

MIRET

Changing the future of footwear with MIRET bio-based sneakers

Massive Environmental Impact of the Footwear Industry

24.000.000.000

pairs made in 2019.

Less than 5% is recycled.

Made from plastics and leather





MIRET

Environmentally Advanced Sneakers

Our Solution

Crafted from hi-tech, bio-based materials, with the strongest natural fibres and natural wool.

Ethically produced in Croatia with regional supply chain from 9 EU countries.



Market Opportunity

365B

Global footwear market value (USD).

Footwear is the 2nd most important fashion segment within the retail business after *Apparel* *

68%

Of consumers consider **sustainability to be a driving factor**, and hence a part of final purchase *

5.8%

CAGR (compound annual growth rate) is the **expansion projected for Sustainable fashion market** from 2020 to 2027 *

11.8B

Global sustainable footwear market size in USD expected to reach by 2027 *

* <https://www.marketresearch.com/Grand-View-Research-v4060/Sustainable-Footwear-Size-Share-Trends-13271335/>



Target Market



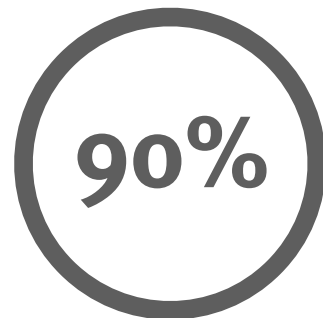
Many experts agree that the Millennials and Z-Generation are the **determining factor of our times** *



Z-Generation will make up **40% of world consumption in 2020** *



66% of Millennials and Z-Gen are **willing to pay more for sustainable products** *

