



JohnsCrazySocks.com

Doing Good is
Good Business



CONSIDER THIS BABY





HE COULD GROW UP TO CHANGE THE WORLD





ROAD MAP FOR TODAY

- The Story of John's Crazy Socks
- Building a Social Enterprise
- A Unified Workplace
- Some Stories Revealed



OUR STORY BEGINS HEADING FOR THE 21-YEAR-OLD CLIFF

- **Fall of 2016**
- **John**
 - **Last year of high school**
 - **Heading for the 21-year-old cliff**
 - **Not many choices**





OUR STORY BEGINS HEADING FOR THE 21-YEAR-OLD CLIFF

- John says, “I want to go into business with my Dad”
 - A natural entrepreneur
 - If I do not see a job I want, I will create one
- Idea: Fun Store
- Idea: Food Truck
- Idea: Socks





OUR STORY BEGINS THE LEAN START UP

➤ December 2016:

- Built John'sCrazySocks.com
- Bought some inventory
- No marketing other than organic Facebook
- Open December 9, 2016
- Try Ideas: Home Deliveries





LESSONS LEARNED

- **People Want to Buy Socks**
- **People Want to Buy Socks from John**
 - Related to John
 - Liked the Giving Back
 - Liked the personal touch
 - Saw John as an inspiration
- **We Learned that We Could Sell Socks**





AN INNOVATIVE MODEL: SOCIAL ENTERPRISE

- Social and E-Commerce Mission are Indivisible
- Not Enough to Just Sell Stuff
- Show that People with Differing Abilities are an Asset





A SIMPLE MISSION

Spreading Happiness

—

Showing What's Possible



A SOCIAL ENTERPRISE: 4 PILLARS

- Inspiration and Hope
- Giving Back
- Fun Products You Can Love
- Make It Personal





A SOCIAL ENTERPRISE: MAKE IT PERSONAL

- Thank You Note and Candy in Every Package
- Sock Wrangler and Happiness Packer Stickers
- Thank You Videos
- Special Notes and Packages





A SOCIAL ENTERPRISE: SOCKS YOU CAN LOVE

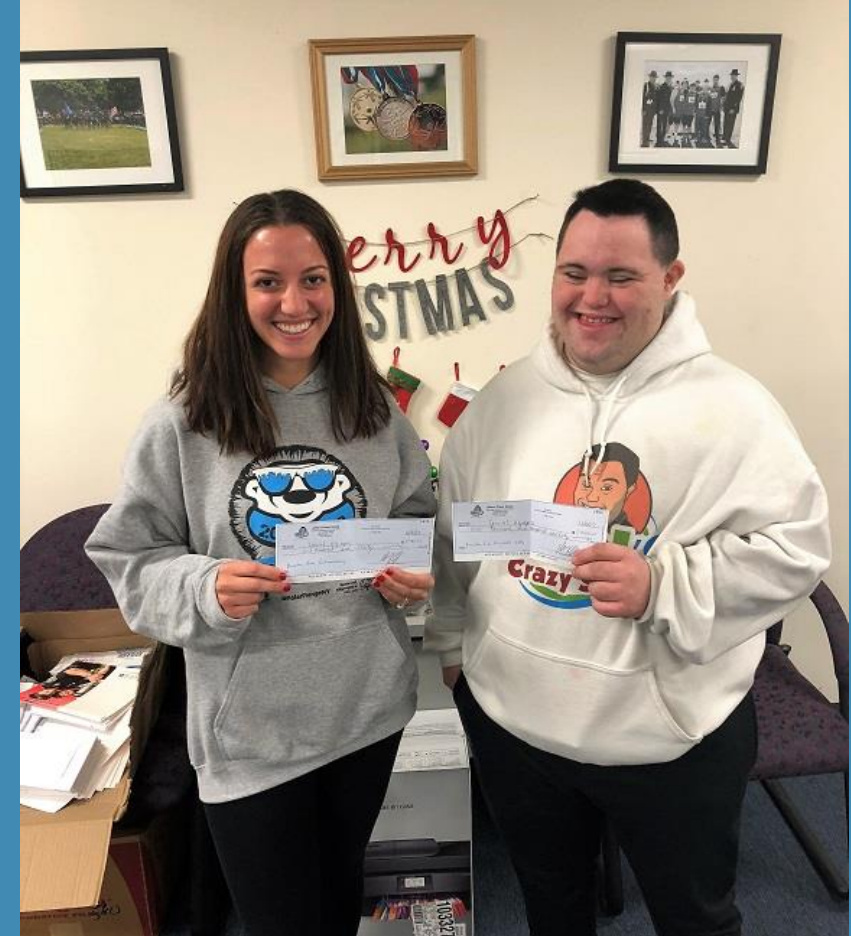
- **Over 2,000 Different Socks**
- **Sock of the Month Club**
- **Gift Boxes and Gift Bags**
- **Custom Socks**
- **Greeting Cards Too**





A SOCIAL ENTERPRISE: GIVING BACK

- **Donate 5 Percent of Profits to the Special Olympics**
- **Awareness Socks Raise Money for Charity Partners:**
 - **NDSS, Autism Speaks, Gigi's Playhouse...**
- **Gift Boxes and Auction Items**
- **Autism Can Do Scholarship**





A SOCIAL ENTERPRISE: INSPIRATION AND HOPE

- **Showing What People Can Do When Given an Opportunity**
- **John is the Face of the Business**
- **Hire People with Differing Abilities**
- **Show the World through Content Shared on Social Media**
- **School Tours and Work Experience Groups**
- **Speaking Engagements**
- **Advocacy**





A UNIFIED WORK PLACE

- **Differing Ability & Neuro-Typical Working Side-by-Side**
- **No Charity, Everyone Earns His or Her Job**
- **Focus on What People Can Do, Not What they Can't Do**
- **Commit to Employee Engagement**





A UNIFIED WORK PLACE

- Better Morale
- Better Retention
- Better Productivity
- Helps with Recruiting





HOW ARE WE DOING? METRICS OF A SOCIAL ENTERPRISE

- **Created 23 Jobs with 19 Held by People with Differing Abilities**
- **Employ More than 70 People during the Holidays**
- **Our Videos Have Been Seen Over 10 Million Times**
- **Videos About Us Have Been Seen Over 70 Million Times**
- **Shipped to 80 Different Countries**
- **230,000 Facebook Likes, 50,000 Instagram Followers**





HOW ARE WE DOING? METRICS OF A SOCIAL ENTERPRISE

- Raised Over \$350,000 for our Charity Partners
- Happy Customers
 - 20,000+ online reviews, 90%+ are 5 ★ Reviews
 - 94 Percent say they “will definitely buy again”
 - Net Promoter Score = 92





HOW ARE WE DOING? METRICS OF A SOCIAL ENTERPRISE

- **Three Year Orders: Nearly 250,000**
- **Three Year Sales: \$10 million +**



THE REAL IMPACT OF JOHN'S CRAZY SOCKS

- Andrew's Paycheck
- Thomas' Growth
- The Visiting Student
- Our Friend from Curacao





WHY A SOCIAL ENTERPRISE?

- It establishes your “why”
- Creates a bond with your tribe
- Creates differentiation in the marketplace
- The higher purpose motivates and inspires
- Sustainable





JOHN'S ADVICE

- **Follow Your Heart**
- **Follow Your Dreams**
- **Work Hard**
- **Show What You Can Do**





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Spreading
Happiness