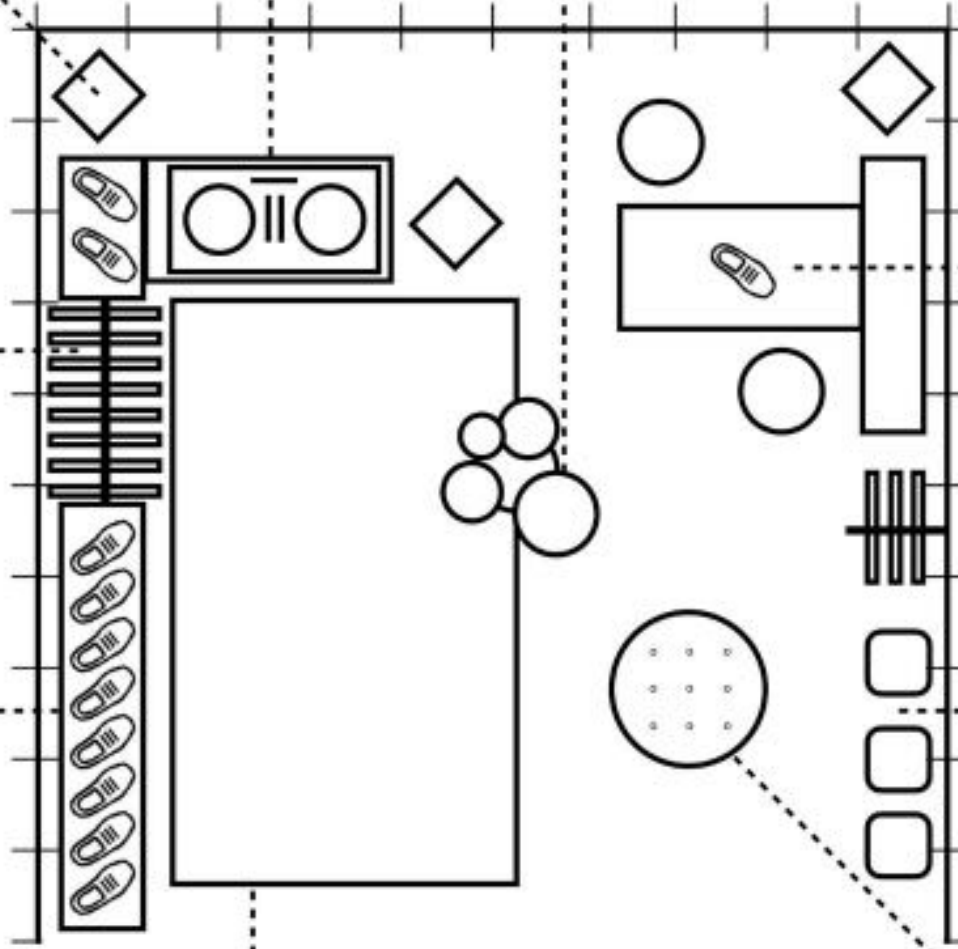
DJ Booth



Disco Ball Chandelier



**YOUR
AIRPORT
TECH
STORE
INC.**



