Taryn Rose, M.D.

ADAPTABILITY

Survival of the Fittest Entrepreneur
ARKANSAS MOMENT

ADAPT

TARGET
DRD4-7R

- 20% of pop
- Exploration, risk taking
- Seen more frequently in those who venture furthest
- Peter Wybrow, M.D. "American Mania: Where More is not Enough"
the next step

Orthopedics

Recreate the playing field
What does an orthopedic surgeon know about making shoes?

Italian Connection 1997
Live Your Best Life
A Treasury of Wisdom, Wit, Advice, Interviews
and Inspiration from O, The Oprah Magazine

TARYN ROSE DISTRIBUTION
bloomingdales
Neiman Marcus
Saks Fifth Avenue
macy's
Dillard's
Harrods
PARISIAN
Marshall Field's
NORDSTROM
Zappos.com

TARYN ROSE PRESS
7 million equivalent ad dollars in one quarter.

ABC
GOOD MORNING AMERICA
CNN
The New York Times
Town & Country
People
OPRAH
VOGUE
ELLE
Lucky
WSJ.
BAZAAR
TODAY
40 million at year 10
Adapting to today’s opportunity

Millennials

Online growth 9.1%
Physics of high heels

“The challenge is to overcome physics and biomechanics of the foot while maintaining beauty”.
Taryn Rose, M.D.

> 76% increase in maximum peak pressure over the metatarsal heads in high heel height (80mm).

> 2 periods of rapid applications of pressure seen in high heels instead of 1 in barefoot. This is due to the midfoot being held off the ground and not allowed to roll over during gait and can be a factor in joint deterioration over time.

> 20% of the surface area of the sole of the foot touches the shoe in a high heel.

Time to maximum peak load shortened by 51% in high heels compared to barefoot. This repetitive loading can have significant effect on the architecture of the bone.
Support of both the medial and lateral arches provide more stability.

Wing shape wraps around all arches to increase surface area which decreases maximum peak pressure at metatarsals.

Dynamic response of A.W.T allows for strength in the longitudinal direction and flexibility in torsional direction mid foot for a more natural gait with decrease rate of load.

Support of transverse arch decreases pressure and pain at metatarsal heads.

“I wanted to invent something that would serve the foot and empower a woman to feel and look her most beautiful all day.”

Enrico Cuini, Inventor
Have you adapted to

Decade of the Woman

- 57% growth rate in $10 million + businesses owned by women
- Women led venture backed firms are more likely to succeed than all male firms
- Companies with women in top management have 35% higher return on equity and 34% better return to investors
Women Spending Power

- 80% of consumer spending
- 48% of estates over $5 million controlled by women vs 35% by men
- 45% of millionaires in US
- 60% of high net worth women are self-made
- Estimated that by 2030 women will control 2/3 of nation's wealth
Show us the money

- 20% of angel funding
- 15% of VC funding

Women-led private technology companies are more capital-efficient, achieving 35% higher return on investment, and, when venture-backed, bringing in 12% higher revenue than male-owned tech companies, according to Women in Technology: Evolving, Ready to Save the World, research conducted by the Kauffman Foundation.
A Few Good Men

- Build products and services with a diverse team to meet needs of female consumers
- Recruit women to senior level positions and as co-founders
- Invest in women led companies

Adapt to the Decade of Women and flourish not just survive
THANK YOU
GRAZIE
MERCI
GRACIAS
DANKE
OBRIGADO
ASANTE
CAM ON
ありがとうございます
谢谢
спасибо
شكرا
תודה
E >= 3