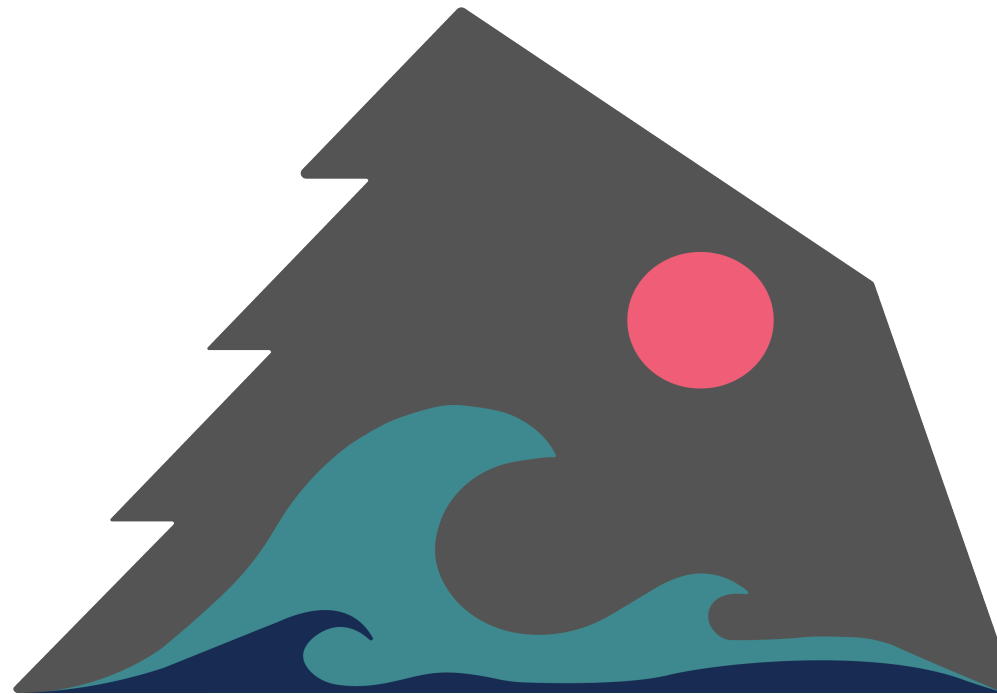


3/13/23 Rev A

# CANNON GOLF TECH PACK

Model: ANCHOR SL



## CANNON GOLF

Drew Burns  
Victoria Scott

Paul Bobinger  
JoJo Redman

Hikaru Minami



## CANNON GOLF - TECH PACK

Model ANCHOR SL  
Sample Size Men's US9

Colorway  
Season  
TFOB

Cannon Sand  
Fall 2024  
\$36

**The Sample Factory**  
Date/ Revision 3/13/23 Rev A

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### CANNON GOLF - TECH PACK

Model	ANCHOR SL	Colorway	Cannon Sand	<b>The Sample Factory</b>	
Sample Size	Men's US9	Season	Fall 2024	Date/ Revision	3/13/23 Rev A
		TFOB	\$36		

### FACTORY EMAIL

Dear Manufacturing Partners,

We are Cannon Golf team and we are excited to begin working together. My name is Drew Burns and I will be the primary factory contact. Greg has briefed us on the strong relationship that you have had with our program and we're excited to share with you a project that we have worked very hard on. We are hoping to create the Anchor SL, a spikeless golf shoe that provides stability for golfers in slick conditions, comfort, waterproofing, and performance.

We planned on using a Men's size 9 of our custom golf/weightlifting last as our sample size. We hope to launch in Fall '24 with 35,000 SKUs between a 7-12M size run as well as a 5-10W size run.

The defining parts of our project are our breathable-waterproof knit upper, our ability to provide heel and midfoot lockdown with our BOA lacing system, and a flexible toe box to create stability. We chose this sole design because the midsole will wrap around the edges of the foot, it will provide cushioning, and will grip the ground when the golfer is swinging.

Some challenges that we are facing are materials for the knit upper and that our prototype is quite heavy. We're hoping to find solutions to these problems without compromising our defining characteristics. We also hope that our product coatings are in line with the California 2025 regulations and bluesign standards of being PFC-Free. Some fabric samples are on their way and we are excited to connect.

We want our sample round 1 to arrive at our HQ 3/15, our sample round 2 to arrive on 7/15, and we want our sample round 3 to arrive on 12/15.

Then, we should be able to start production in 03/2024, expecting your shipments in 06/2024 to be able to launch in 07/2024

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

Cannon Golf

## Empowering golfers to swing like never before



### OPPORTUNITY

Golfers are slipping when hitting the ball in slick conditions inevitably adding strokes. They put more attention on slipping than on the ball and ultimately lose focus on their game. Currently, there is no all-weather footwear product on the market that features satisfactory waterproof upper and great grip and traction in wet conditions for an affordable price.



### CONSUMER

- 25–35-year-old young professional
- Outdoorsy sports enthusiast
- Always up-to-date with latest technology
- Living and spending time in any weather condition (rain, dew, snow)
- Playing golf with a group of friends that prefer to walk the golf course
- Looking fashionable on and off the course while keeping their feet dry and performing great

### PRODUCT

The ANCHOR SL golf shoe is tailored for wet playing conditions featuring a waterproof upper and combines a spikeless traction sole with enhanced stability through the midsole design and lacing strap.

