



Mizuno Tech Pack

Model Wave Ultima 10
Sample Size Men's US9

Colorway 10A-YelBlu
Season Fall 2024
TFOB \$24

Last Wave Ultima
Date/ Revision 2/13/23
Rev A

MIZUNO



Team 6:

Drew Burns
Hikaru Minami
JoJo Redman
Paul Bobinger
Victoria Scott



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Factory Email

Dear Manufacturing Partners,

We are Mizuno's running team and we are excited to begin working together for this Fall 2024 running shoe. Mizuno is hoping to create the Wave Ultima 10 running shoe that provides stability, comfort, and performance. For our 10th anniversary model, we hope to create something special with our yellow and blue colorway. I hope to learn about you as well.

We are targeting a \$24 FOB and are looking to amortize tooling after the first year. We would like to use FOB Incoterms.

Our size range is US 7-12 (Sample size US Men 9) with the Wave Ultima last and we hope to have a retail price of \$120 USD.

The defining parts of our project is a durable, entry-level running shoe that provides cushioning over hundreds of miles. Our new developed Wave midsole will provide cushioning and a smooth run. The PU Premium Sockliner will offer a great fit and comfort for our runner.

Challenges that we are facing are toe box tightness and that our prototype is quite heavy. We're hoping to find solutions to these problems without comprimizing our defining

Please do not hesitate if you have any questions or need additional information. Thank you!

Cannon Golf



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Brief

 **REACH BEYOND**

OPPORTUNITY

- Take a legacy running shoe and make a commemorative edition
- Use bright colors to show our bright future
- Highly durable for hundreds of road miles
- Same lower cost our consumers love
- Updated foam and lower weight from the Wave Ultima 9

CONSUMER- Meet Trish

- 30-50 year old part-time working mom in mid-size city
- Aspiring marathon runner
- Lower Middle Class income parent
- Needs a shoe that works on her schedule
- Running is physical exercise and mental break from work and personal stress



BRAND: MIZUNO

MODEL: Wave Ultima 10

SIZE RANGE: US M 7-12, W 5-10

PRODUCT FEATURES

- New Wave midsole to provide a high level of cushioning and response
- U4icX heel wedge for cushioning and comfort
- Reinforcements for harmonious fit
- Premium PU Sockliner for optimal fit and comfort



DISTRIBUTION: 60% Wholesale



TIER: Entry-level performance

COSTING: Target FOB: \$24, MSRP \$120

Materials:

- PU Sockliner
- Synthetic Knit Upper
- EVA foam Wave midsole and rubber outsole

Colorways and Style

- Colorways:    
- Silhouette
 - Wide Base
 - Technologically advanced sneaker Look
 - 5 total Mizuno logos

