Shoe Roll-ups

Team Red: Section B

Task Force:
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Concept Design
Design Strategies

• Shoe Dimensions
  – 9in long
  – 3in wide
  • ~Size 10wmns

• Tube Volume
  – For one shoe w/ 1/16in thick sole
  • 1in diameter
  • 3in long
Material Testing

- Wear
- Tear
- Restoration/Deformation
- Comfort
Market Relevance

- Customer complaints
  - Injury
  - Shoe removal
  - Carrying bandages and extra shoes

- Shoe Industry
  - Women’s shoes make-up 50% of shoe sales
    - ~20 billion US$
      - Approximately $200 per female over 16
        » US census and Euromonitor International
Competitors & Patents

• Rollasole (UK)
  – Vending machines and internet retailer
  – £7 (~$11)

• Citisoles (US)
  – Internet retailer
  – $24.99

• Patent exist on all roll-for-storage shoes
  – Does not specify aid use

http://www.rollasole.com
http://www.citisoles.com
Next Steps

• Viable materials
  – thicknesses, ease of use

• Industry specifics
  – fashion, manufacturing, footwear technology

• Feasibility in a variety of uses
  – Fires, earthquakes, other disasters