

Warby Parker Case

One-for-One Model in Eyewear

FIA Team

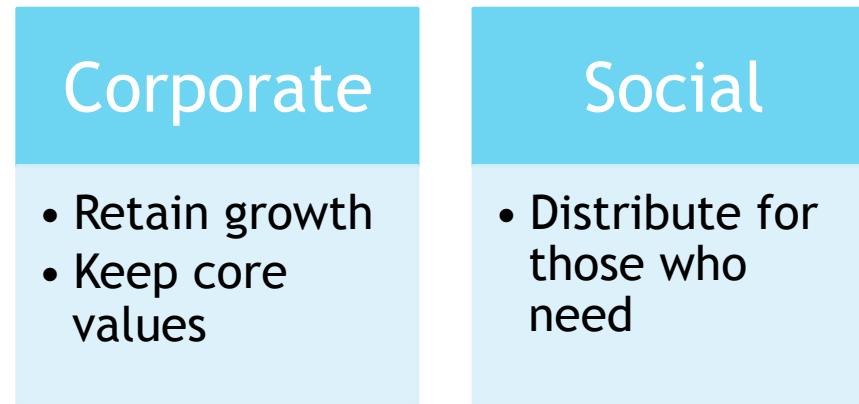
The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a dynamic, modern aesthetic. The main text is centered on a white background.

Do you want to see the
world better?

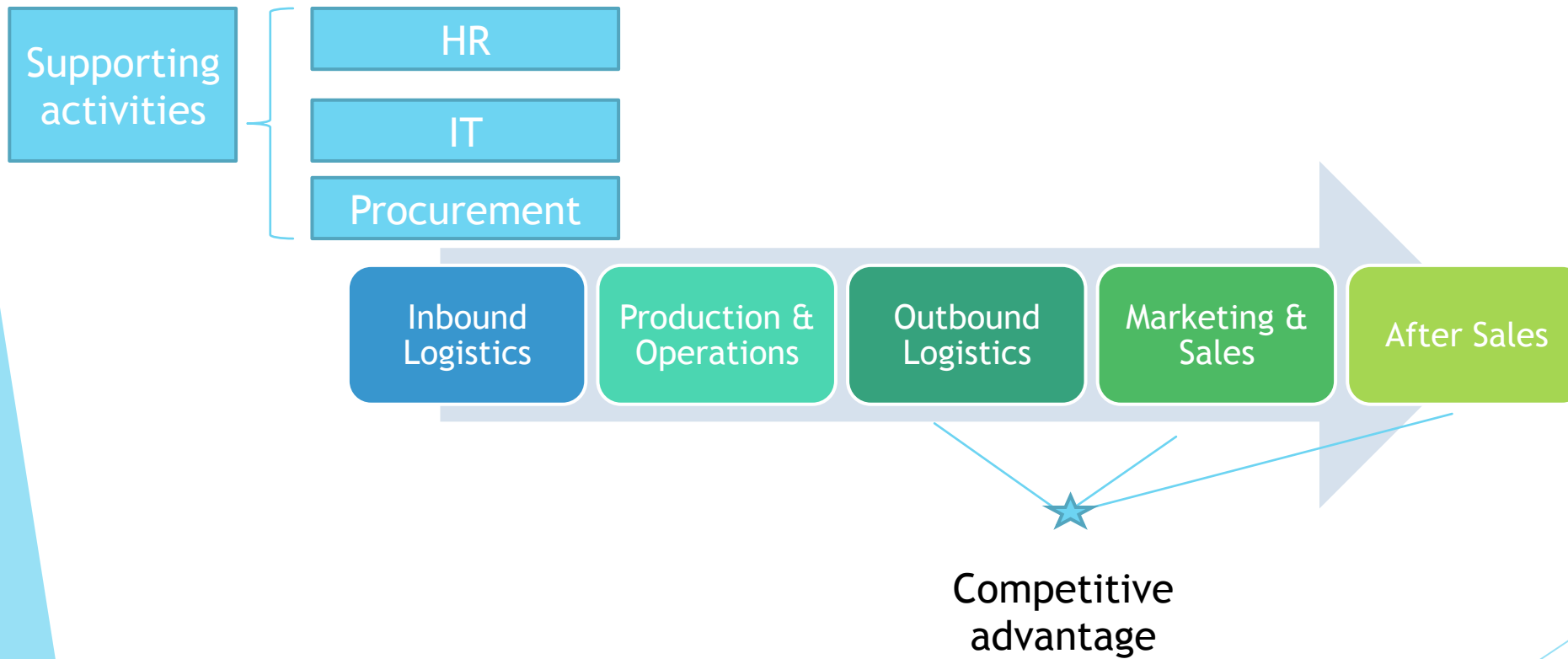
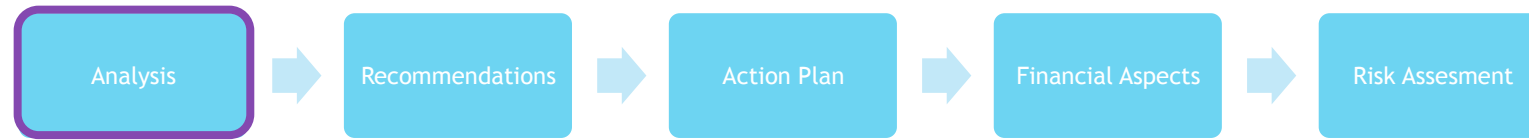
FIA Team - Brazil