BRAND: CANNON Golf  
MODEL: ANCHOR SL



### PRODUCT FEATURES

#### STABILITY

Stabilizing and cushioned midsole with heel-toe drop to shift pressure on forefoot

#### LATERAL RESTRICTION

Lacing strap to restrict lateral foot movement combined with BOA lacing

### MATERIALS

- Stretch Woven Upper with PFC-FREE ECO DWR coating
- Midfoot Flexing Mesh Strap with high recovery
- EVA foam Midsole and Rubber Outsole
- BOA Lacing System

DISTRIBUTION: Wholesale

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

SEASON: Fall 2024

FORECAST: 35,000 pairs

TIER: Performance

LAST: Custom Weightlifting/ Golf Last

COSTING: Target FOB: \$36, MSRP \$180

PRODUCT CLASSIFICATION: Footwear, Golf Performance

### PRODUCT CREATION TEAM

Design JoJo Redman

Development Hikaru Minami

### OUR COMPETITION



UA HOVR Tour SL \$180



Adidas Codechaos \$200



ECCO Biom C4 \$270



### CANNON GOLF - TECH PACK

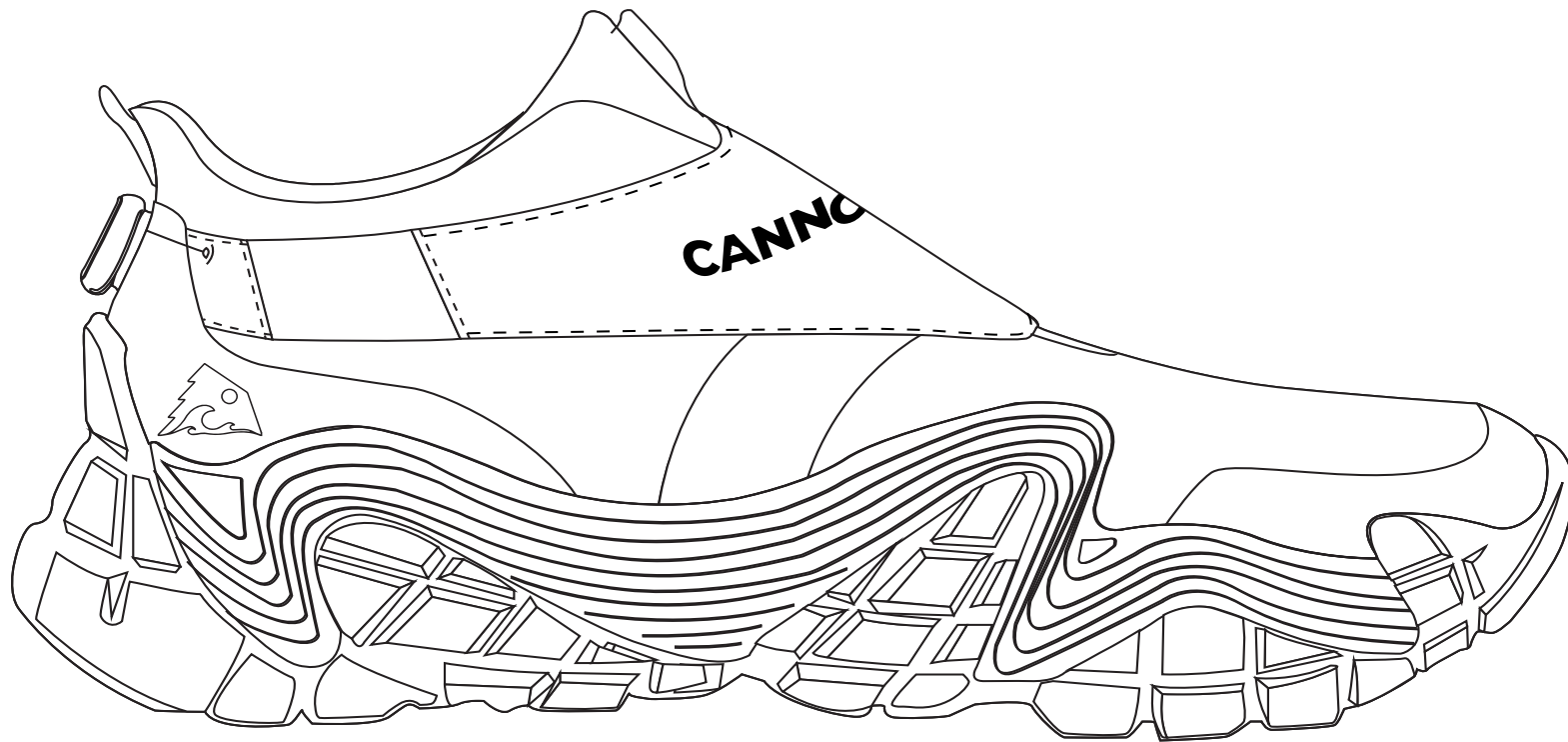
Model ANCHOR SL  
Sample Size Men's US9

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Design JoJo Redman

CAD





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CAD



LATERAL



MEDIAL



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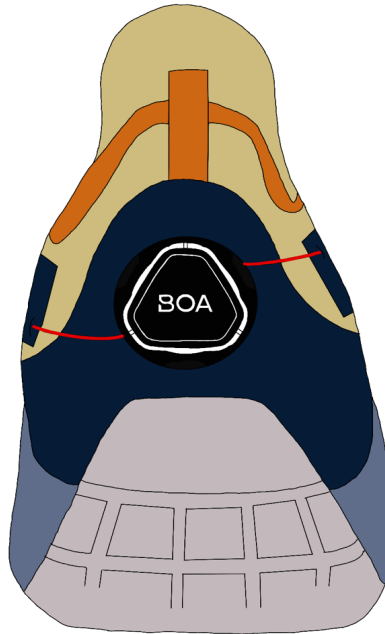
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Design JoJo Redman

