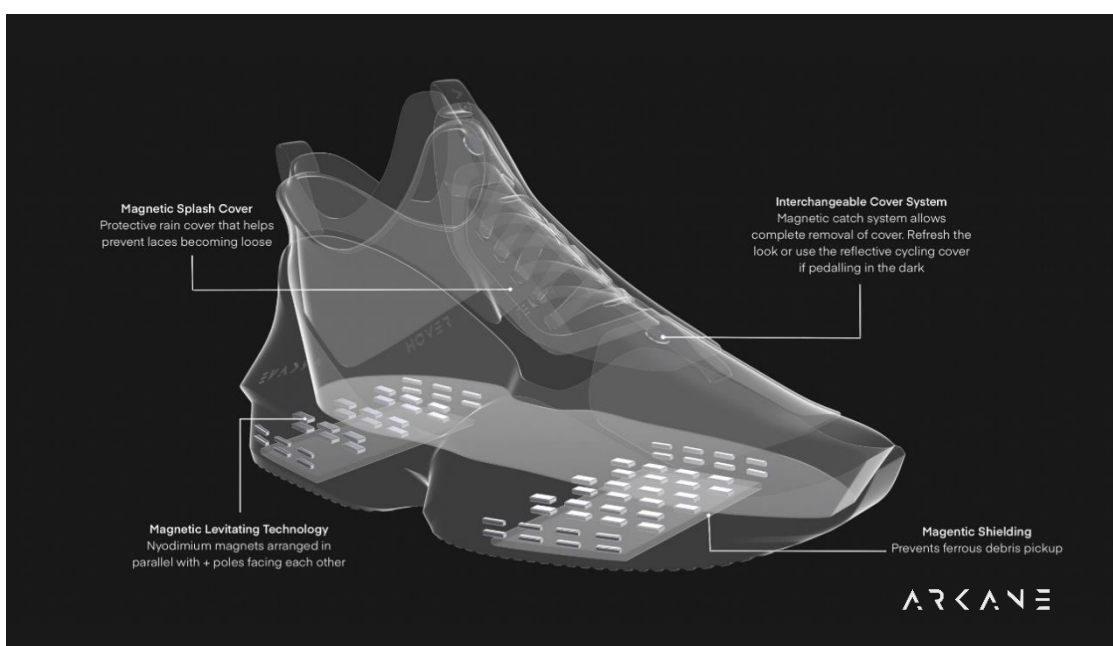


- **What’s your age, name and where are you from?**

“Hi, I’m 17 years old, my name is Amaan Waheed and I’m from Glasgow.”

- **When did you set Arcane up and why?**

“In 2021, I started [Arcane](http://www.arcanefootwear.com).¹ A technology company with a mission to revolutionise the footwear industry. I discovered that modern footwear uses dated technology. For example, Nike’s Air bubble, invented in the 1970s. The Reebok Pump lace system is from the 80s, and Adidas Predator's ridged edge ball swerve tech is from the 90s. Arcane uses 2020 cutting-edge tech to create the most advanced footwear on the planet. Shoes with magnetic sole cushioning, software-enabled surfaces, and auto-lacing.”



Arcane Hover, Featuring a Magnetic Sole Cushion

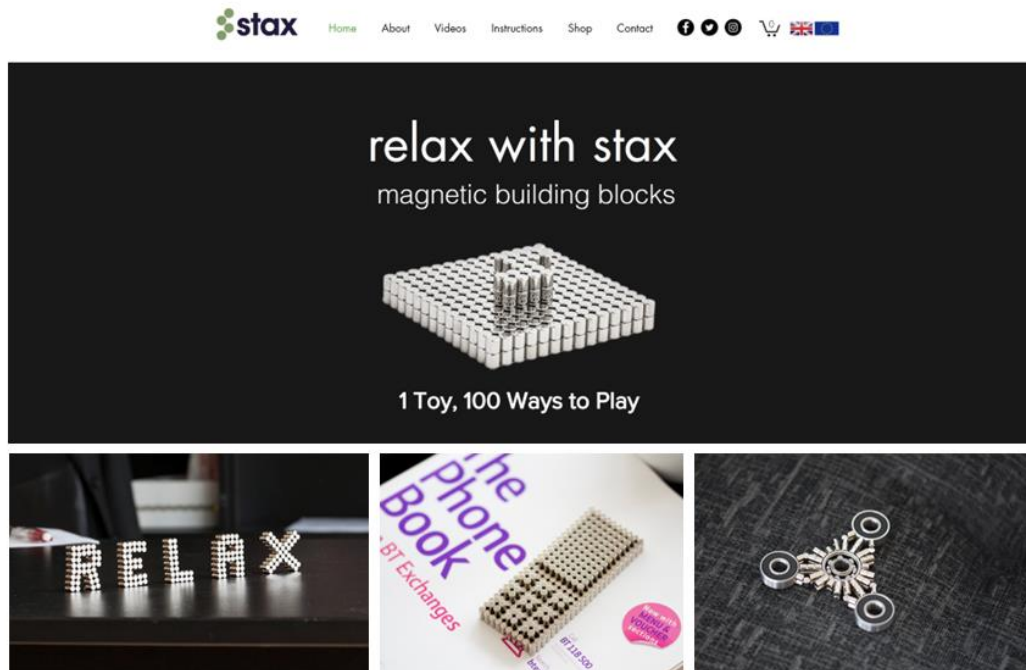
“Did you know 'arcane' is a word? It describes something mysterious or understood by few – just like our advanced footwear with a technology learning curve.”