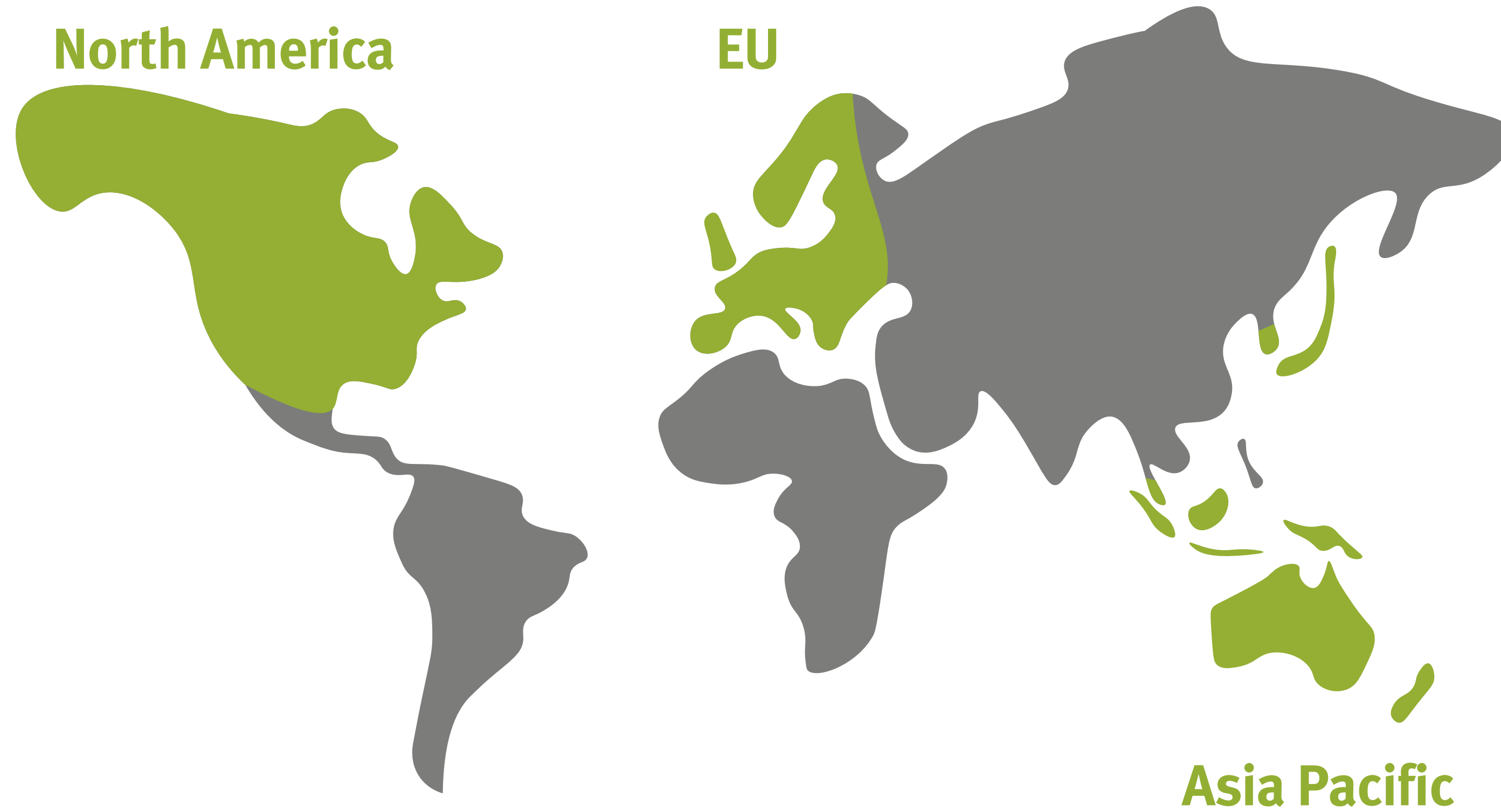


90% of the Z-Gen believe that companies have the responsibility to tackle social and environmental issues, while over half of millennials declare to look for **information about sustainability** of companies and products **before making a purchase** *

* Forecast World Fashion Industry 2019 study conducted by Lineapelle Economic Department



Target Market



Asia-Pacific was the largest region in the global ethical fashion market, accounting for 32.7% of the total in 2019. It was followed by the Western Europe, North America and then the other regions. *

* <https://www.marketresearch.com/Grand-View-Research-v4060/Sustainable-Footwear-Size-Share-Trends-13271335/>

Competition

Sustainable footwear brands	Key value	Business model	Pairs sold in 2019	Pairs sold in 2020	Retail price EUR	Market segment
MIRET	Ecology	Direct-to-consumer	≈ 500	≈ 1000	119 - 139	Casual, Business
Allbirds	Comfort	Direct-to-consumer	≈ 1,400,000	≈ 2,200,000	110 - 135	Leisure, Sport
Veja	Design	Traditional wholesale, retail and e-commerce	N/A	≈ 2,000,000	95 - 155	Casual, Fashion
Vivobarefoot	Barefoot	Traditional wholesale, retail and e-commerce	503,000	682,000	135 - 185	Barefoot

Unique Value Proposition

Miret is not just a sneaker, it is a vehicle for changing the world.

The most environmentally advanced sneaker that **empowers, enables** and gives the new generation a **sense of belonging**, plus an unbeatable level of **comfort**.

Sense of belonging as the bonding factor

Customers truly identify with the cause, they are part of the movement.

Enabling as the principle

Customers speak environmental change with their wallets.

