

Scottish Schoolboy Take Athletes Beyond Boundaries™ with Advanced Arcane Technology

A teenager from Glasgow dubbed "Genius Glasgow Schoolboy" is taking the multi-billion sneaker market by storm - with advice from Joe Foster, Reebok Founder.

Amaan Waheed, the 16-year-old founder and Scottish engineer, has set up Arcane Footwear, designing his own unique footwear and technology patents.

Amaan has already held meetings with Reebok, Adidas, and has Joe Foster, Reebok Founder, as his number one mentor. His company has already had an investment offer.

In January 2022, SFC Capital, based in London, made an investment offer valuing Arcane at £2,000,000. However, Amaan decided not to proceed with the term sheet. Currently, he is engaged in discussions with the JP Jenkins share trading platform to list Arcane. This will provide the public with the first opportunity to purchase Arcane shares at an exceptionally low price.

According to Joe "Arcane's designs are undeniably game-changers, embodying the vision and originality required to make a significant global impact. Notably, Arcane's water displacement stud technology holds immense potential and is poised to capture the interest of industry giants like Nike, who are actively engaged in this field"

Amaan says "Technology has caused a paradigm shift in every major industry—think Netflix to Blockbuster, Apple to Nokia. I aspire to achieve a similar transformation in the world of footwear. Today, we are donning iconic designs like Nike Air bubble from the 1970s, Reebok Air Pump from the 1980s, and Adidas Predator from the 1990s. Arcane brings you cutting-edge kicks featuring technology from the 2020s"

The Experiential Footwear™ collection from Arcane redefines footwear technology, seamlessly integrating advanced features into every step. With innovative traction control studs, magnetic sole cushioning, and retractable spikes, Arcane's footwear takes performance, comfort, and safety to extraordinary heights. It empowers athletes to exceed their own expectations, while individuals experience unparalleled comfort and protection.

Envision a football player effortlessly gaining traction on a rain-soaked pitch, confidently manoeuvring with the added grip of the traction control studs. Picture an urban goer navigating the concrete jungle, their feet cushioned by flexible magnetic soles, adapting to every step. Visualise an icy footpath instantly met with retractable spikes on demand, ensuring stability and safety.

Arcane's Experiential Footwear™ collection embodies the fusion of cutting-edge technology and functional design, revolutionising the way we move and unlocking new possibilities in performance and everyday experiences.

Embracing sustainability as a core value, Arcane constructs their footwear using recycled tyres and biobinder, ensuring a reduced carbon footprint. By incorporating sustainable practices throughout the design, manufacturing processes, and product life cycle, Arcane demonstrates their commitment to preserving the environment for future generations.

Amaan, once described as the 'Genius Glasgow Schoolboy' for his Relax with Stax invention, has just finished his 5th year secondary school exams and is now fully dedicated to manufacturing two exciting footwear lines: Arcane Pulse, a highly energised running shoe with magnetic sole cushioning, and Arcane Arrow, a high-performance football boot featuring advanced traction control studs. While launching as a direct-to-consumer (DTC) brand remains the default route to market, Amaan prefers licensing or collaboration, envisioning possibilities like Adidas Arcane, or Anta Arcane, anything that can provide him with the resources to focus on technology development in his R&D labs.

With a steadfast vision of expanding the brand's technology patents from the existing 10 to an impressive 100, Amaan understands the importance of finding a partner to handle manufacturing, marketing, sales, and distribution. This collaboration will complement his profound passion for technology, engineering, and meticulous testing, propelling Arcane Footwear to even greater heights.

Joe, captivated by Arcane's forward-thinking approach and innovative use of magnets for cushioning and energy return, recognised their potential to disrupt the market. After meeting Arcane in Glasgow to see the groundbreaking technology firsthand, Joe saw an opportunity for collaboration. He facilitated a meeting between Reebok and Arcane, aiming to explore a partnership.