OUR COMPETITION



Hoka Rincon 3
\$125



New Balance Fuel Cell
Propel V4 \$109.99



Brooks Launch 10
\$110



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CAD drawings



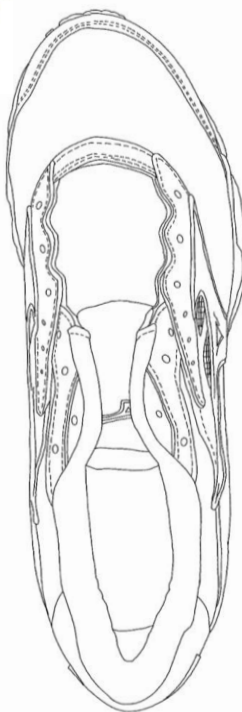
Colored lateral view



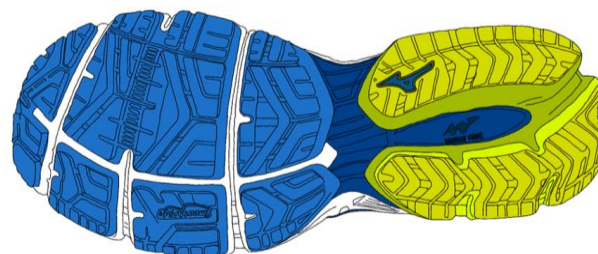
Medial view



Heel view



Top view



Bottom view



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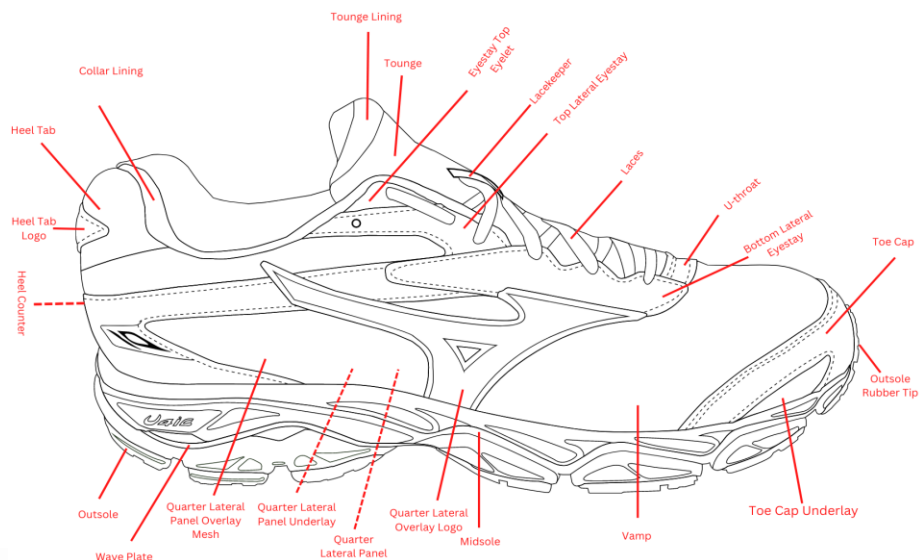
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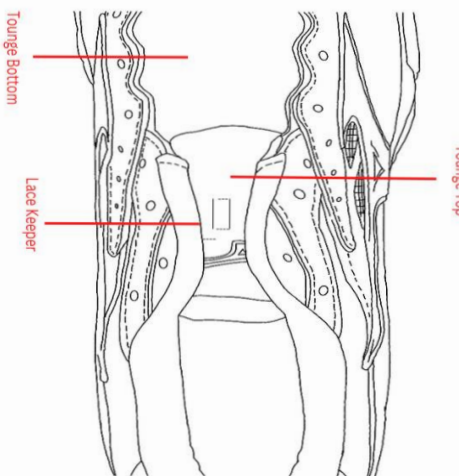
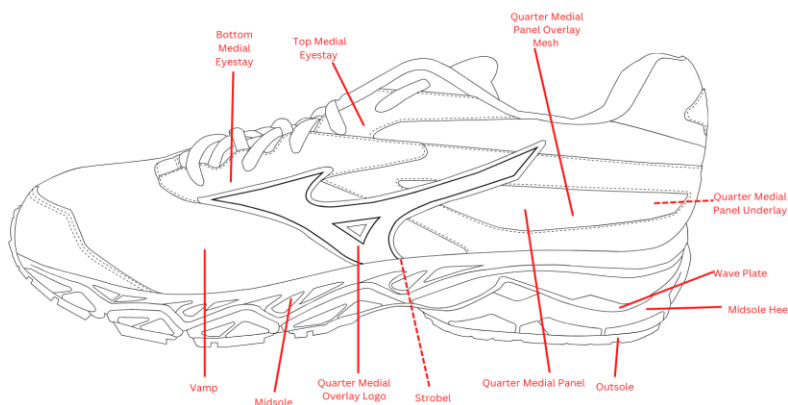
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Component Callouts

Lateral View



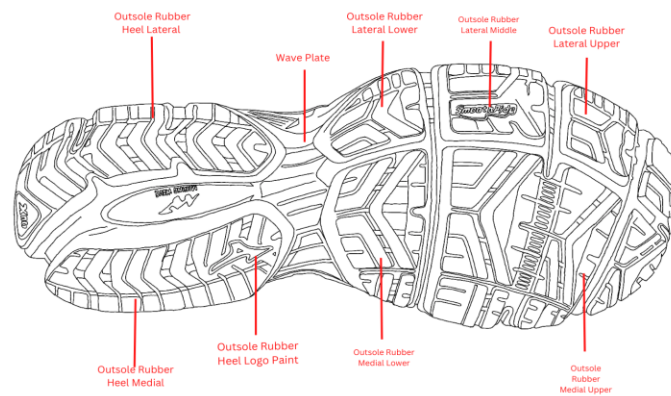
Medial View



Top View (Tongue)



