



# Rethink footwear from **sustainable** material choices



# A tool to efficiently apply data for sustainable footwear design

## CONTEXT

24Bln\* pairs shoes produced yearly

One pair of sneakers

\_ is composed of 65 parts on average

\_ uses 8.000\*\* liters of water

\_ produces 13.6 kg of GHG emissions\*\*\*



Sources: \*<https://www.statista.com> \*\*[researchgate.net](https://www.researchgate.net) \*\*\*[MIT News](https://www.mit.edu)

## PROBLEM

Information on real sustainability features of materials is needed but

- hardly available, vague and scattered
  - not considered in the design phase
  - not shared across different departments
- general badly managed.

## EFFECTS

> Poor sustainability culture in footwear design

> Waste of time and opportunities to reduce the environmental footprint of footwear

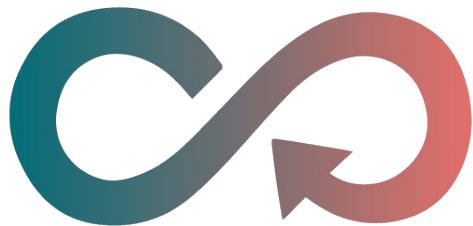
> Poor measurability of materials sustainability

# A tool to manage data for sustainable footwear design

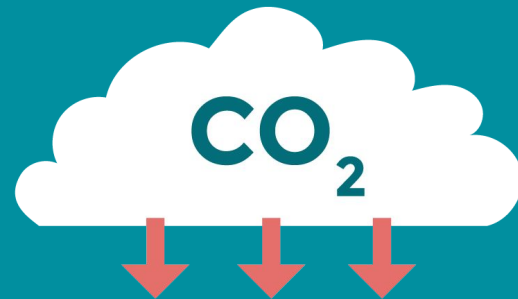


 [HOW IT WORKS](#)

# A tool impacting behaviors and the environment



Contributing to a culture of  
circular economy  
in the footwear industry



Reduction of  
environmental impact of  
footwear

# We start with footwear and aim to drive change to other industries

We target **major industry players** able to drive change in the footwear industry

