



HOW TO CHANGE THE TRAIL

PRESENTED BY TANNER PELKEY AND LIAM O'ROURKE



Alex

Millennial, SF Resident, Recycler
Married, Dog owner, Advance Trail Runner



Tanner Pelkey & Liam O'Rourke | Summer CMF_X

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S.W.O.T. ANALYSIS

STRENGTHS

Running

Performance

Known to runners

WEAKNESSES

Company size

To comfortable; user buy
it for everyday not trail
running specific

Not as accessible to find

OPPORTUNITIES

Pro sport presence

More Collab with artists

Fully upcycled materials

THREATS

Comfort level
competition

Not pushing net zero
applications

If their shoes go under,
they have no other
profitable product

POSITION MAP



PERCEPTIONAL MAP

Low Cost

High Quality

High cost/ mid low quality



High cost/ high quality



High cost/ mid high quality

Low cost/ mid high quality



Low cost/ mid low quality



Low Quality

High Cost

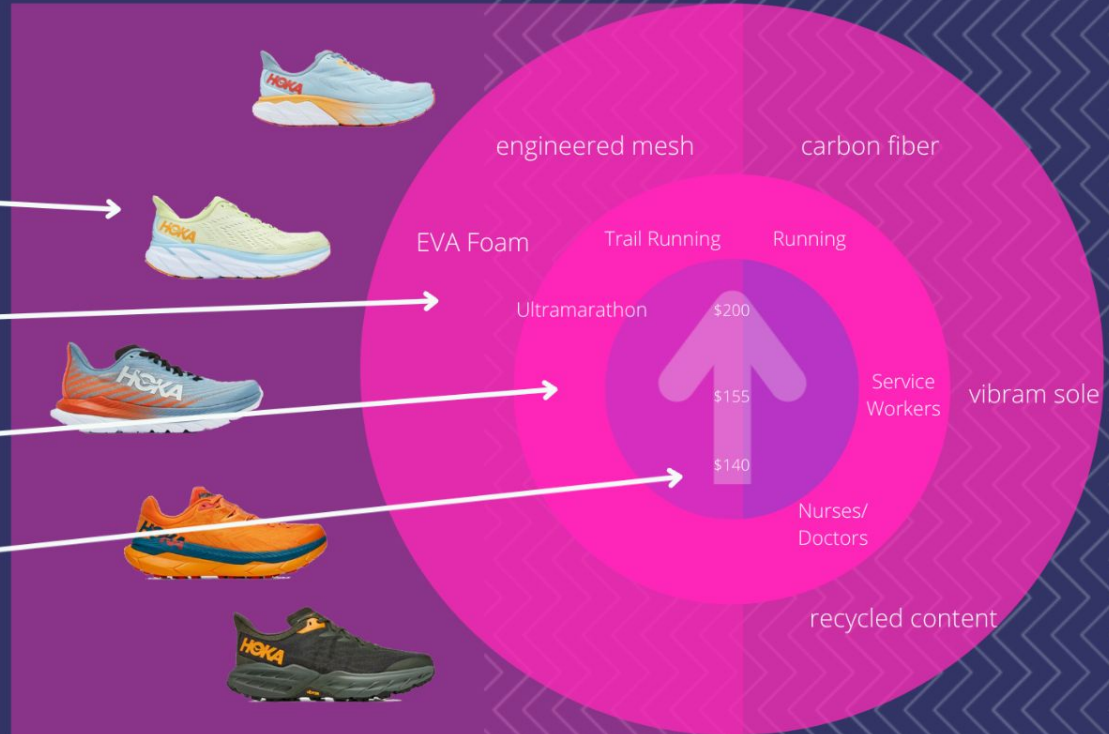
DISRUPTION MAP

Hardware

Materials Science

Location

Price



TRAIL RUNNING PARTICIPANTS





***STRIDE ABOVE
THE CLOUDS***

THANK YOU!



**Presented by Tanner Pelkey
and Liam O'Rourke**