Heel View



Bottom View



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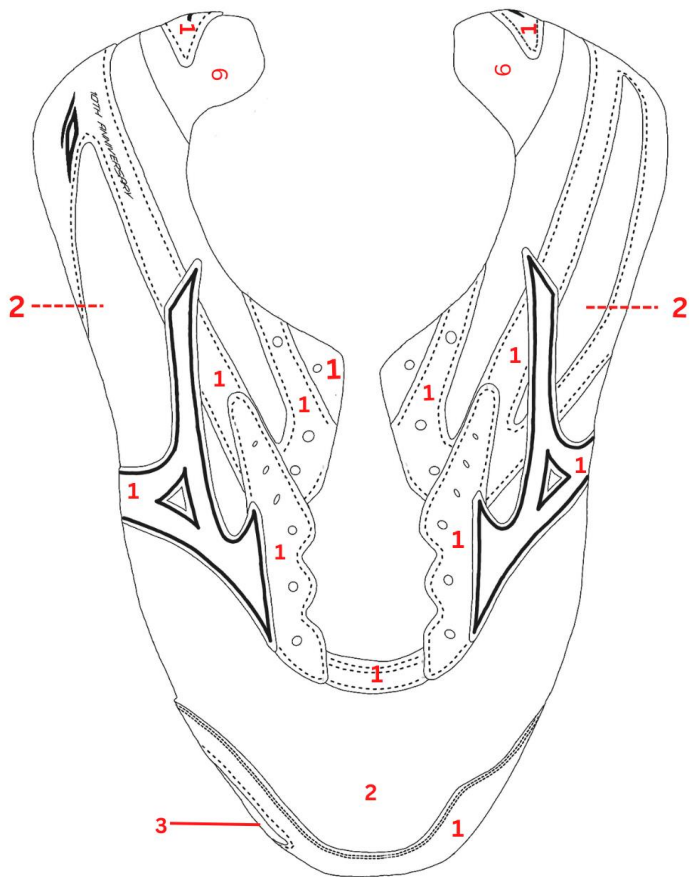
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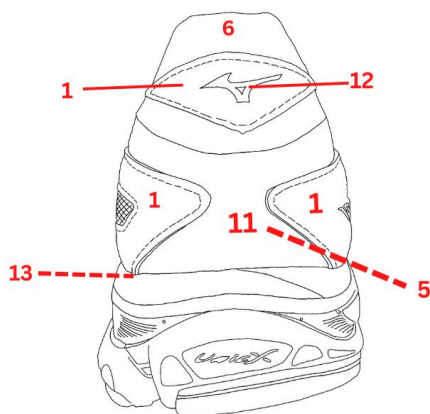
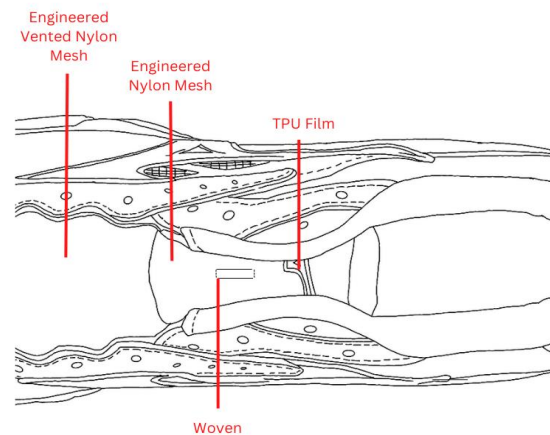
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Material Callouts

- 1. TPU
- 2. Engineered Vented Nylon Mesh
- 3. Nylon Knit
- 4. Synthetic Knit Single Layer Mesh
- 5. Polyethylene
- 6. Synthetic Liner
- 7. TPU Film
- 8. 4mm Round Lace
- 9. Premium PU
- 10. Foam
- 11. Engineered Nylon Mesh
- 12. Reflective Heat Transfer
- 13. Strobel Foam

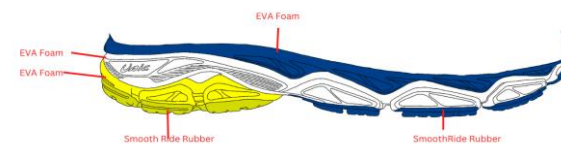


Shell Pattern



Heel View

Top View (Tongue)