Prior to the meeting Joe said "If Reebok acquire Arcane' technology and uses the right product development team, then, with a powerful marketing campaign and the right distribution channels in place to let people get their hands on this tactile technology, Reebok will have a fantastic chance of gaining market share. This is exactly what Reebok needs, young blood. Fresh perspective. Seeing things, the way no one has seen them before."

Amaan later summarised "The meeting with Reebok was incredible, but unfortunately, the timing was terrible. Jamie Salter's Authentic Brands Group (ABG) acquired Reebok for \$2.5 billion on February 28, 2022. Our discussion with Todd Krinsky and his esteemed technical team occurred just three days later on March 4, 2022. Todd then became fully engaged in the extensive restructuring of Reebok, focusing on successfully placing Reebok products into thousands of Footlocker and JD Sports retail stores. Additionally, Reebok's innovation labs were fully occupied with developing their new products (already in the pipeline) for the 'Reebok Reboot'. It ended abruptly for me, but considering Todd's overwhelming commitments, it was understandable."

Subsequently, Arcane remains open to strategic investments, partnerships, and collaborations. Ongoing discussions with Adidas headquarters in Germany show promise, and UK-based Castore has expressed alignment with Arcane's commitment to performance-driven innovation.

"In September 2022, we engaged with Adidas, their HQ based in Herzogenaurach, Germany. Sam Handy, Vice President of Design at Adidas Football, kindly facilitated the interaction as we delved into the cutting-edge features of our football boots, including water displacement studs, 3-point lace system, magnetic lace covers, and torus fractal material. As Adidas continues their evaluation process, we eagerly anticipate the unfolding possibilities, driven by our unwavering commitment to redefine the boundaries of footwear technology."
Amaan Waheed, Arcane Founder

"Upon learning of Castore's foray into the football boot market in March 2023, we were immediately captivated by the news. Seizing the moment, we initiated an email exchange, which revealed a remarkable alignment between our brand ethos and a shared pursuit of incremental performance gains. Castore expressed sincere interest in exploring a potential collaboration as soon as their development programme begins later this year."
Amaan Waheed, Arcane Founder

Following in the footsteps of industry-shaping collaborations, including Franklin Rudy's groundbreaking air sole cushion for Nike, Paul Litchfield's pioneering pump air fit lace system for Reebok, and Craig Johnston's trailblazing creation of the Predator swerve control football boots for Adidas, Amaan Waheed places himself at the forefront of an impactful collaboration. By embracing the visionary inspiration and unwavering determination of his predecessors, and leveraging today's cutting-edge technology, Amaan opens doors to new possibilities in the world of footwear.

Nike's recent "AIR" film, starring Matt Damon and Ben Affleck, captivates Amaan. The story of Michael Jordan's signing leaves him in awe, eager for his own moment. Amaan dreams of using his engineering skills and patent collection to forge a groundbreaking partnership, creating a remarkable chapter in footwear. His mission? To propel people and athletes Beyond Boundaries™

To see the full range of Arcane Footwear including Enigma, Kit and Glide, visit www.arcanefootwear.com

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FOR A RANGE OF DOWNLOADABLE IMAGES CLICK [HERE](#) OR VISIT <https://www.arcanefootwear.com/press-room>

QUICK FACTS

- **Business Formation** - Arcane Footwear Technology was founded in 2018 by Amaan Waheed.
- **The size of the industry** – According to Statista.com, the global footwear market is predicted to witness a revenue of US\$398.40bn in 2023, and by 2030 reach more than half a trillion dollars per annum. Allied Market Research says the footwear market will reach \$725.1 billion, globally, by 2032 at 5.9% CAGR.

- The Lucrative Footwear Industry: Billion-Dollar Endorsement Deals and Collaborations**
 Footwear is a thriving industry with abundant financial opportunities, which explains the multitude of collaborations and sportsman sponsorships that have become prevalent. The global demand for athletic footwear has skyrocketed, driven by the growing fitness and sports culture, as well as the influence of prominent athletes on consumer preferences. Recognising the immense market potential, brands actively seek partnerships with sports icons, resulting in billion-dollar lifetime endorsement deals like those of Cristiano Ronaldo and LeBron James. In recent years, this collaboration trend has extended beyond athletes to include fashion designers, as exemplified by the Adidas Yeezy partnership.