TAM

40,000 global footwear manufacturing businesses + 300 training institutions

SAM

15,000 footwear industry SMEs in EU + 100 training institutions

SOM

1,500 (10% of) EU footwear businesses + 40 EU training institutions

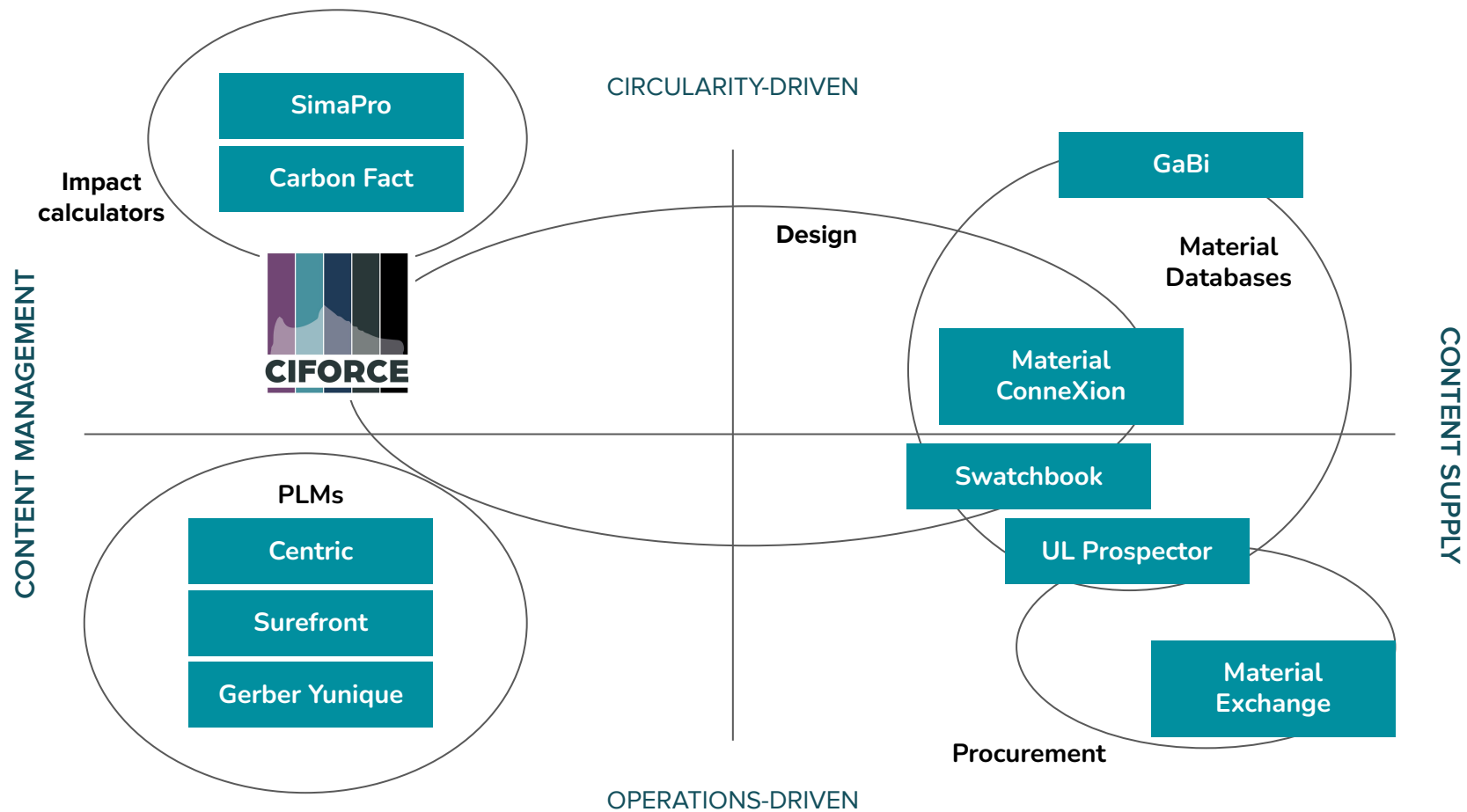
Textile & Fashion

Architecture

Product Design  
& Furniture

A tool **scalable** also to other industries

# A one-stop platform that supports sustainable, material-driven design, through data management



# Organisation-specific licences options

## Corporate licence

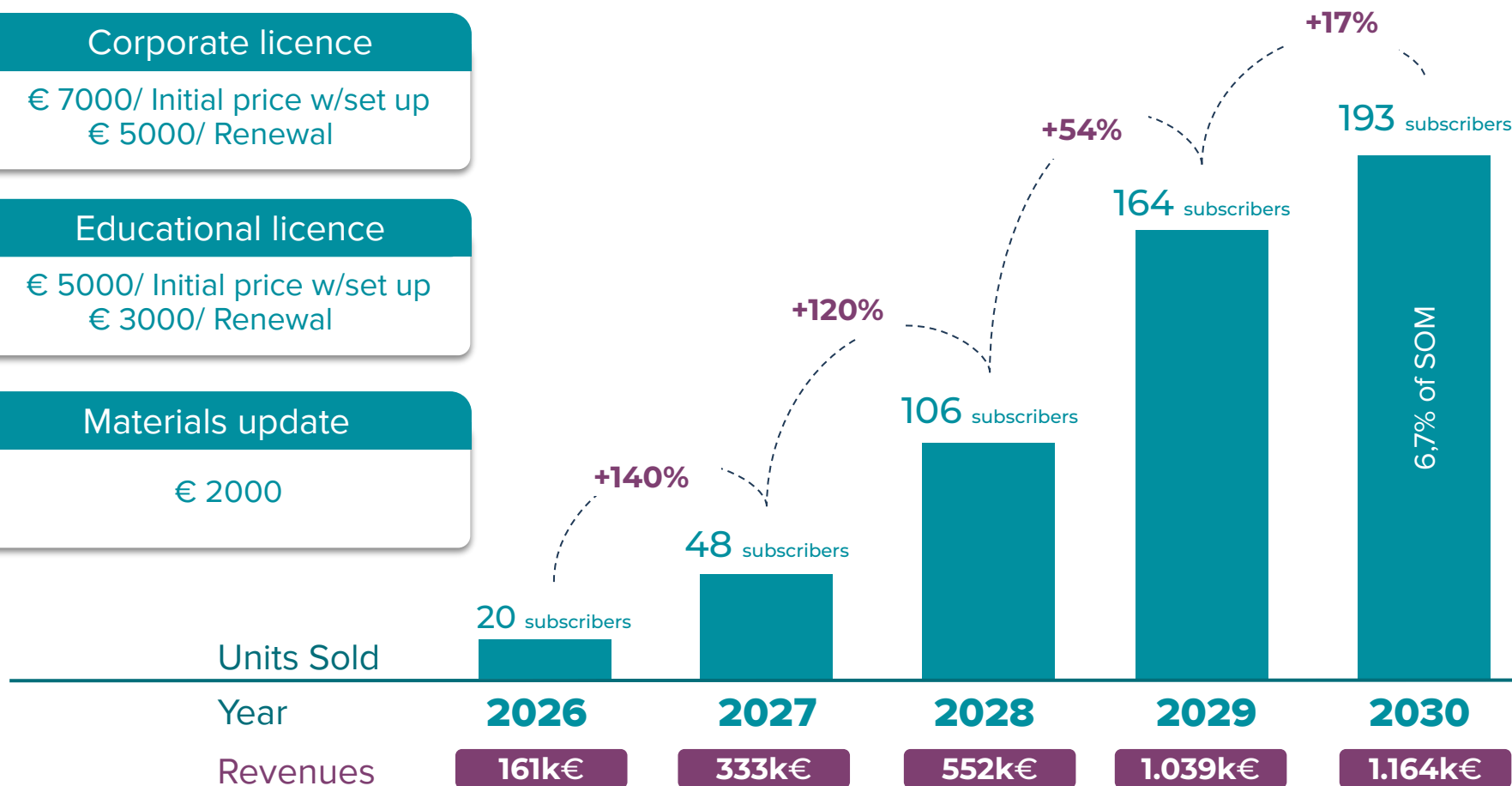
€ 7000/ Initial price w/set up  
€ 5000/ Renewal

## Educational licence

€ 5000/ Initial price w/set up  
€ 3000/ Renewal

## Materials update

€ 2000



# A game changing tool needs initial capital investment for a sustainable business model

## ASK: €300.000

To complete product development and reach market