Midsole /Outsole View



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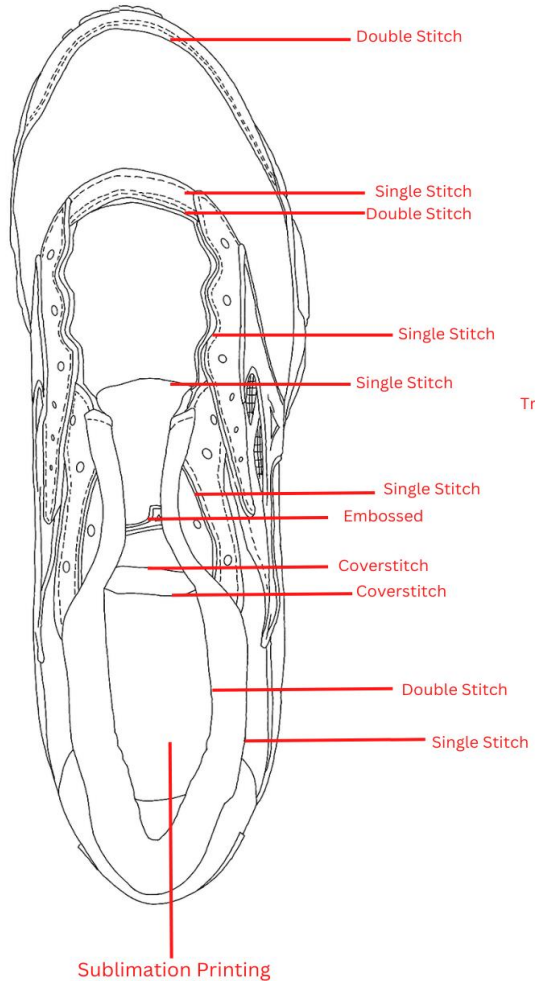
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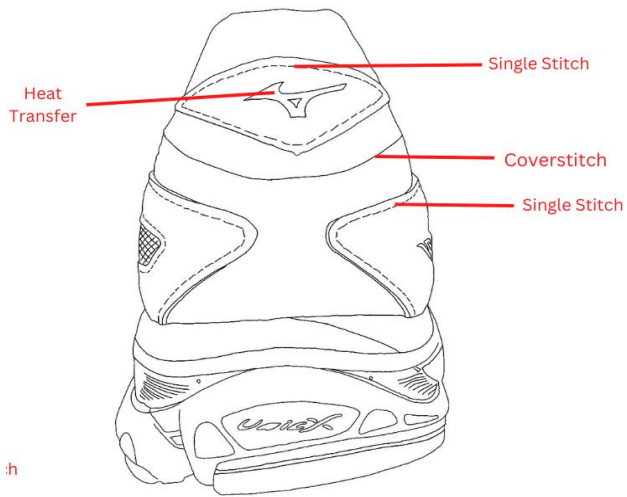
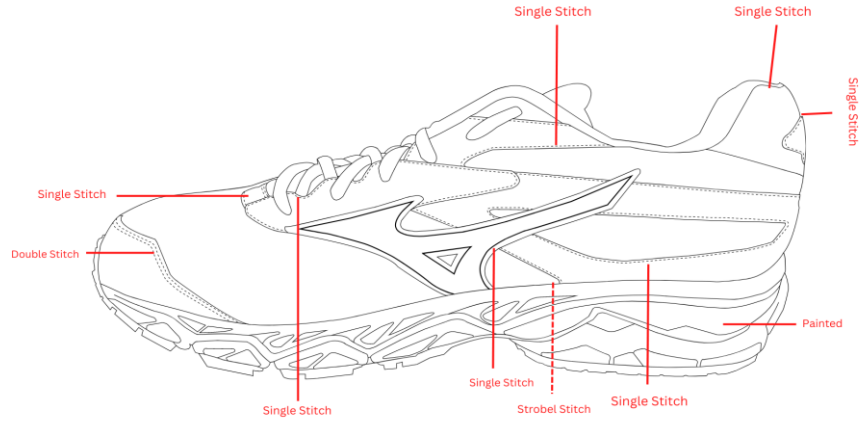
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Construction callouts

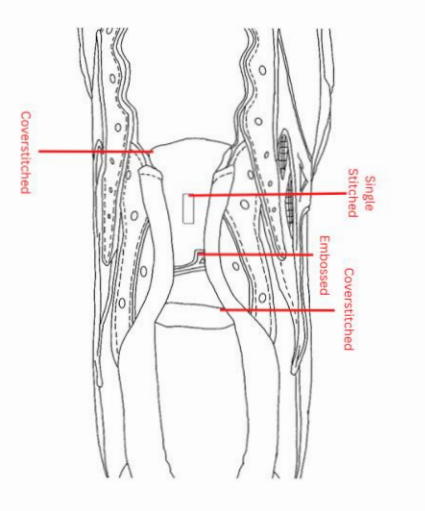
Top View



Medial View



Heel View



Top View (Tongue)