CAD

\*BOA Lacing will actually be black but for better visibility it is represented with red in this tech pack



TOP



HEEL



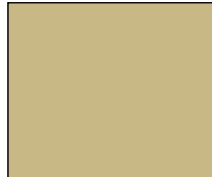
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### COLORWAY

LIGHT TAN



#C7B885  
C: 24%  
M: 23%  
Y: 54%  
K: 0%

NAVY BLUE



#0D1C34  
C: 94%  
M: 83%  
Y: 49%  
K: 61%

BURNT ORANGE



#B96D32  
C: 22%  
M: 63%  
Y: 93%  
K: 8%





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**COMPONENT CALLOUTS - MEDIAL**





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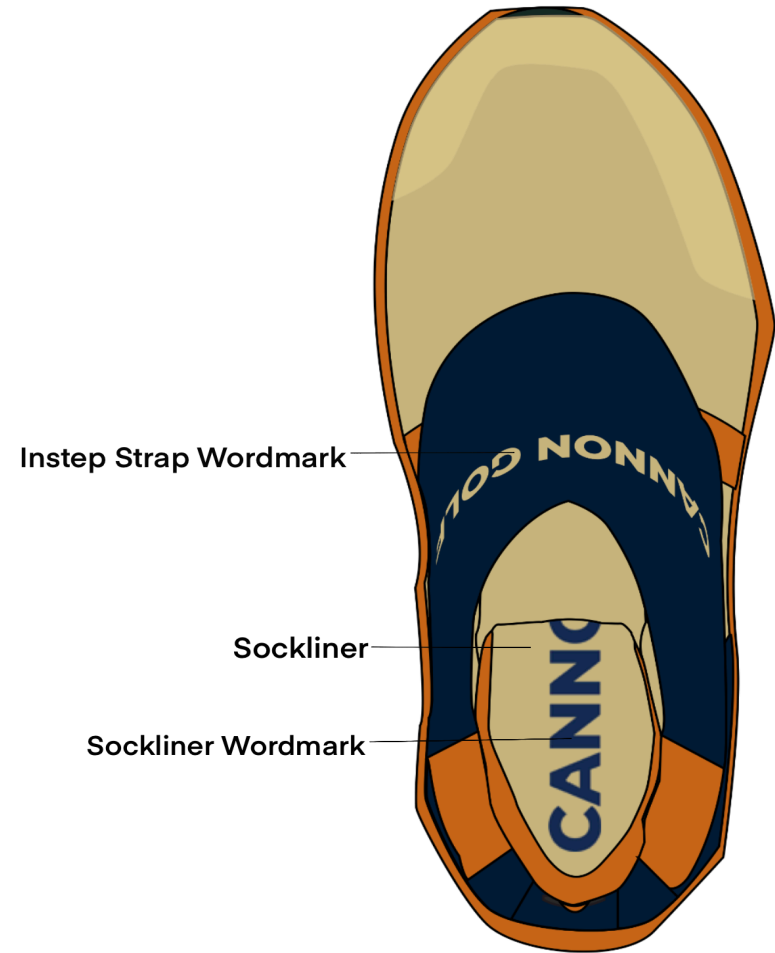
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**COMPONENT CALLOUTS - LATERAL & TOP**





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**MATERIAL CALLOUTS - LATERAL & TOP**





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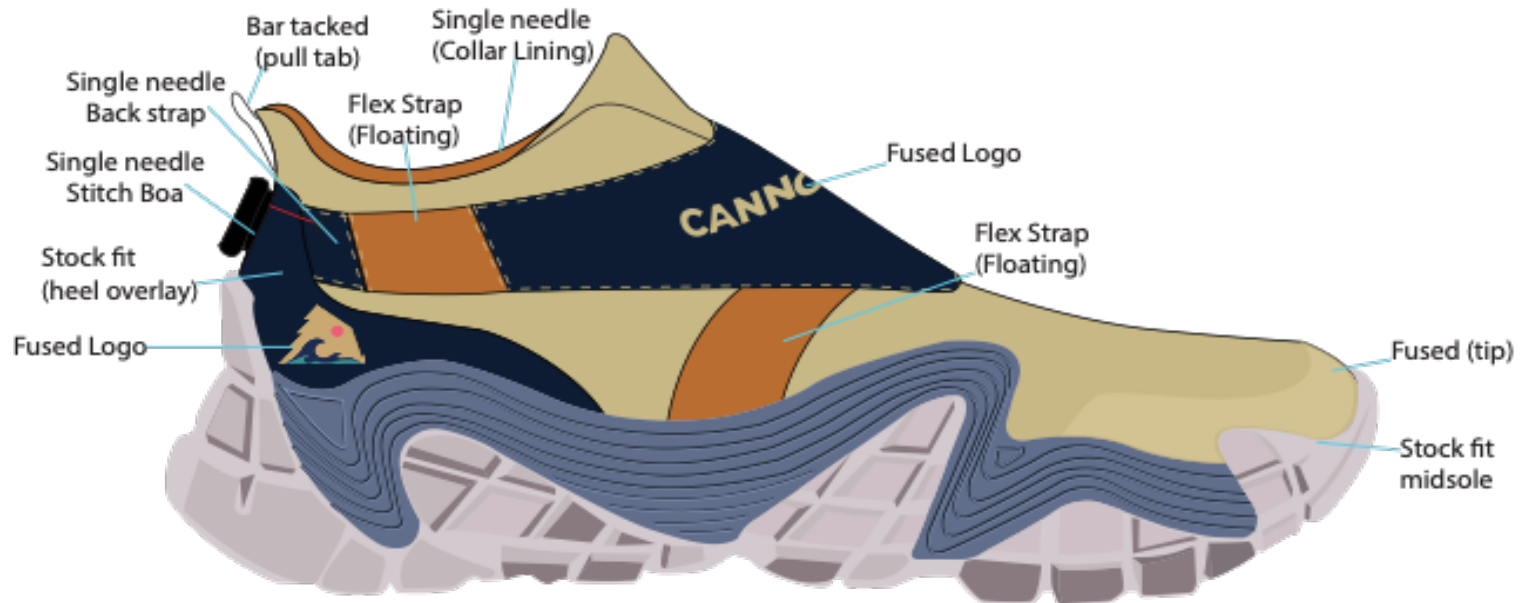
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### CONSTRUCTION CALLOUTS