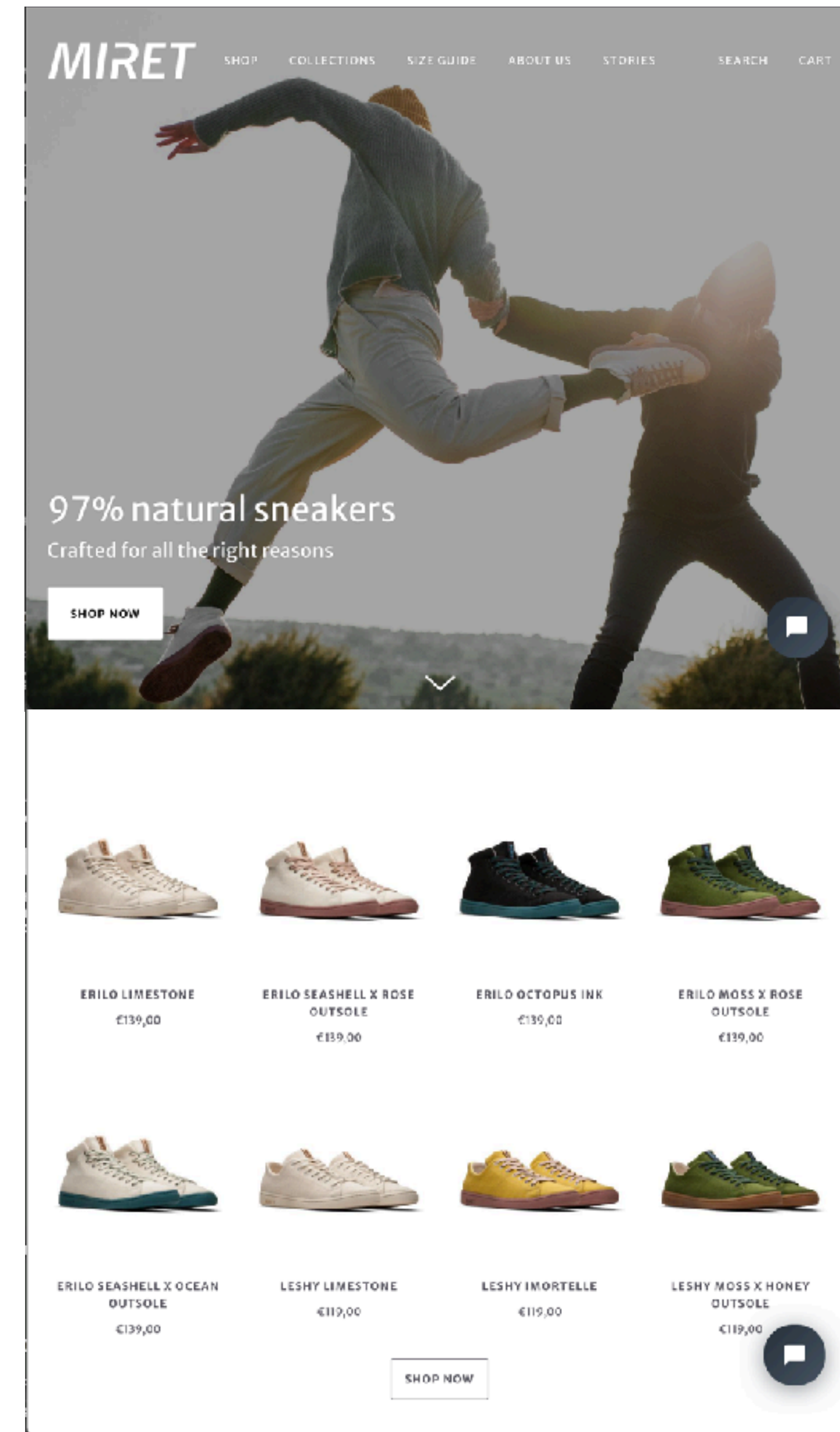
Empowerment as the driver

Customers choose sustainability, they become the heroes.

Business Model

Direct-to-consumer e-commerce

Direct-to-consumer (DTC) refers to selling products directly to customers, bypassing any third-party retailers, wholesalers, or any other middlemen



Sustainability

As a company, we believe in doing business the right way, not the easy way. For us, that means continuously working to reduce our environmental impact through focusing on regional supply chain and local manufacturing, carbon neutral shipping and sourcing no toxic heavy metals and plastic-free materials.

At Miret we make everyday moments more enjoyable, create opportunities for the people and communities we call home.

Our ambition and goals

	WORKPLACE			PRODUCT	ENVIRONMENTAL CONTRIBUTION	
Focus	Health & society	Human rights	Employee engagement	Sustainable technology	Climate change	Reduce & recycle
Ambition	Be a safe workplace with zero injuries and hazards	Be recognised as a leader in labour and human rights	Offer the best experience in all operating locations	Make products with the greatest positive impact for society	Reduce our carbon footprint as well as GHG emissions	Strive for zero waste in landfill and zero hazardous materials
2022 Goal	<0.1% For employees and contractors	100% Recognised by external bodies	+10 experiences every quarter	10% Reduction in product pricing	20% Less energy consumption	90% Of waste reused or recycled

Contribution on Sustainable Development Goals



Reducing fossil fuel use by using sustainable raw materials, and therefore substituting 1 kg of unsustainable traditional materials per pair



Raising awareness of the negative ecological impact of the footwear industry



Eliminating materials which cause micro-plastic pollution

Process



Sustainable materials development with manufacturing partners, for own products and as a B2B service



Product design and development



Sourcing materials

- 18 suppliers
- regional supply chain from 9 EU countries
- production capacity secured

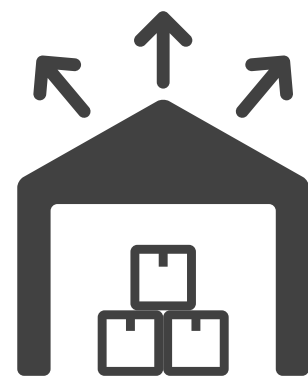


Sourcing production

- ethical manufacturing in Croatia
- production capacity secured
- Letter of intent obtained