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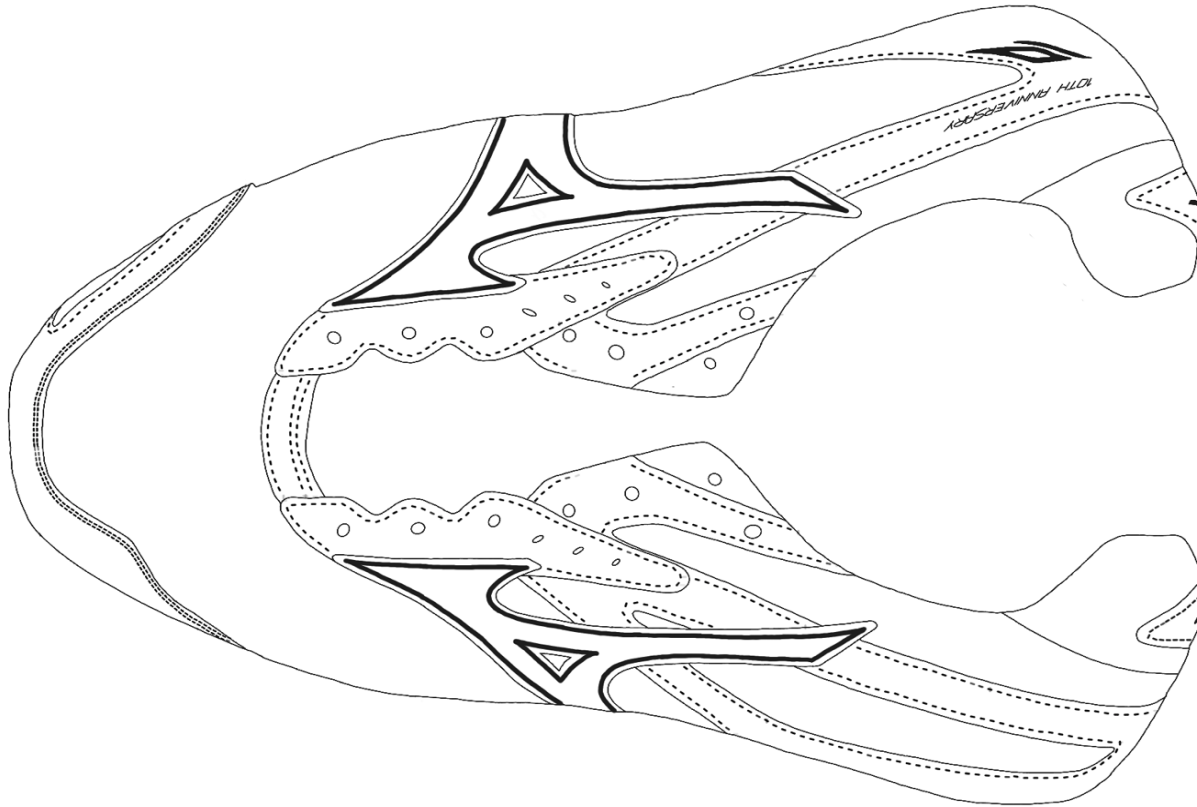
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Shell Pattern