### CANNON GOLF - TECH PACK

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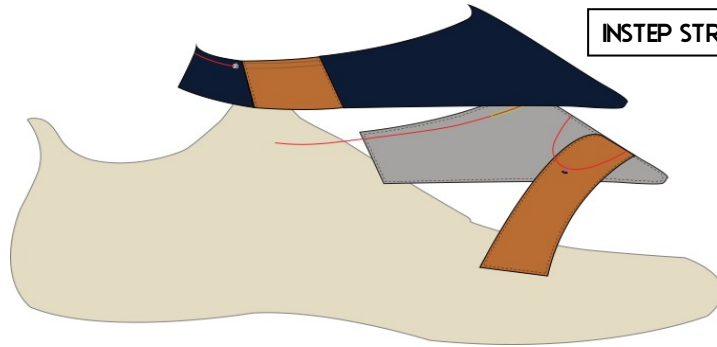
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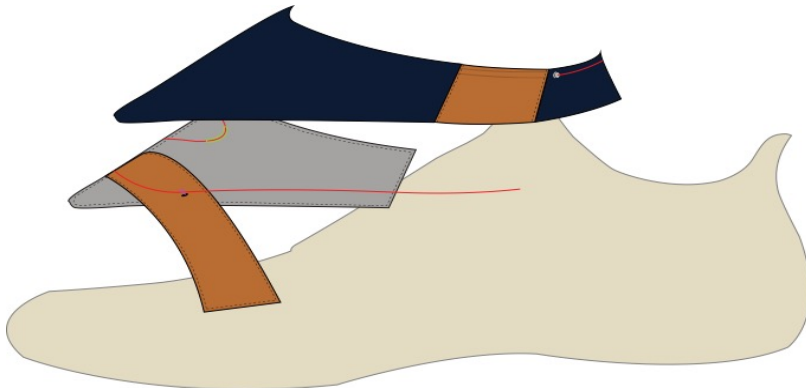
### CONSTRUCTION CALLOUTS & LAYERING

