

Product Brief

COMPANY/BRAND: GAEA

PRODUCT NAME: Noble TRL **GENDER:** Unisex

TIER: Good___ Better___ Best__X__ (Apparel/Equipment)

TIER: Entry Level___ Core Performance_____ Premium__X___ (Footwear)

PRODUCT CREATION TEAM:

Development: Zach, Ivan, Corey, Kylee, Jamison, Roy

Design: Roy, Zach

Marketing: Jamison, Kylee, Ivan, Corey, Zach, Roy

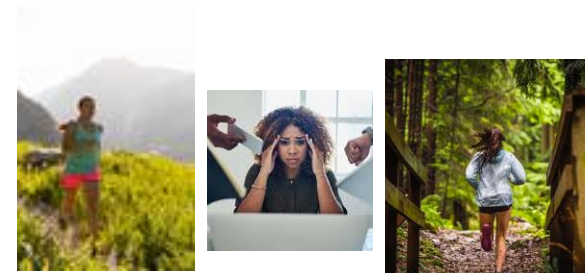
PRODUCT

The Noble TRL is an earth-friendly performance trail running shoe that offers optimal stability to create the smoothest ride possible.



CONSUMER

Our consumer lives in an urban area and works in a high-stress, demanding job. She's an environmentalist who is actively involved in her community. She votes with her money, only buying from brands that reflect her core values. In her limited free time, she jumps on the opportunity to get to the trails, using it as a moment to decompress from the chaos and stress of everyday life. During these runs, she wants to be distracted by the wildlife and fresh air — not by the constant worry of injury.

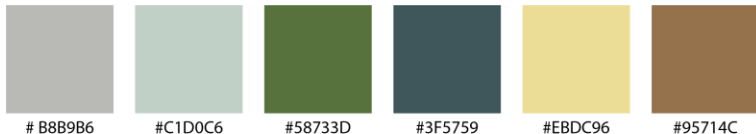



HIGHLIGHT THE BUSINESS OPPORTUNITY/PROBLEM YOU ARE SOLVING/BIG IDEA

Trail runners care about the environment. They want to buy from companies that share that passion, too. GAEA is the first U.S.-based trail running brand that commits to sustainability, offering a buy one, plant one program that enables GAEA to be a 100 percent carbon neutral company. On top of this, our product will focus on creating confidence on the trails, solving for ankle stability and reducing fear of injury by offering one of the few mid-top trail running shoes on the market.



Product Brief

<p>COMPANY/BRAND: GAEA</p> <ul style="list-style-type: none"> Product Name: Trillium TRL Seasonal Forecast: Spring 2022 Lifecycle: Distribution: DTC 	<p>COSTING/PRICING:</p> <ul style="list-style-type: none"> FOB Target: \$60 Margin: 57% Retail: \$140 	<p>PRODUCT CLASSIFICATION:</p> <p>Footwear, Running Shoe</p>
<p>PRODUCT SPECS: (Footwear)</p> <p>Fit: Snug</p> <p>Size Range: Men's Size US 5—US 12</p> <p>Upper Materials Considered:</p> <ul style="list-style-type: none"> > Knit Recycled Polyester > Dyneema > Organic Cotton or Wool > Tirrenina 	<p>Midsole Materials Considered:</p> <ul style="list-style-type: none"> > EVA Foam > Algae Biomass Foam <p>Outsole Materials:</p> <ul style="list-style-type: none"> > Vibram Runner (lightweight, fewer lugs) <p>Other Materials:</p> <ul style="list-style-type: none"> > Recycled Polyester Laces > Texon Recycled Composite Heel Counter and Toe Puff 	<p>Colorway Inspiration:</p>  <p>Aesthetic Goals:</p> <ul style="list-style-type: none"> • Minimalist Construction • Asymmetric Paneling • Sleek Lines/Eye-Catching
<p>THE PRODUCT-FEATURES:</p> <ul style="list-style-type: none"> • Mid silhouette to provide optimal lateral stability • Upper made of sustainable materials (wherever possible) • Ease of Cleaning • For each pair purchased, a tree is planted. • Asymmetrical Panels 	<p>TECHNOLOGY</p>  <p>Dyneema Tirrenina Texon TP Poly</p>	
<p>COMPETITION:</p> <ul style="list-style-type: none"> • Salomon, Nike (Terra Kiger, Pegasus Trails, Wildhorse), Altra, Adidas, Brooks, Saucony, Hoka, New Balance 	