Workbench & Buyers Table



Bags & Accessories



Bench



Shoe Wall



Shoe Wall

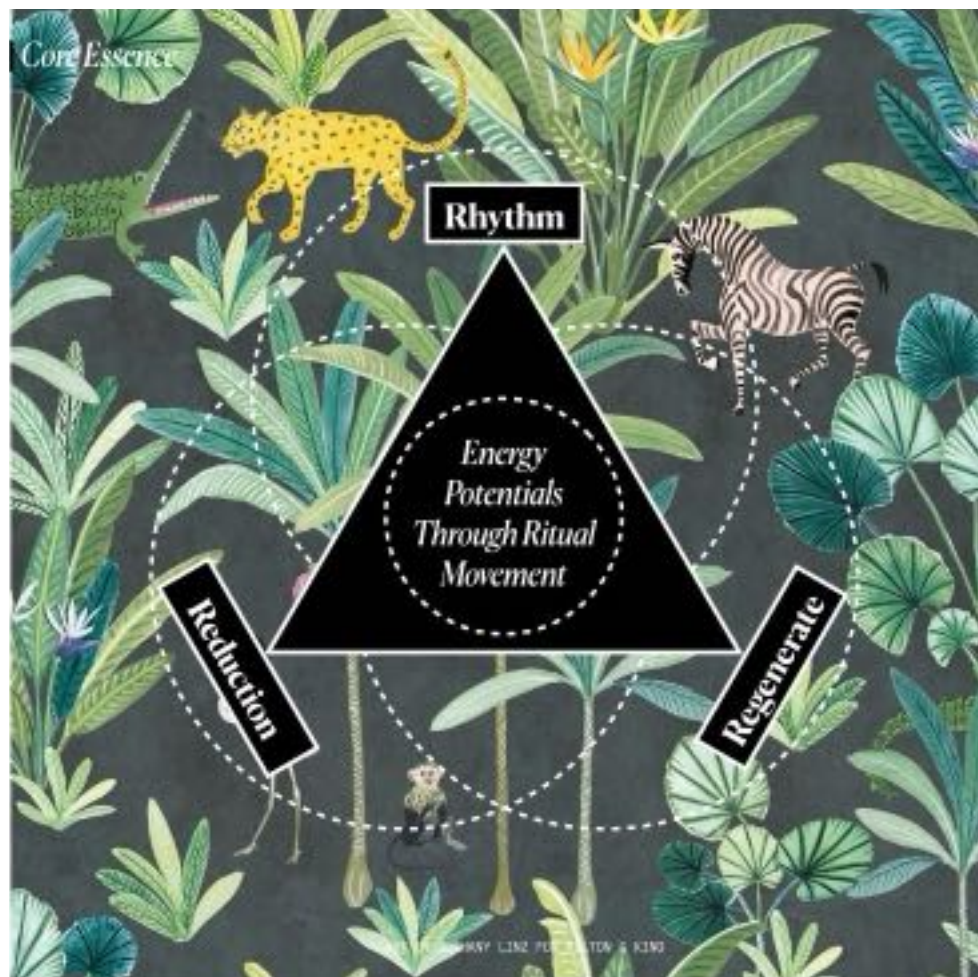