Direct-to-consumer e-commerce

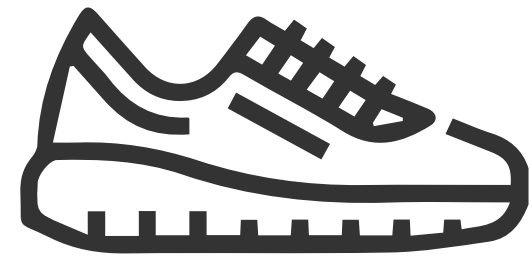


E-commerce fulfilment centres

- Croatia for the European market
- US for US & Canadian market
- Singapore for Asia-Pacific market



Roadmap



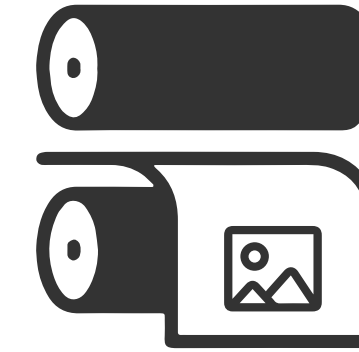
Jul 2021 - Nov 2021
New product development
Women's specific eco sneaker



Jul 2021 - Jan 2022 New product development
Bio-based summer sandals



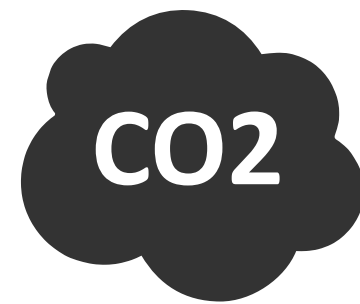
Sep 2021 - Sep 2022 New product development
Children's shoe Anthropological shoe



March 2021 Customisable sneaker launch
Customised eco printing on fabric for B2B collaborations



Nov 2021- April 2022
Production run SS2022 production



Sep 2021 - Mar 2022 CO2 footprint assessment
Lifecycle analysis



Jul 2021 - Dec 2021 B Corporation certification



October 2021 - Feb 2022 Oeko-Tex certification
Accepted into a subsidised pilot program by Oeko-Tex



October 2021 - March 2022 OK biobased certification



Sep 2021 - Sep 2022 EU-Ecolabel certification



2022 North America and Asia Pacific market entry



October 2021 - Q2 2022 Avocado store onboarding

KICKSTARTER

Successful Kickstarter campaign



Pledged



Sneakers delivered



Backers



Traction Q1-Q3 2021.



Gross Revenue



Gross margin



Return on ad spend



Returning customers

Customer reviews



<https://www.trustpilot.com/review/miret.co>



DL ▾

Great sneakers

Apr 30, 2021

I received the sneakers very fast (to France). I am size 36 or 37 for smaller models, I ordered 36 and they fit perfectly. They are very comfortable and true to the photos. I will probably get the green ones too once they have them in my size.

Source: Automatic Invitation | Reference number: #1454



Adrijana ▾

I am a happy owner of LESHY Imortelle...

Apr 23, 2021

I am a happy owner of LESHY Imortelle sneakers and I absolutely love everything about them: they're very comfortable and sooo beautiful. Miret shopping experience was nothing short of excellent - my sneakers arrived in less than 24 hours after I ordered them. I'll be ordering again very soon.

Source: Automatic Invitation | Reference number: #1432



Ermine M. ▾

Beyond perfection

Apr 21, 2021

Beyond perfection. This is my second pair, all in my family have at least one pair. Comfy, beautiful, soft like cloud, firm for jumping and walking over rocks . Heaven for feet. Best sneakers ever. P.S.Please, please start making Miret sneakers for toddlers too.