TECHNOLOGY

- Sportswear Industry's Massive Investments in Footwear Technology**
 Sportswear companies are spending billions of dollars on footwear technology investments. For example, in 2019, Chinese company Anta Sports acquired European company Amer Sports and its 7 sub-brands for 4.6 billion euros. Anta has been at the forefront of innovation, having spent \$460 million and filed 1,400 patents during its 16-year partnership with the Chinese Olympic Committee. To further solidify its position, Anta has now allocated a staggering \$616 million budget for research and development, intellectual property, and patents.
- Nike's Dominance in Footwear Patents**
 Nike, the unrivaled leader in the footwear industry, holds a staggering number of patents. In a 2016 article on investors.com, it was revealed that Nike had accumulated more patents than even esteemed defense contractors like Lockheed, pharmaceutical companies developing cancer-fighting drugs like Pfizer, and automotive giants pioneering self-driving cars like Ford. At that time, Nike possessed over twice the number of patents held by its competitors combined. Adidas, with approximately 2,400 patents, and Under Armour, with 104 issued patents, paled in comparison to Nike's patent portfolio.
- Arcane's Strategic Intellectual Property Approach**

IP Portfolio - Arcane, the innovative footwear brand, has strategically positioned itself in the realm of intellectual property with a collection of 10 secured patents. Looking ahead, the company has an impressive pipeline of over 100 unfiled patents, planned for submission within the next 24 months. This substantial influx of patent filings will consist of approximately two-thirds utility patents, emphasising functional innovations, while the remaining one-third will encompass design patents, showcasing aesthetic advancements.

Vis-Tech Design Patents - As part of its powerful intellectual property strategy, Arcane recognises the significance of vis-tech, a term coined to describe the visual technology behind visible design innovations. This approach aligns with the tactics employed by industry giants like Nike, who strategically protect their iconic visible air bubble cushion with design patents even after the expiration of their 20-year utility patent.

Combining Patents - By focusing on both utility and vis-tech design patents, Arcane ensures a comprehensive intellectual property portfolio that safeguards their groundbreaking innovations. This approach allows them to establish a strong foundation for their brand and continue pushing boundaries in footwear technology.

White Space Analysis - Arcane utilises white space studies to strategically determine the allocation of its time, energy, and finances towards patent filings. These studies assist the company in making judicious decisions by focusing on commercially viable patents rather than simply increasing the quantity of patents. A white space study involves evaluating areas where patents have not yet been filed or where there is limited patent coverage.

- Quantity Over Quality: The Pitfall of Filing Patents for the Sake of Numbers**

Employees in innovation departments (with annual budget to fulfil or targets to hit) may be generating patents without necessarily considering their commercial value or potential impact on the market. When patents are filed just for the sake of increasing the number of patents, the focus is often on quantity rather than quality. This approach may lead to a large patent portfolio but may not necessarily result in valuable intellectual property or contribute significantly to the company's success. A case in point is Under Armour, which was granted a patent in 2016 for an innovative "arm warmer" that resembled a one-armed jacket, as reported by Bloomberg. This specialised jacket aimed to assist baseball pitchers in keeping their arms warm and loose while their teammates were at bat. However, despite the potential consumer product fit, it is logical to assume that the annual sales of such arm warmers would likely be minimal in numbers, rendering them commercially non-viable.
- The Rise of Reebok: Overtaking Nike through Advanced Technology**

Reebok once used advanced technology products to [overtake Nike](#) as the number one athletics brand. In the mid-'80s, and in 1989 Reebok was still making more than the sportswear giant annually, with \$1.82 billion in sales compared to Nike's \$1.71 billion. It was a wild success story that saw Reebok's sales spike from \$12.8 million in 1983 to \$310 million in 1985, and well over one billion in 1987 and thereafter.
- Game-Changing Footwear Technologies: Enduring Success for Nike, Reebok, and Adidas**

