Painless Pointe
A pain free experience for dancers

The average life of a pointe shoe is between 8 to 20 hours of use.

Between 14% - 57% of female ballet dancers suffer from foot and ankle injuries.

Existing Alternatives:
- Toe Pouches
- Toe Spacers
- Lambs Wool
- Toe Tape

CHANGE THE STRUCTURE OF THE SHOE!

Unlike most of the existing alternatives that simply provide cushioning, Painless Pointe is a thermoplastic pointe shoe that moulds to the shape of the dancer's foot.

Painless Pointe Thermoplastic Shoe

Regular Pointe Shoe

- Eliminates extra space that causes blisters
- Distributes weight evenly across all toes

Unique Value Proposition

Painless Pointe VS Alternative Products

- Solution is integrated into the shoe itself
- Can be used and remoulded infinite times
- Made of recyclable material and less wasteful

- Additional cost on top of paying for the shoe
- Shift around and compact down inside the shoe
- Can be visible peeking out of the shoe
- Mainly wasteful single-use products

CUSTOMER SEGMENT
- All female pointe ballet dancers
- Estimated 2 million potential customer
- Growing by 3.8% each year for the past 5 years

INNOVATOR
- 16 - 20 year olds
- Recreational & competitive ballet dancers
- Middle to upper class
- Parents pay for shoes

EARLY ADOPTER
- YouTubers who test and review dance products
- Financially successful
- Can expose product to subscribers
Validation

“I’ve experienced blisters so bad my shoes were stained with blood”

“I had to get surgery on my foot because of my pointe shoes, I haven’t been able to dance en pointe since”

“I don’t have pinkie toenails anymore because of all of the ingrown toenails I’ve had”

Anonymous survey respondent

Alexis Dancer

Amy Dancer

Our Ask

Total: $33,000

Patent and Legal Fees

Research and Development

Trade Show Costs

Supplier Costs

Our Team

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