Source: Automatic Invitation | Reference number: #1410



Alexandra Nor ▾

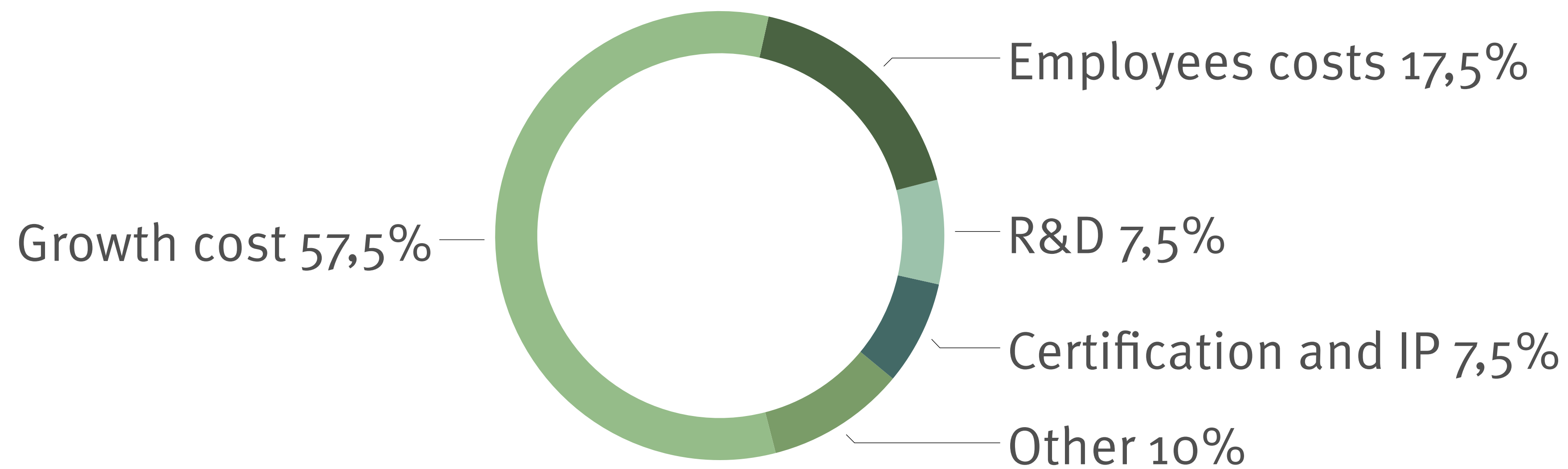
I really love these shoes

Jun 3, 2021

I really love these shoes, they feel right ❤️ I was impressed by the feel of them and also the thoughtful touches of the way they were packed. They smell is very nice and unexpected, they smell like flowers from the fields. Thank you guys for doing a great job! I had to choose between these shoes and a list of others and I am so happy I made the right choice!

Source: Automatic Invitation | Reference number: #1714

Use of Proceeds



Founders



Hrvoje Boljar

- MA in Industrial Design
- 9 years as head of footwear design and development department in a footwear factory
- worked with some of the most esteemed fashion brands in the world, both as a designer and as product development director



Domagoj Boljar

- BA in Entrepreneurship
- 9 years as a CEO of an SME footwear factory
- experience in international trade, supply chains, finance and marketing

paco rabanne

KRISVANASSCHE

LEMAIRE

ZAPA
PARIS

DANIEL ESSA

A.P.C.

PAUL & SHARK

ETQ.

MERCER

CLOX®

Team



Ana Boljar
creative director



Marina Ravlić
marketing manager



Alka Uroda
business development



Klara Markotić
marketing assistant



Mikael Hietala
sustainability officer



Dinka Hadžović
administration and customer care

Advisors



John Stefanac

- highly experienced and driven business executive with over 30 years of experience in the Technology sector
- early stage investor in MIRET
- providing MIRET access to Asia Pacific market and investors
- <https://www.linkedin.com/in/john-stefanac-a80511/>



Roger Blott

- managing partner at Fil Rouge Capital
- <https://www.linkedin.com/in/roger-blott-29656119/>



Julien Coustaury

- managing partner at Fil Rouge Capital
- <https://al.linkedin.com/in/juliencoustaury>

Awards and recognitions



**GLOBAL
FOOTWEAR
AWARDS**

2020 1ST PLACE

Overall category winner
Materials sourcing



**GLOBAL
FOOTWEAR
AWARDS**

2020 GOLD

Category of Materials sourcing /
Biodegradable Materials



**GLOBAL
FOOTWEAR
AWARDS**

2020 SILVER

Category of Materials sourcing /
Biodegradable Materials



Sustainable fashion category



Socially Responsible Exporter
of the Year



MIRET co-founder Hrvoje Boljar
speaker at the 2021 AMI Conference

Prior Financing

Date	Investor	Type	Amount EUR	PM Valuation
April 2019	EIT Climate KIC Accelerator - Stage 2	Grant	15K	
September 2019	Fil Rouge Capital VC	Equity Pre-Seed	50k	625K
March 2020	Abriva Partners	Equity	20K	1M
March 2020	Kickstarter	Crowdfunding	58K	
May 2020	EIT Climate KIC Accelerator - Stage 3	Grant	30K	
August 2020	Fil Rouge Capital VC	Convertible note	250K	1.5M
TOTAL			423K	



www.crunchbase.com/organization/miret

MIRET

Environmentally Advanced Sneakers

www.miret.co

www.linkedin.com/company/miret-eco-sneakers

contact: Domagoj Boljar, cofounder

Email: db@miret.co

Phone: +38598247296