

Kick in Your Kicks

“Souls Finding Soles: A Technology Infused Sneaker Con”



Zane Giordano

Megan Fee

Madison Phelan

What is KIYK?



**Diverse
Sneakerhead
Community**

+



**Immersive
Technology**

+



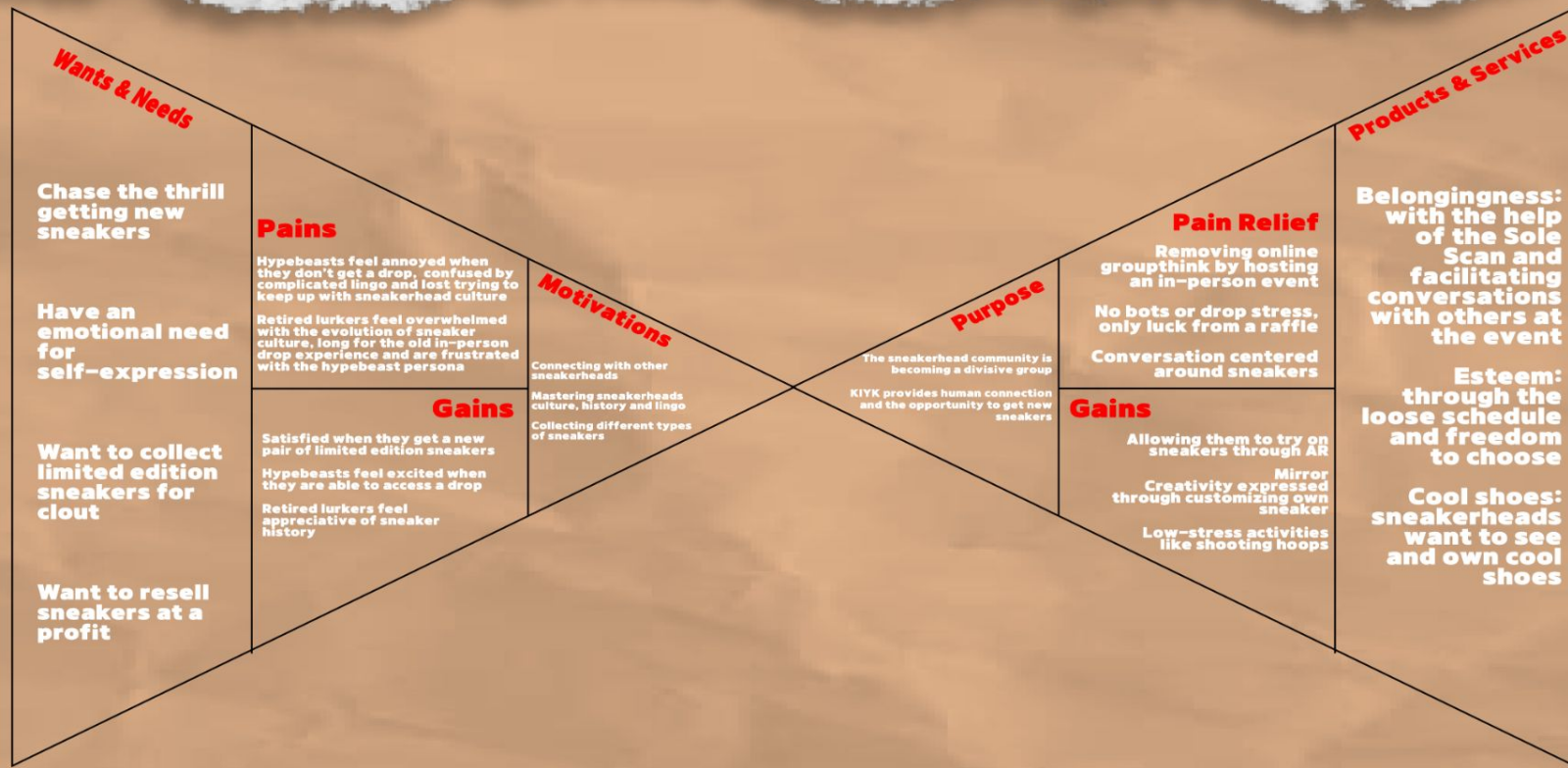
**Guest
Speakers**

=



KIYK

Digital Value Map



(Click to Access Promo Video)

Registration & Website

Event name badge



Link to
online mockup

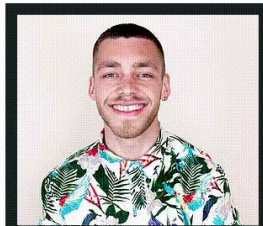
GARY SMITH

Hey y'all! I'm Gary. I've been a sneakerhead for about 6 years now. I lean towards nike, but don't discriminate against others. I'm more active on my instagram than ebay, so lmk if you see something you like or want to trade!

HAVE:



WANTS:



CONTACT

ADD FRIEND

INSTAGRAM: @GARYRS

FACEBOOK: GARY SMITH

EBAY: @GARYSELLSNKRS

WEBSITE: GSSNKRS.COM

TWITTER: @GSMITH93

WEARING RN:
NIKE SB X CARPET CO.