ar·cane
/är'kän/
adjective
understood by few; mysterious or secret.
"modern math and its arcane notation"
Similar: mysterious secret hidden
Feedback

¹ Arcane <https://www.arcanefootwear.com/>

- **Was it always the plan?**

“Arcane wasn't the initial plan. The business began as [Stax](#),² a magnetic Lego fidget toy for relaxing play. While [playing with magnets](#),³ the design of a [magnetic sole cushion](#)⁴ came up, prompting a [shift to footwear](#).⁵ Looking into the footwear market, it was way more lucrative. [Allied Research](#)⁶ project that annual global footwear sales will reach \$725 billion by 2032.



² Stax <https://www.relaxwithstax.co.uk/>

³ Playing with Magnets <https://www.glasgowlive.co.uk/news/glasgow-news/genius-glasgow-schoolboy-invents-magnetic-19369348>

⁴ Magnetic Sole Cushion <https://worldwide.espacenet.com/patent/search/family/084688198/publication/WO2023118816A1?q=WO2023118816>

⁵ Shift to Footwear <https://www.thescottishsun.co.uk/money/10842989/glasgow-teenager-business-multi-million-shoe-brand/>

⁶ Allied Research <https://www.alliedmarketresearch.com/footwear-market>

- **Was this a gradual process and did you receive help from others?**

"Arcane developed gradually and in three main steps. First, I had to learn the industry basics. I Googled [Susannah Davda](#),⁷ a footwear consultant. She charged £425 per month and coached me for six months. She made sure I understood the ultra-competitive nature of the industry and emphasised the need for a unique selling proposition (USP). I decided to expand the footwear range with technology and shape a powerful mission statement. I mulled over Nike with its 1988 'Just Do It' campaign. It came to me. At Arcane, we take athletes 'Beyond Boundaries™', through new frontiers in comfort, safety, and performance.



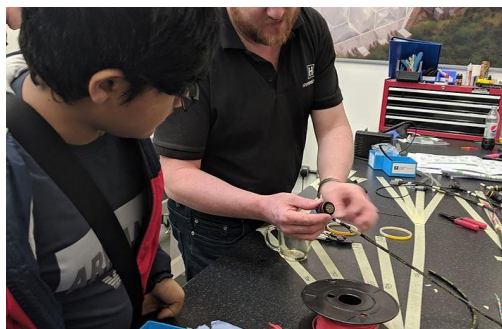
⁷ Susannah Davda <https://shoeconsultant.com/>

Phase two was a technology deep dive. Attending supply chain meetings with my dad, Abdul Waheed, Chief Innovation Officer at [Hydrogen Vehicle Systems](https://www.hvs.co.uk/),⁸ exposed me to cutting-edge tech companies like [Hypermotive](https://www.hyper-motive.com/),⁹ [Mage Control Systems](https://magecontrol.com/),¹⁰ and [HSSMI](https://hssmi.com/).¹¹ I gained insights into advanced engineering, sustainability and manufacturing processes."



Amaan's Dad – Abdul Waheed, Founder, Chief Innovation Officer at HVS (Hydrogen Vehicle Systems).

"This experience was crucial in shaping my vision for Arcane. It helped me decide the technology features on my footwear. Meeting these tech companies felt like exploring the art of the possible. I could see the future Arcane R&D lab as a dynamic ideas factory, similar to Q's lab in the James Bond films, focusing on interactive, performance-enhancing technology for footwear. "



Amaan at Hypermotive (Coventry), new technology integration specialists with a focus on electric vehicles.



Amaan at HSSMI (London), sustainable supply chain and manufacturing experts.