Expand in-house IT competencies

Contract IT provider

Set up sales, marketing and customer service

Ensure ongoing update on industry specific contents

M1 sep 24	M2+3 dec 24	M3+3 apr 25	M4 may 25	M5 jun 25	M5 sept 25	M5 dec 25	Y1 2026
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Architecture  
Mock-up  
ready

Technical +  
market validation

Prototype  
ready

Technical development

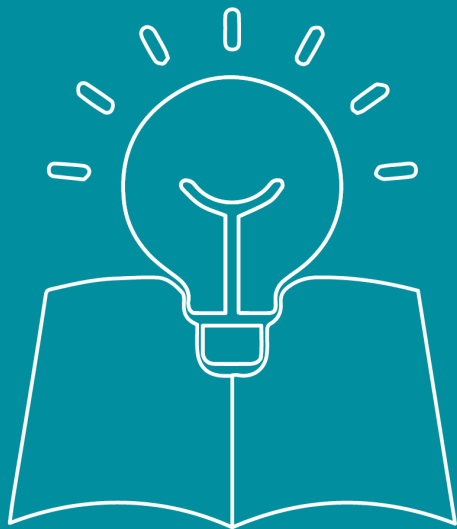


Launch



A reliable partner serving design-driven industries for over twenty years

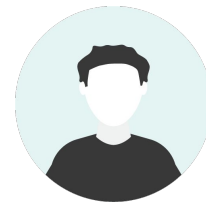
Materially leverages its expertise in materials, circularity, and the design process.



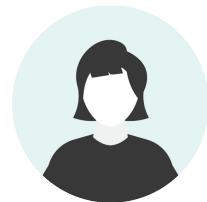
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Head of Advisory



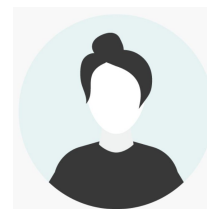
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