The Challenge

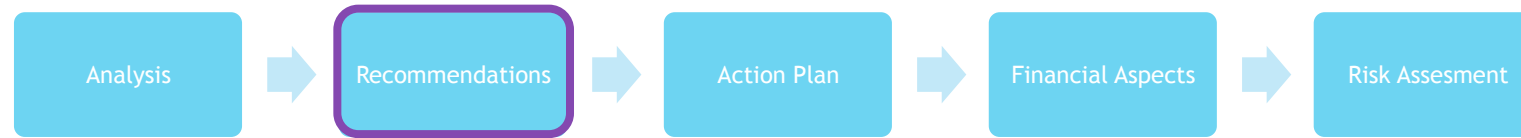
How to expand and pair corporate and social mission?



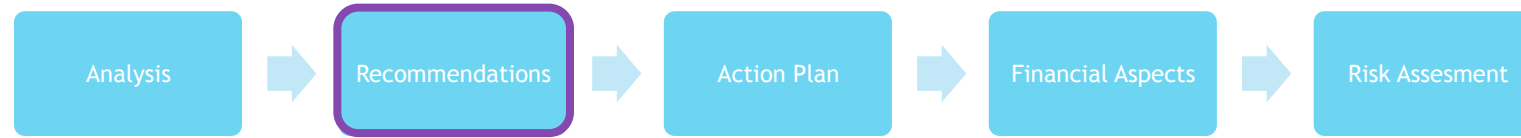
Current Value Chain



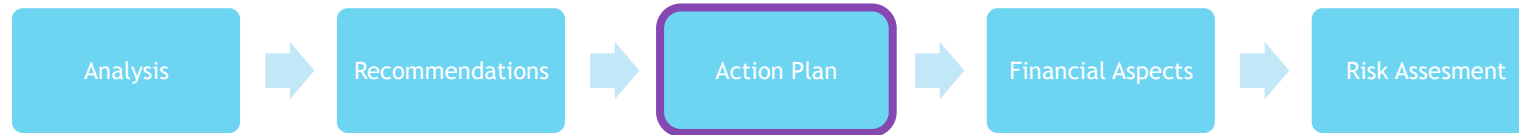
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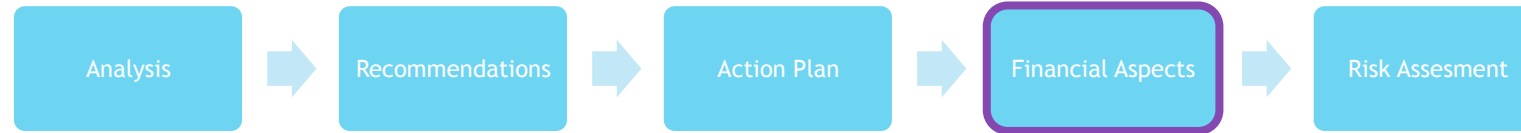


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	Improve Distribution for those who need	Expanding Sales in Developed countries
Short Term	<ul style="list-style-type: none">• Rejuvenate program• Be compliant with IIRC principles• Translating website for different languages	<ul style="list-style-type: none">• Eco friendly delivery system• Fair trade certification• Expand online business• Create new sales points
Medium term	<ul style="list-style-type: none">• Partnership with courier companies• Partnership with NGOs (UNICEF)	<ul style="list-style-type: none">• Creating of a voucher program
Long term	<ul style="list-style-type: none">• Develop communities to supply recycled raw material• Create partnership with the government	<ul style="list-style-type: none">• Creating a green brand based on recycled material

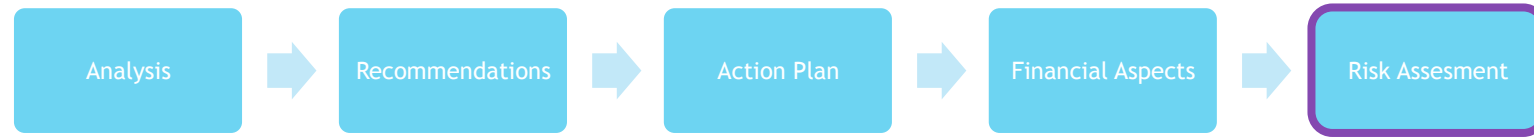
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Sales Forecast

(in MUSD)	2014	2015	2016
US	100	200	400
Japan		7.5	22.5
EU		18	54
	100	225.5	476.5

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Risk	Mitigation
Killing your brand	Advertise properly the core values of the company
Taxation for donation in emerging countries	Agreement with countries for donation
Price war	Keep innovation activities (eco friendly delivery)

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Thank you!

Merci!