These three visible technologies—the Air Cushion, Pump System, and Predator—have had a profound and enduring impact on the fortunes of Nike, Reebok, and Adidas. Spanning from the 1970s to the present day, these innovations have remained at the forefront of their respective brands' product offerings, captivating athletes and consumers globally. These technologies not only revolutionised the way athletic footwear is designed but also exemplified the power of innovation and technology in shaping the success of these industry giants. Today, the Air Cushion, Pump System, and Predator Ridged Edge System continue to be top-selling products, testaments to their timeless appeal and enduring legacy in the world of sports footwear.
- Franklin Rudy's Air Cushion Invention: Transforming Nike's Fortune**

In the 1970s, Franklin Rudy's groundbreaking air cushion invention revolutionised Nike's fortunes, propelling the brand to new heights in the athletic footwear market. Rudy's innovative technology involved incorporating pressurised air bags into the midsoles of sneakers, delivering exceptional cushioning, shock absorption, and support. Recognising the game-changing potential of this invention, Nike partnered with Rudy and seamlessly integrated the air cushion technology into their footwear. The introduction of Nike Air technology transformed the industry, captivating athletes and consumers with its unparalleled comfort and performance. This pioneering innovation played a pivotal role in establishing Nike as a leader in the sports footwear market and remains a cornerstone of their product offerings to this day.
- The Reebok Pump System: Reebok Reaches New Heights**

Reebok experienced its own remarkable transformation in the late 1980s with the introduction of the Pump System. Developed by industrial design student Paul Litchfield, the Pump System featured an inflatable chamber in the tongue of the shoe, enabling wearers to customise the fit and support by manually pumping air into the chamber. This revolutionary technology not only provided a personalised and secure fit but also enhanced performance and comfort. The Reebok Pump quickly gained popularity, becoming a cultural phenomenon and propelling Reebok to the forefront of athletic footwear innovation. The success of the Pump System revolutionised Reebok's fortunes, driving sales and solidifying the brand's position as a formidable competitor in the industry.

- **Adidas Predator Football Boot: Adidas Strikes Gold**

In the 1990s, Adidas faced fierce competition in the football (soccer) market. However, they staged an extraordinary comeback with the introduction of the Adidas Predator football boot. Designed by former professional footballer Craig Johnston, the Predator featured innovative rubber ridges on the upper, known as "predator elements," which offered exceptional ball control and increased striking power. This groundbreaking technology revolutionised football boot design, captivating players and fans worldwide. The Predator's success not only saved Adidas from trailing behind its competitors but also established the brand as a leader in football footwear innovation. Today, the Predator remains an iconic and highly sought-after product line for Adidas.

STATEMENTS

- **London Based SFC Capital** "In January 2022, I was thrilled to receive an investment offer from London-based [SFC Capital](#). Their interest in Arcane was evident as they sent a term sheet valuing our company at £2,000,000 pre-money after a single pitch." *Amaan Waheed*
- **Germany Based Adidas** "In September 2022, our team at Arcane Footwear had the privilege of connecting with the iconic Germany-based Adidas Headquarters at Herzogenaurach. Sam Handy, Vice President of Design at Adidas Football, arranged the meeting to discuss our innovative football boot and advanced technologies. During the presentation, our team showcased the ground-breaking features of our product. The meeting was highly productive, and Adidas expressed keen interest in further exploring our offerings. As of now, Adidas is still in the process of evaluating the potential collaboration with Arcane Footwear. We are thrilled about the possibilities and eagerly await further discussions with Adidas as we continue to innovate and redefine the boundaries of footwear technology." *Amaan Waheed*
- **UK Based Castore** "At Arcane, we were captivated by the [news](#) that Castore had unveiled its entry into the football boot market. We decided to reach out in March 2023. During our email exchange, they expressed genuine resonance with our brand ethos and shared dedication to achieving marginal gains in performance. They also mentioned their interest in exploring a potential collaboration in the coming months. While it is still early days, I see tremendous potential for a partnership between Arcane Footwear and Castore as we work together to push the boundaries of performance and style in the realm of football boots." *Amaan Waheed*