Convention Activations

Free Time/Play Time

Trading

Immersive experiences

Keynote Speaker: Michael Jordan

Raffle

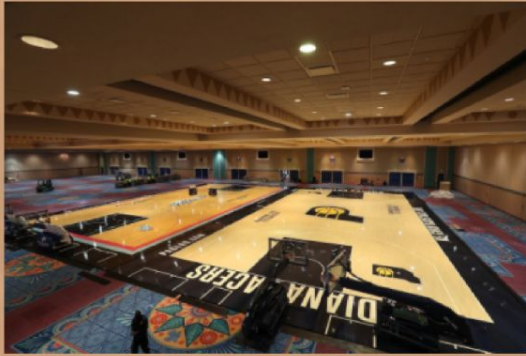
Winning custom sneaker

Limited edition sneakers

Sneaker Cleaning Service

SNEAKERHEADZ PRESENTS		
<i>KICK IN YOUR KICKS</i>		
12	WELCOME 12:00 - 12:45	
12:45	FREE 12:45 - 2:30	TRADING 12:45 - 2:30
2:30	GUEST SPEAKER 2:30 - 4:00	SNACKS 2:30 - 4:00
4	FREE 4:00 - 5:15	TRADING 4:00 - 5:15
5:15	RAFFLE BEGINS 5:15 - 6:15	
6:15	CLOSING REMARKS & PRIZES 6:15 - 7:00	
7	KICK OUTTA HERE	
*CLEANING STATION OPENS AT 12:45		
  @KIYK		

Look and Feel



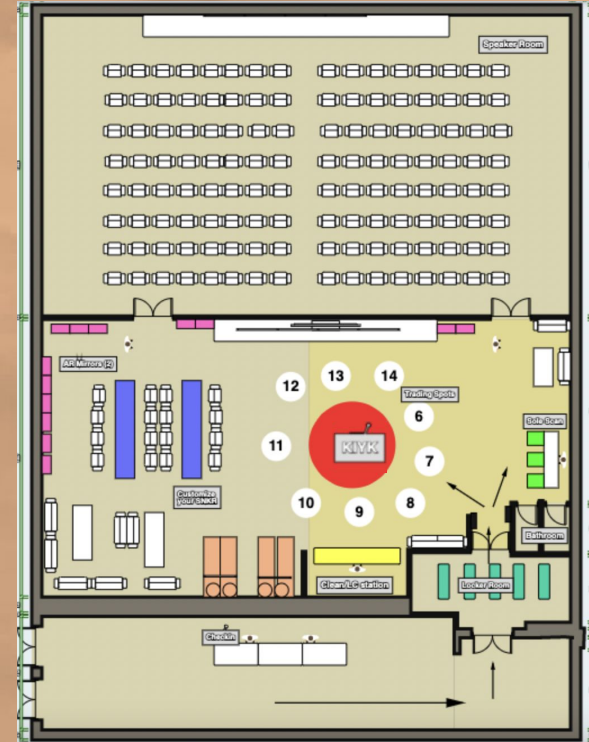
NBA Court Style Flooring



Open + Well Lit Convention Space



Trading Area Separated by Shoe Size



Soul Scan



Scan your sneakers upon entry

**Explore a real-time
visualization of
ALL shoes at KIYK**

AR Mirror

Try on other attendee's Sneakers In AR:



Seamlessly integrated into a full body mirror:

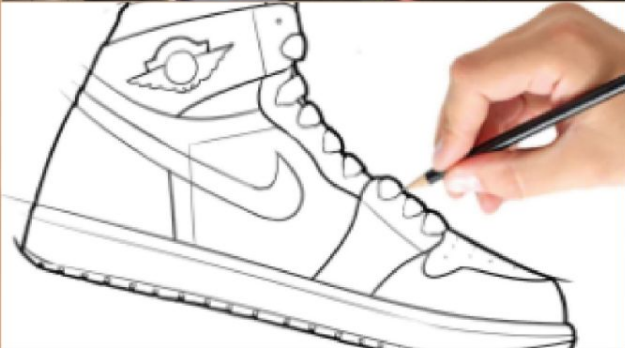


Design Your Own Sneaker



**Use digital drawing stations
to customize iconic sneakers**

then



**Send your design to the
AR Mirrors to try them on!**

KIYK Transmedia Experience

Beautiful

Mends the two opposing personas of hypebeasts and retired lurkers

Unique

Unlike every other Sneaker Con that is chaotic, transactional, and not appreciative of sneakers

Authentic

Fosters real conversations surrounding a love of sneakers between all types of sneakerheads

Inspiring

Inspires hypebeasts to learn and appreciate the history of sneakers

Inspires retired lurkers to mend the tarnished relationship between both groups

Welcoming

Very low barrier to entry -- just need one pair of sneakers

One-of-a-kind experiences (guest speaker, immersive technology, etc.) welcome all types of sneakerheads

Thank You

Any Questions?



Zane Giordano

Megan Fee

Madison Phelan