#### INSTEP STRAP

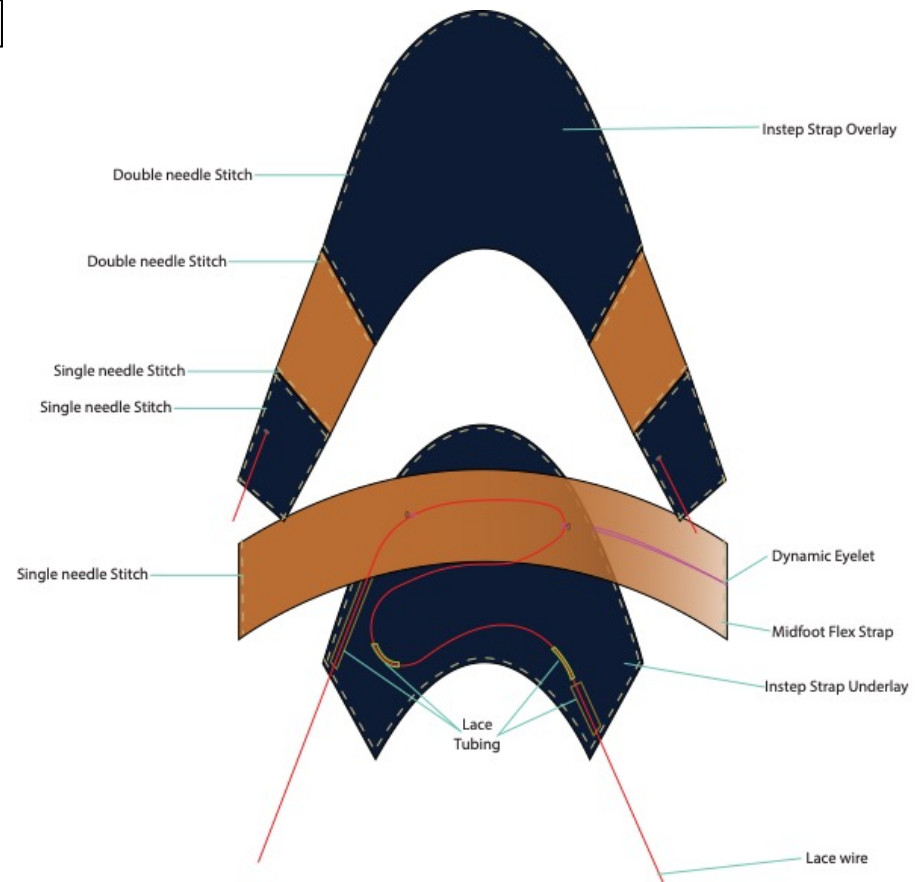


LATERAL SIDE VIEW

#### UPPER & MIDFOOT FLEX STRAP



MEDIAL SIDE VIEW



TOP VIEW OF INSTEP STRAP



### CANNON GOLF - TECH PACK

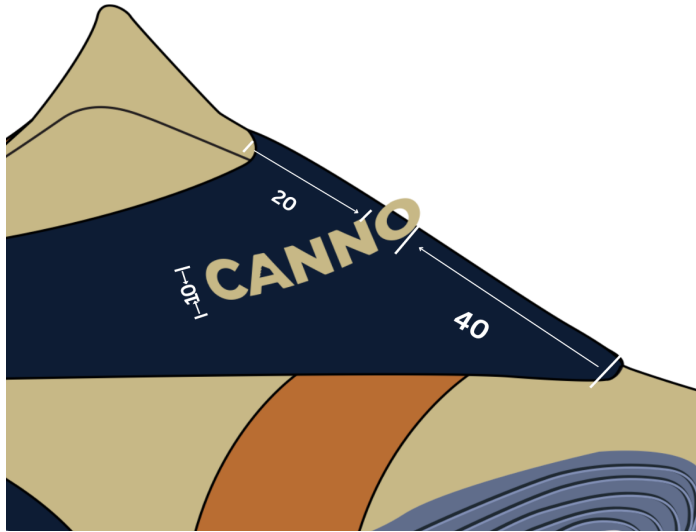
Model ANCHOR SL  
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Colorway Cannon Sand  
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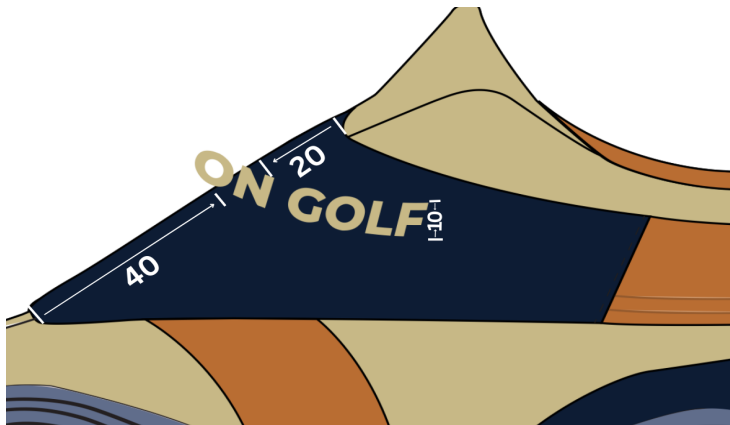
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### MEASURING GUIDE



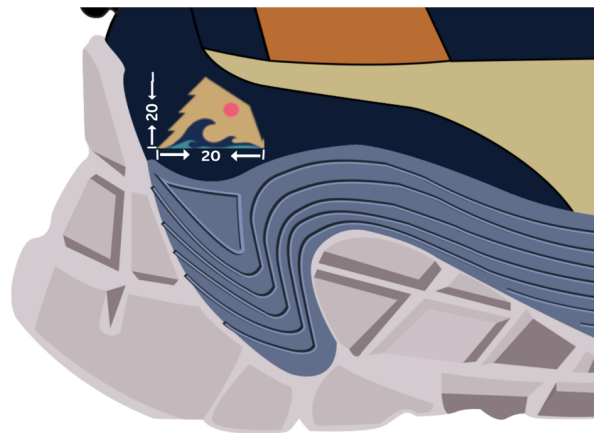
LATERAL VIEW OF INSTEP STRAP WORDMARK



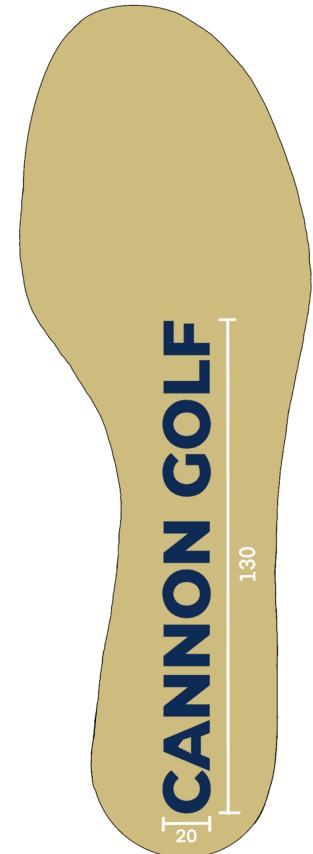
MEDEAL VIEW OF INSTEP STRAP WORDMARK



SIZE TAG LATERAL COLLAR LINING (25 X 25)



LATERAL VIEW OF LATERAL HEEL LOGO



TOP VIEW OF SOCKLINER WORDMARK

(mm)