⁸ Hydrogen Vehicle Systems <https://www.hvs.co.uk/>

⁹ Hypermotive <https://www.hyper-motive.com/>

¹⁰ Mage Control Systems <https://magecontrol.com/>

¹¹ HSSMI <https://hssmi.com/>

"Thirdly, learning from a grand master. Connecting with Joe Foster, the Founder of Reebok, through LinkedIn, was a game-changer. Reebok is known for innovation, and Joe was super-excited about the magnetic cushioning, seeing it as the next big thing. He supported me by leveraging his network, introducing me to industry key players. The best part was the in-depth training sessions, where Joe shared insights from a 200-page secret Reebok manual. Our discussions ranged from integrating technology into footwear to potential challenges I might face. We delved into Reebok's iconic innovations, including The Pump, Energy Return System, Hexalite, DMX, Graphlite, Ventilator, and much more. Learning from a founder who has successfully built a multi-billion-dollar global footwear business, like Joe, the Shoemaker Foster, has profoundly shaped Arcane's direction and unlocked its immense potential."

The Business Influencer
April 2020, Issue 04

STORY OF THE
**BRITISH
BILLIONAIRE**
BRAND - REEBOK
Founder Joe Foster

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[The fourth issue of The Business Influencer Publication featuring Joe Foster, founder of British Trainer Brand Reebok.](#)

- **Where has your work/designs gone to; e.g. what brands/businesses?**

"We've met with several industry leaders. Reebok's VP, Todd Krinsky, and his team examined our magnetic sole cushion. Adidas Football's VP of Design, Sam Handy, assessed the Arcane Arrow football boot. Castore showed interest in our water displacement stud technology and plans to reconnect in 2024. Currently, we've only showcased images and design patents. In 2024, we plan to go into production with sustainability experts [Footwear Studios](#)¹² Germany. After presenting our finalised products to Reebok, Adidas, Castore, and Nike, we hope to discuss licensing and partnership."

¹² Footwear Studios <https://www.footwearstudios.com/>

- **How do you work, is it full time or part time? Are you in university or school?**

"I work part-time while in my sixth year at school. My teachers support me - when I am needed for Arcane and absent from school, they mark me as present under 'work experience'. I plan to study Business Law at Glasgow University next year."

- **You have a very unique experience, what would you say to other young people who aspire to do the same?**

"Watch the Dragon's Den series on BBC iPlayer to grasp business basics and industry terms. When you have a product or service idea, contact your local government business support service, such as Scottish Enterprise, for support and funding. Also connect with Barclays Eagle Labs—if your business aligns with sustainability, they'll put you on the Barclays Unreasonable Impact program, providing global support and elite training."

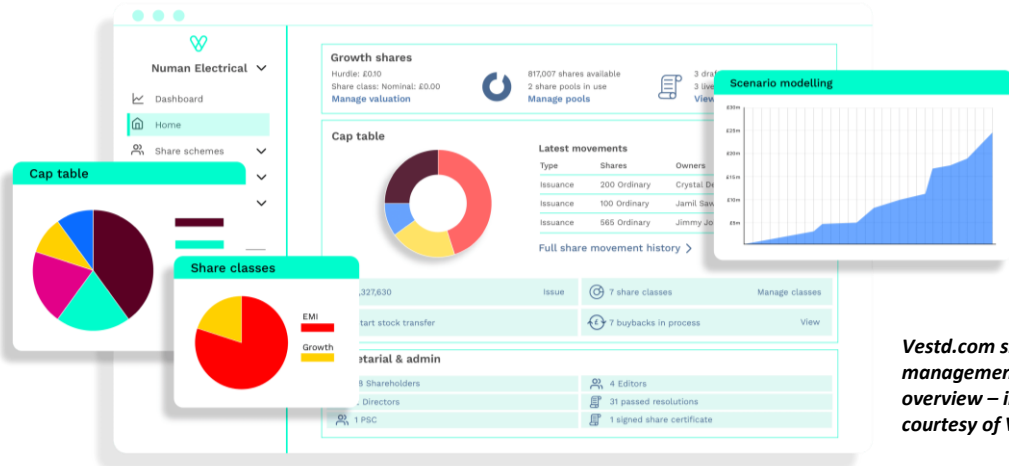


Daniel Epstein, Founder of Unreasonable and Host of the Barclays Unreasonable Impact Programme