LATERAL SIDE



MEDIAL SIDE



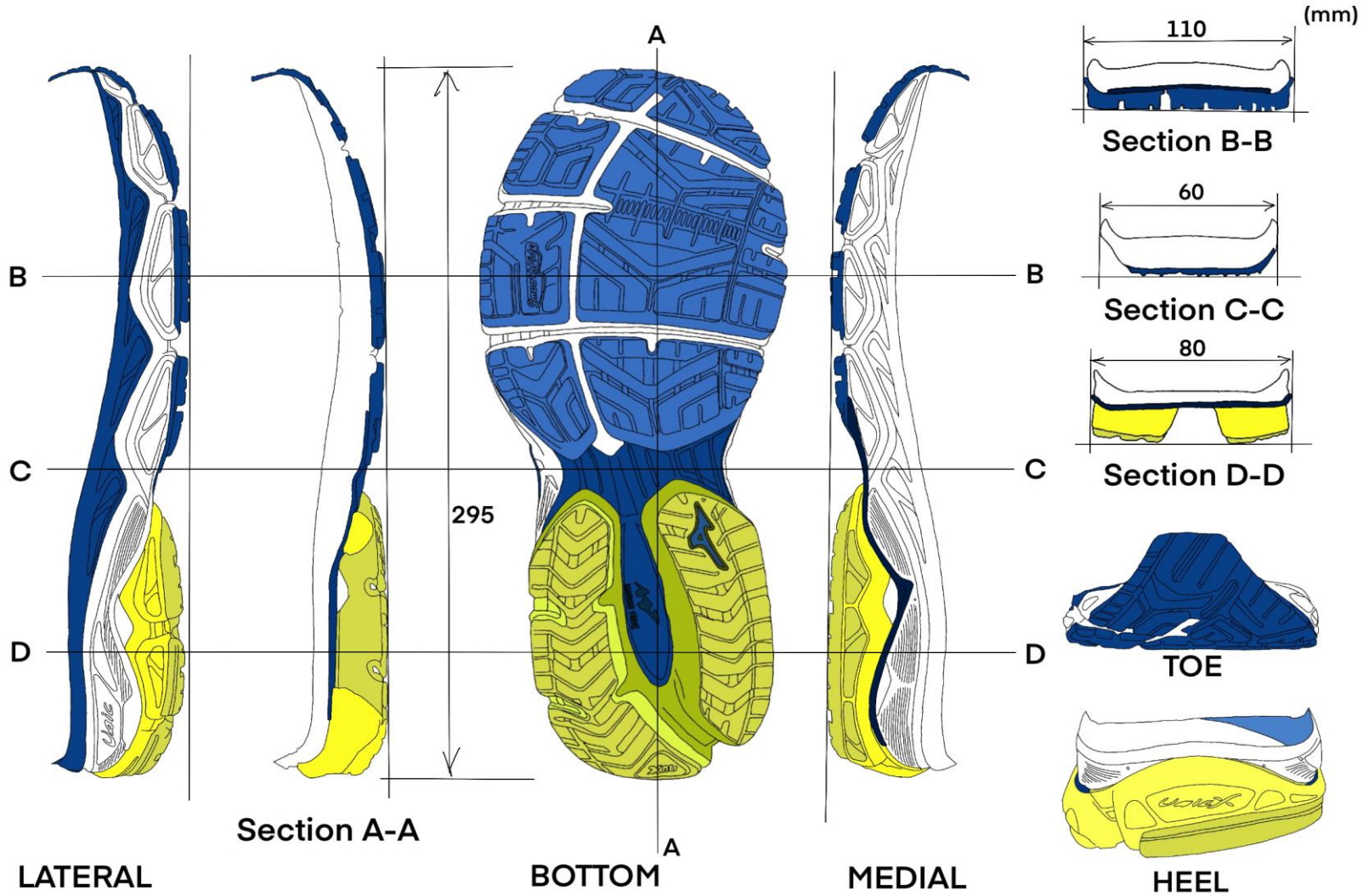
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Tooling





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BILL OF MATERIALS

Part Type	Component	Mtl	Vendor	Mtl comments	Color	Comments
Upper	Toe Cap	TPU	TBD	Double Stitched Top, Single Stitched Bottom	Yellow w/ stars	
Upper	Toe Cap Underlay	Nylon Knit	TBD		Blue	
Upper	Vamp	Engineered Vented Nylon Mesh	TBD		Yellow	
Upper	Quarter/ Heel	Engineered Nylon Mesh	TBD		Blue	
Upper	Quarter Overlay Logo	TPU	TBD	Single Stitched	Yellow w/ stars	
Upper	Quarter Lateral Panel	TPU	TBD	Single Stitched	Yellow	
Upper	Quarter Lateral Panel Underlay	TPU	TBD		Blue	
Upper	Quarter Lateral Panel Overlay Mesh	Synthetic Knit Single Layer Mesh	TBD		Yellow	
Upper	Quarter Medial Panel Overlay Mesh	Synthetic Knit Single Layer Mesh	TBD		Yellow	
Upper	Eyestay Top Lateral	TPU	TBD	Single Stitched	Yellow w/ stars	
Upper	Eyestay Top Medial	TPU	TBD	Single Stitched	Yellow w/ stars	
Upper	Heel Counter	Polyethylene	TBD		Transparent	Not visible
Upper	Heel Tab	Synthetic Liner	TBD	Coverstitched	Blue	
Upper	Heel Tab Overlay	TPU	TBD	Single Stitched	Yellow w/ stars	
Upper	Heel Tab Logo	Reflective Heat Transfer	TBD	Heat Transfer	Grey	
Upper	U Throat	TPU	TBD	Double Stitched Top, Single Stitched Bottom	Yellow	
Upper	Lacekeeper	Woven	TBD	Single Stitched	Blue/ Yellow	
Upper	Eyestay Bottom	TPU	TBD	Single Stitched	Yellow w/ stars	
Upper	Eyestay Top Eyelet	TPU	TBD	Coverstitched	Yellow w/ stars	
Upper	Collar Lining	Synthetic Liner	TBD	Coverstitched	Blue	