### CANNON GOLF - TECH PACK

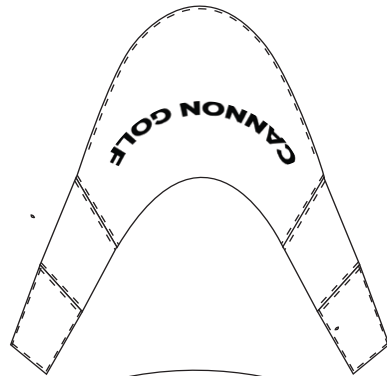
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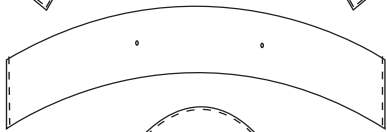
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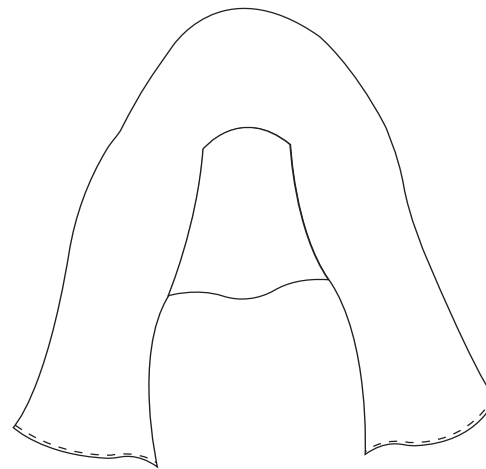
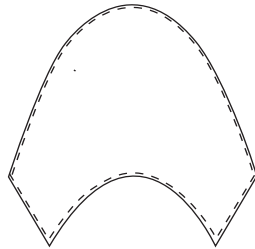
### SHELL PATTERN



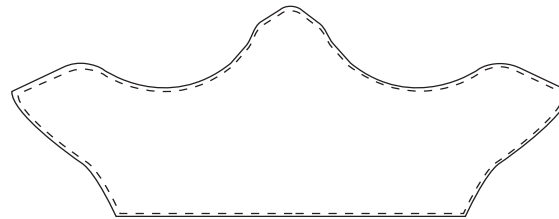
Midfoot Flex Strap



Instep Strap Underlay



Upper



Collar Lining





### CANNON GOLF - TECH PACK

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Sample Size Men's US9

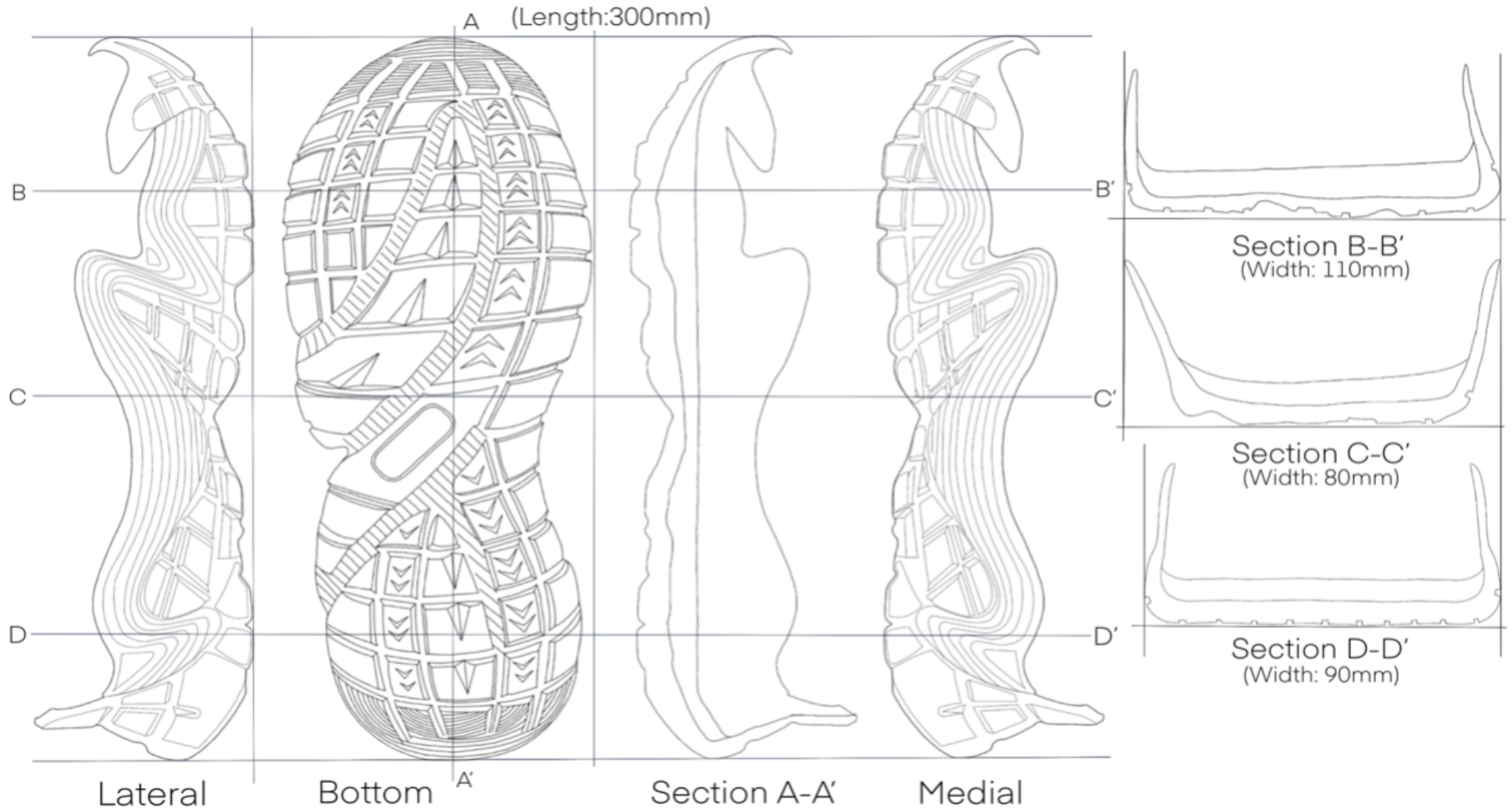
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### TOOLING