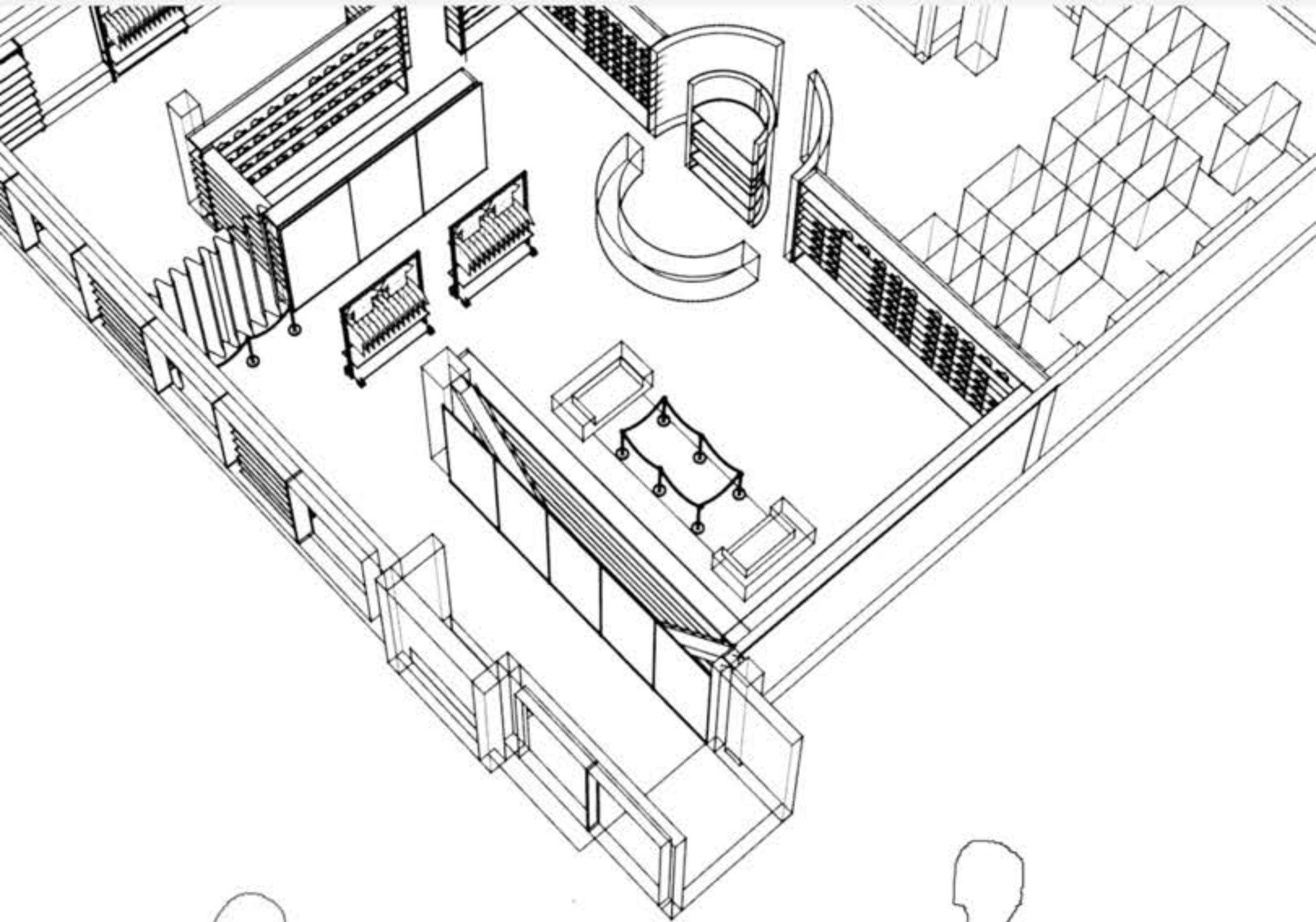
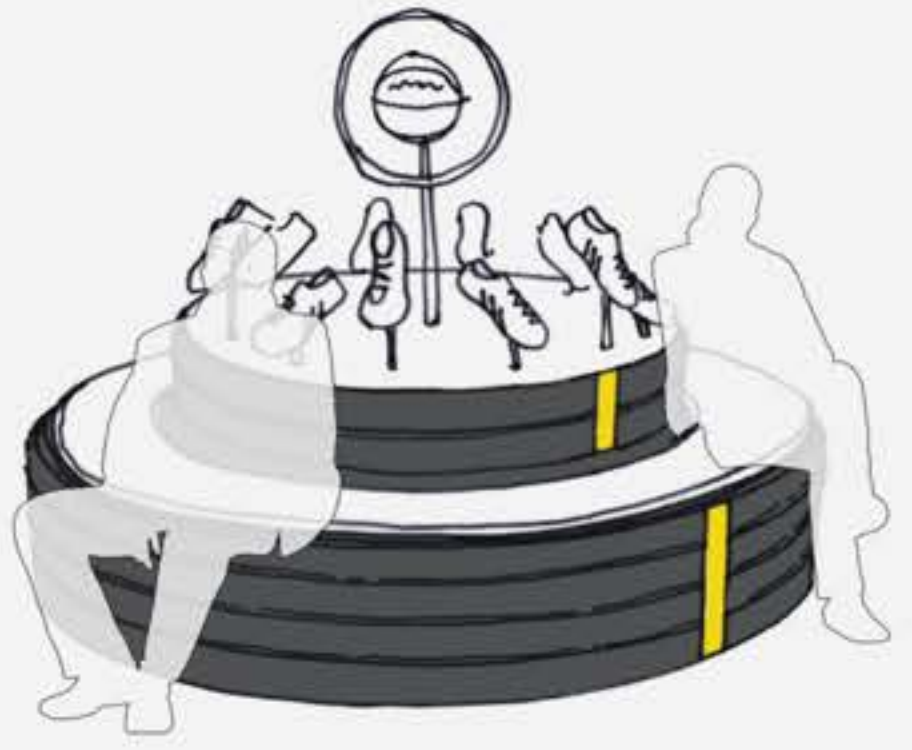
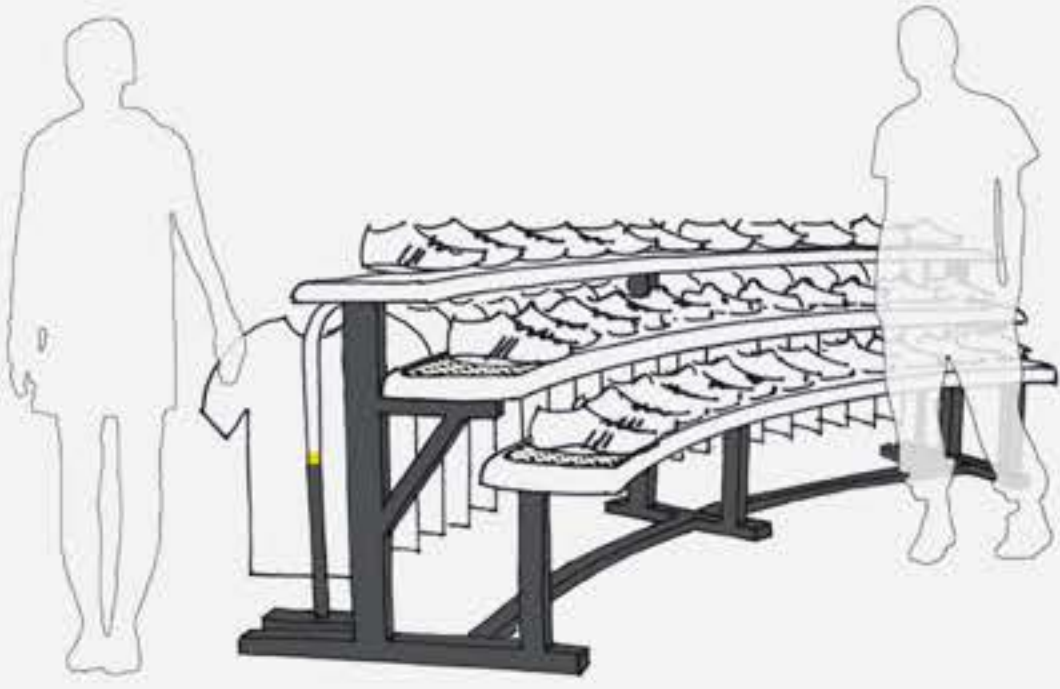
Dance Floor