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Upper	Tongue Top	Engineered Nylon Mesh	TBD	Coverstitched	Blue	
Upper	Tongue Bottom	Engineered Vented Nylon Mesh	TBD	Coverstitched	Blue	
Upper	Tongue Logo	TPU Film	TBD	Embossed	Blue/ Yellow	
Upper	Tongue Lining	Synthetic Liner	TBD	Coverstitched	Blue	
Upper	Laces	4mm Round Lace	TBD		Blue/ Yellow	
Upper	Sockliner	Premium PU	TBD		Yellow	
Upper	Strobel	Strobel	TBD	Strobel Stitch	White	
Upper	Strobel Foam	Foam	TBD	Strobel Stitch	Green	
			TBD			
Midsole	Midsole	EVA Foam	TBD	Painted top blue	White/ Blue	Painted midsole
Midsole	Wave Plate	PU	TBD	Mizuno Wave Plate	Blue	
Midsole	Midsole Heel	EVA Foam	TBD		Yellow	
			TBD			
Outsole	Outsole Rubber Tip	SmoothRide Rubber	TBD	SmoothRide	Blue	
Outsole	Outsole Rubber Lateral Upper	SmoothRide Rubber	TBD	SmoothRide	Blue	
Outsole	Outsole Rubber Lateral Middle	SmoothRide Rubber	TBD	SmoothRide	Blue	
Outsole	Outsole Rubber Lateral Lower	SmoothRide Rubber	TBD	SmoothRide	Blue	
Outsole	Outsole Rubber Medial Upper	SmoothRide Rubber	TBD	SmoothRide	Blue	
Outsole	Outsole Rubber Medial Lower	SmoothRide Rubber	TBD	SmoothRide	Blue	
Outsole	Outsole Rubber Heel Lateral	SmoothRide Rubber	TBD		Yellow	
Outsole	Outsole Rubber Heel Medial	SmoothRide Rubber	TBD		Yellow	
Outsole	Outsole Rubber Heel Logo Paint	Decorative Paint	TBD		Blue	Painted on outsole
			TBD			
Packaging	Large Carton	Cardboard	TBD		Brown	
Packaging	Inner Box	Cardboard	TBD		Brown	
Packaging	Wrapping Paper	GSM Paper	TBD		White	



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BILL OF MATERIALS

Packaging	Size Label	Hard Paper	TBD	Heat Transfer on tongue		



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Packaging



Mizuno Shoe Box



Size Label



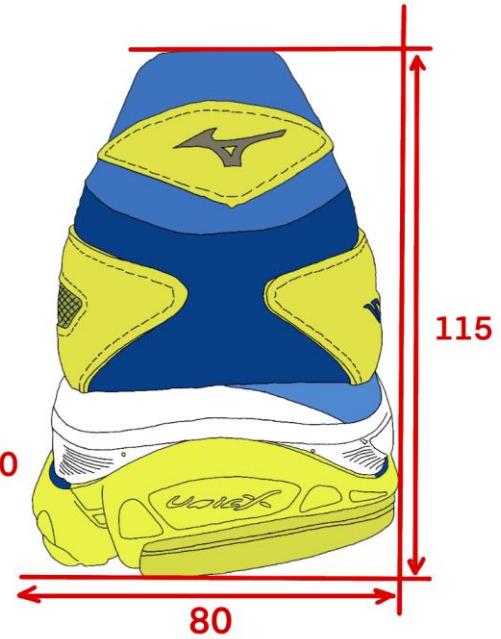
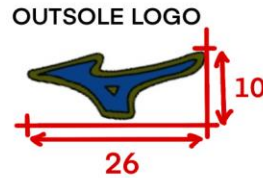
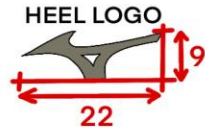
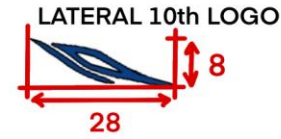
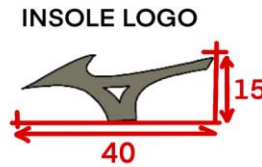
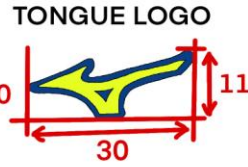
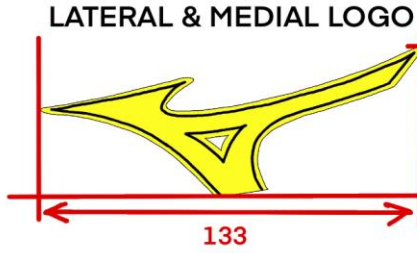
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Measurements