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 Developer Hikaru Minami

**BILL OF MATERIALS**

Part Type	Component	Mtl	Vendor	Mtl comments	Color	Comments
Upper	Tip	WP PU Overlay-Skin Avis Mesh Tinted	the sample factory		Transluscent	
"	Toe Box Puff	Texon Sportflex SR Toe Box Puff	Texon		NA	Reference texon sportflex SR series 2016. High stiffness toe counter for golf shwing follow through
"	Vamp/ Quarter	Waterproof 1mm Stretch Woven	the sample factory	Add a PFC-FREE ECO DWR coating	Light Tan	The coating must be in line with the California 2025 regulations and bluesign standards
"	Forefoot Medial Lace Guide	.5mm Reinforcement	Texon	Reference the Texon ultratex heatpress(heatpress on the interior	Navy Blue	Reinforcement that lets the lace guice
"	Forefoot Lateral Lace Guide	.5mm Reinforcement	Texon	Reference the Texon ultratex heatpress(heatpress on the interior	Navy Blue	Reinforcement that lets the lace guice
"	Midfoot Medial Lace Guide	.5mm Reinforcement	Texon	Reference the Texon ultratex heatpress(heatpress on the interior	Navy Blue	Reinforcement that lets the lace guice
"	Midfoot Lateral Lace Guide	.5mm Reinforcement	Texon	Reference the Texon ultratex heatpress(heatpress on the interior	Navy Blue	Reinforcement that lets the lace guice
"	Heel Medial Lace Guide	.5mm Reinforcement	Texon	Reference the Texon ultratex heatpress(heatpress on the interior	Navy Blue	Reinforcement that lets the lace guice



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 Developer Hikaru Minami

**BILL OF MATERIALS**

"	Heel Lateral Lace Guide	.5mm Reinforcement	Texon	Reference the Texon ultratex heatpress(heatpress on the interior	Navy Blue	Reinforcement that lets the lace guide
"	Instep Strap	Two Way Stretch Foam Package Sandwich Mesh	the sample factory		Navy Blue	
"	Instep Strap Overlay	Water Resistant Poly/Spandex Blend	the sample factory		Navy Blue	Same stretch as the instep strap underlay. This should be fully cover so use chapest color.
"	Instep Strap Wordmark	Framas Laser Cut Label Dream 5500	the sample factory	Heatpress	Light Tan	
"	Midfoot Flex Strap	Sandwich Flexing Mesh	the sample factory	Include points referenced for where to cut	Burnt Orange	High fabric recovery/ water resistant
"	Midfoot Flex Strap Lateral Incision Reinforcement	TPU	the sample factory	.2mm thickness TPU	grey	
"	Midfoot Flex Strap Medial Incision Reinforcement	TPU	the sample factory	.2mm thickness TPU	grey	
"	Tongue	Waterproof 1mm Stretch Woven	the sample factory	Same material as vamp/quarter, Add a PFC-FREE ECO DWR coating	Light Tan	
"	Medial Dynamic Eyelets	Dynamic Eyelets	the sample factory	Behind the midfoot flex strap and comes through at incisions loop lacing	Black	



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**BILL OF MATERIALS**

"	Lateral Dynamic Eyelets	Dynamic Eyelets	the sample factory	Behind the midfoot flex strap and comes through at incisions loop lacing	Black	
"	Medial Flex Strap	Corduro Jaquard Knit	the sample factory		Burnt Orange	High fabric recovery
"	Lateral Flex Strap	Corduro Jaquard Knit	the sample factory		Burnt Orange	High fabric recovery
"	Back Strap	Water Resistant Poly/Spandex Blend	the sample factory		Navy Blue	
"	Collar Lining	Collar Lining Material	the sample factory		Burnt Orange	
"	Heel Counter	Texon 87 Series Heel Counter	Texon		NA	Reference texon 87 series 2016
"	Heel Overlay	WP PU Overlay-Skin Sheer Coating	the sample factory		Navy Blue	
"	Heel Pull Tab	Grosgrain	the sample factory		Burnt Orange	
"	Lateral Heel Logo	Framas Laser Cut Label Dream 5500	Framas	Heatpress	CANNON Golf Logo	
"	Lacing	BOA Lacing System	BOA		Black	BOA knob on the heel
"	Sockliner	Ortholite Eco 15 Degree/-4Degree Asker C	Ortholite		Light Tan	
"	Sockliner Wordmark	Framas Laser Cut Label Dream 5500	Framas	Heatpress	CANNON Golf Wordmark	Put where the heel would sit with tip of logo facing the toe