For those who walk to their own drum, as long as its four-on-the-floor. We provide a rhythmic space & service for the movers & shakers, the thinkers, hustlers, & money makers. For the generators & contributors who know potential rises best together, two steps at a time.

Footwear, Gear, & Accessories from an age old relic, turning forgotten data & sound into a resource for custom DTC goods from up-cycled materials.

We are about reducing our need to create raw materials when there is abundance in discarded technologies which still have energy, value, & time left to share.





20 YEARS
RESEARCH-DESIGN & DEVELOPMENT

OUTDOOR GEAR
CONSUMER ELECTRONICS
SOFTGOODS & APPAREL
RETAIL & RESTAURANT
MEDICAL TECH

R&D
20

Knowledge

Vision

20
B&M

20 YEARS
BRICK & MORTAR RETAIL

RECORDS & MUSIC
SNOWBOARDS & OUTERWEAR
FOOTWEAR & ACCESORIES
MENSWEAR & EDC
FURNITURE & HOMEGOODS

CIRCLE ONE OR MORE

OPEN
DURING
MERCHANT
HOURS

ON-CALL
COLLABORATIVE
SUPPORT

A SPARK: 1-3 HRS
JAM SESH: 1-2 DAYS
CHARETTE: 2-4 DAYS
SYNTHESIS+

ON-SITE
CREATIVE
RESIDENCY

AKA THE
MIDDLE AGE INTERNSHIP
1-6 MONTHS
33-55 HRS WK

HALF-TIME
HYBRID
INCUBATOR

ON-SITE &
MY DWTN STUDIO
3-6 MONTHS
20-30 HR WK

FULL
TIME
EMPLOY
MINT

SHOES
& BENEFITS
MULTI-YEAR
CONTRACT

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