(mm)



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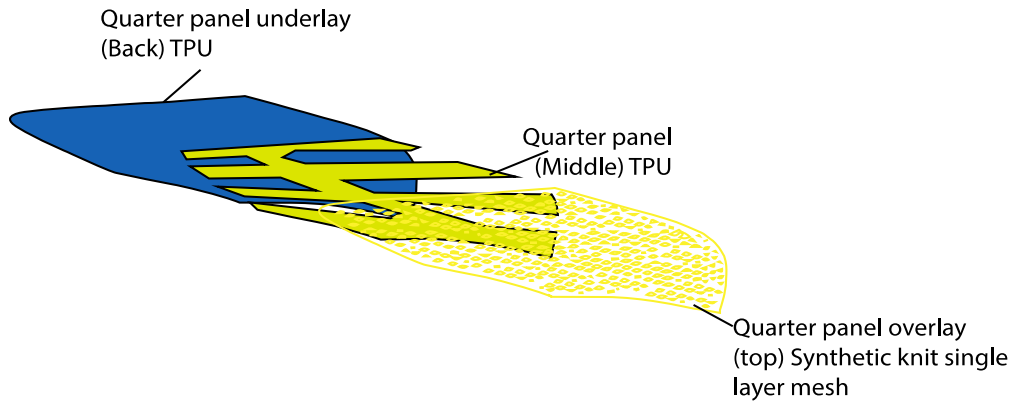
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Layering

Layering for quarter panels





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CBD

Cost Elements	Amount	% of FOB
Upper	\$ 9.40	
Midsole	\$ 1.80	
Outsole	\$ 1.30	
Packaging	\$ 0.40	
Material Subtotal	\$ 12.90	54%
M/O Tooling Midsole	\$ 0.80	
O/S Tooling Outsole	\$ 0.70	
Total Mold	\$ 1.50	6%
Labor	\$ 3.80	16%
Overhead	\$ 3.50	15%
Profit	\$ 1.80	8%
Net FOB	\$ 23.50	98%
Sourcing Commission	\$ 0.50	2%
Total FOB W/SC	\$ 24.00	100%
Duty	\$ 2.90	
Shipping	\$ 0.45	
Landed Cost	\$ 27.35	
Wholesale Price	\$66	Assumption
Retail Price	\$120	Assumption
Gross Margin	\$ 92.65	77%



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Workback Calendar

Fall '24 launch date

month	week	deliverable
January '23	1/16/23	Design
February '23	2/13/23	spec drop
	2/20/23	
March '23		tech 1
	3/20/23	Shipping Plus Design Changes
	3/27/23	
April '23		tech 2
	4/24/23	Shipping Plus Design Changes
May '23	5/1/23	tech 3
June '23	6/5/23	shipping
	6/12/23	photo sample and focus group
	6/19/23	
July '23		photo sample production
August '23	8/7/23	wear testing (3 week test, 1 week analyze)



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Workback Calendar

	8/28/23	shipping
September '23	9/4/23	finalize line build
	9/18/23	
October '23		Mass production
November '23		
	11/27/23	
December '23	12/4/23	
January '24		sales booking window
	1/29/24	Order Deadline

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Wear Test Plan**Selected wear testers:**

Seeking 20-30+ miles of running/hiking per week
 Need 60-90+ miles of running by the end of the test
 Please also wear casually

Manufacturing Partner Requests

Need 50 pairs of shoes in size 9 at the end of the sample room development
 Needed at HQ by 8/3/23

Survey questions:

- 1) What were your initial impressions?
- 2) How would you compare the wear and feel on your first run and your last run?
- 3) Rank order your ideal running condition in this shoe: easy run, speed workout, long run, race?
- 4) How would you describe your experience with the top fabric on the shoe? Was the fit loose or tight?
- 5) How would you describe your experience with the bottom of the shoe? Was it more supportive or springy?
- 6) Were you able to move your toes in the toebox?
- 7) Did you have any pain points when running?
- 8) Any additional thoughts or comments?