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**BILL OF MATERIALS**

"	Thread	Repel PFC-Free thread	AMERICAN & EFIRD		Light Tan	waterproof stitching
"	Ankle Backtab Foam	KF Foam	the sample factory		-	
"	Size Tag	PU Paper	Sample Factory			
Midsole	Midsole	EVA Foam	Maotai(Fujian) Soles Co.	MT-89096	Light Navy Blue	
Outsole	Wave SL Sole	Rubber	Maotai(Fujian) Soles Co.	MT-89096	Light Gray	
Packaging	Box	Cardboard	OIA Packaging		Grey	
"	Wrapping Paper	Recycled Tissue Paper 55"x45"	OIA Packaging		White	
"	Carton	Cardboard	OIA Packaging			
"	Inner Box	Cardboard	OIA Packaging			
"	Inner Label	Paper Label	OIA Packaging			
"	Box Tag Size Label	Sticker Label	OIA Packaging			
"	Carton Label	Paper Label	OIA Packaging			
"	Shoe Tree	Recycled Tissue Paper	OIA Packaging			
"	Silica Gel	Silica Gel	OIA Packaging			



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### PACKAGING INFO



260L x 200W x 320H mm



285L x 240W x 180H mm



Box tag on short face

40 x 80 mm



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### REFERENCE IMAGES





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**BUDGET FOR UPPER, TOOLING, LOP**

Cost Elements	Amount	% of FOB
Upper	\$ 13.00	
Midsole	\$ 4.00	
Outsole	\$ 3.80	
Packaging	\$ 0.50	
Material Subtotal	<b>\$ 21.30</b>	59%
M/O Tooling Mids	\$ 1.50	
O/S Tooling Outsole	\$ 1.50	
Total Mold	<b>\$ 3.00</b>	8%
Labor	<b>\$ 4.70</b>	13%
Overhead	<b>\$ 4.00</b>	11%
Profit	<b>\$ 2.50</b>	7%
Net FOB	\$ 35.50	99%
Sourcing Commission	\$ 0.50	1%
Total FOB W/SC	<b>\$ 36.00</b>	100%
Duty	\$ 7.20	
Shipping	\$ 0.50	
Landed Cost	<b>\$ 43.70</b>	
Wholesale Price	\$90	
Retail Price	\$180	
Gross Margin	<b>\$ 136.30</b>	<b>76%</b>



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### WORKBACK CALENDER

#### Fall '24 launch date

	Start	End
Product Brief Creation		1/1/23
Initial Design Phase	1/1/23	1/15/23
Design to Development		1/15/23
Tech Pack Creation	1/15/23	1/31/23
Tech Pack Release		2/1/23
Tooling design start		1/31/23
Pull over sample shipped		2/10/23
Pull over sample revisions		2/17/23
Tooling completed		3/1/23
Round 1 sample shipped		3/15/23
Round 1 Revisions		3/31/23
Short Term Wear Testing	4/15/23	6/15/23
Revisions		7/1/23
Round 2 Sample		7/15/23
Round 2 Revisions		7/31/23
Long Term Wear Testing	8/15/23	10/15/23
Revisions		11/1/23
Round 3 Sample		12/15/23
Round 3 Revisions		1/1/24
Product Confirmation Sample		1/15/24
Product code release		1/20/24
Order Window	1/20/24	2/15/24
Full size tooling	1/20/24	2/15/24
Materials ordered		2/15/24
Full size Run trials		2/25/24
Production	3/1/24	5/1/24
Shipping		6/1/24
Launch Date		7/1/24





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### WEAR TEST PLAN

## Wear Test Plan

Our wear test plan for the ANCHOR SL must test our different product heroes of stability, restriction, waterproofing, and versatility. This means our tester needs to use the shoe for his golf games at least three times per week over a period of 6-8 weeks. This should get our shoe exposed to at least 20 golf games. Further, our testers are encouraged to keep casually wearing the shoe after and before their games. We envision 15-20 testers between the ages of 20-35 years. This means our factory needs to supply at least 20 test samples in our sample size. Our testers should be located in humid or wet climates to test for the performance and durability in rough weather conditions.

Wear testers will be sent a log to track wear data and multiple surveys with specific questions. We plan on sending out 3 surveys, 1 initial survey, 1 halfway through the trial, and 1 at the end of the trial. The survey will gather a more in-depth look into the tester's ease of entry, upper comfort, irritation issues, fit, perceived stability, durability, and flexibility. We also want to know how long the shoes are worn, what additional activities the tester did while wearing them, washing/ cleaning conditions if any, and what the weather was like while wearing the shoe. After completion of the 6-8 week wear test trial, we request our footwear back for lab analysis. There we will examine wear of our traction outsole, durability of our lacing system and waterproofing of the upper.

Some possible survey questions:

- 1) What were your initial impressions?
- 2) How would you compare the wear and feel on your first round and your last round?
- 3) How easy was the lacing system and entry into the shoe?
- 4) Did the upper of the shoe fit loose or tight? Did the lacing lock you well?
- 5) How would you describe your experience with the bottom of the shoe? Did you have better traction while swinging?
- 6) Were you able to move your toes in the toebox? Did this support your grip?
- 7) Did you have any pain points when walking? Any irritation points during play?
- 8) Any additionally thoughts or comments?

Wear Test Plan (6-8 Week Plan)	Dates
Ship shoes to wear testing pool	4/15/2023
Email record log to wear testers	4/17/2023
Send 1 <sup>st</sup> survey to testers	4/17/2023
Send 2 <sup>nd</sup> survey to testers	5/17/2023
Send 3 <sup>rd</sup> survey to testers	6/15/2023
Return shoes from testers	6/15/2023
Analyze shoes from tester	6/22/2023
Receive all survey results	6/31/2023



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### NOTES