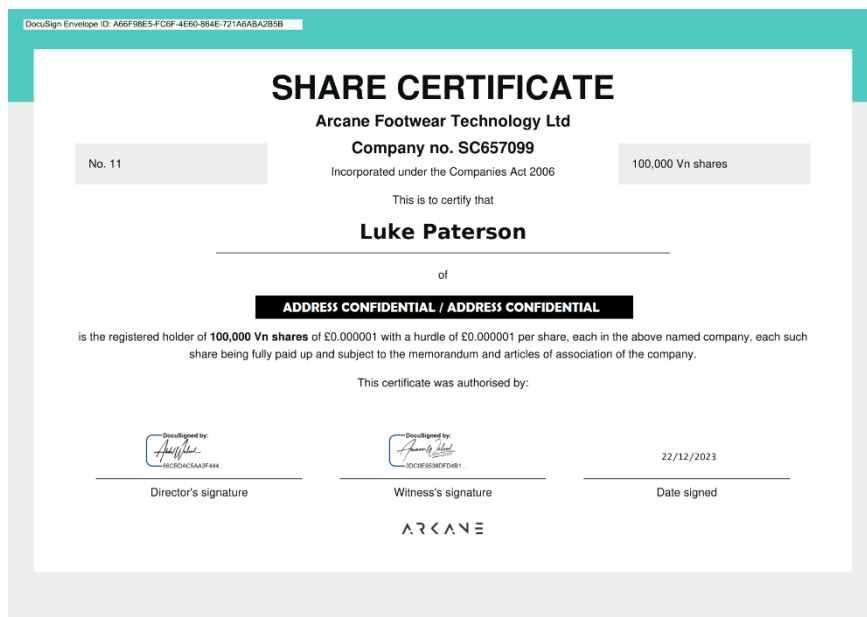
- **Do you have plans to expand further?**

“We plan to boost our social media following. Arcane, in collaboration with [Gateway](#),¹³ a collective of 24 local authorities, is offering virtual work experience opportunities for students aged 14 and above in Scottish secondary schools. Launched on the Gateway [Workit](#)¹⁴ website on December 20, 2023, the Arcane Social Media Follower+ part-time jobs provide students with the opportunity to enhance their CV by associating with a cutting-edge sneaker company. This unique opportunity includes 100,000 Arcane company shares valued at a total nominal value of 10p under a staff share scheme managed by [Vestd.com](#).¹⁵

As an Arcane Social Media Follower+, students can delve into the realms of footwear, fashion, and technology by engaging with Arcane's content for 12 months. This experience spans employment, entrepreneurship, and finance, fostering both student growth and offering a real-life early introduction to private equity. Upon signing up, students receive a share certificate and a Vestd.com account, empowering them to manage their shares and explore topics like company structure, transfers, and projected growth.”



Vestd.com share management platform overview – image courtesy of Vestd.com



Share Certificate by Arcane. Name and shares data publicly available at Companies House

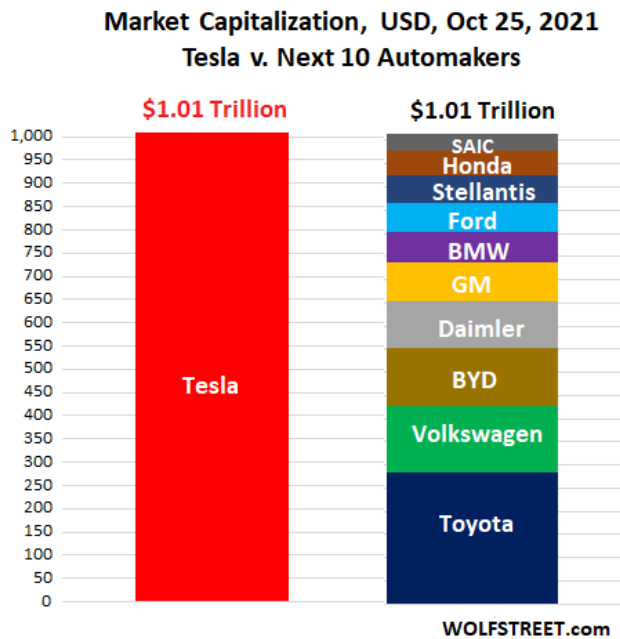
¹³ Gateway <https://www.ceg.org.uk/>

¹⁴ Workit <http://workit.info/About>

¹⁵ Vestd.com <https://www.vestd.com/>

- **What’s your dream/end goal?**

"I dream of Arcane mirroring Tesla's success in the footwear industry. Similar to Tesla's achievement in the tech sector, surpassing the combined valuation of the top ten traditional car manufacturers and reaching a 1 trillion-dollar valuation in 2021, I believe Arcane Footwear Technology can achieve similar success in the world of footwear, potentially turning shareholders into millionaires."



- **Favourite design?**

“Arcane Hover, featuring a translucent gel sole. This unique design allows you to see the magnets and witness them at work right before your eyes.. “



Arcane Hover, Magnetic Sole Cushion in Translucent Gel