FOOTWEAR INNOVATION FORUM

TONY CHIPS.

Chiappetta Shoes

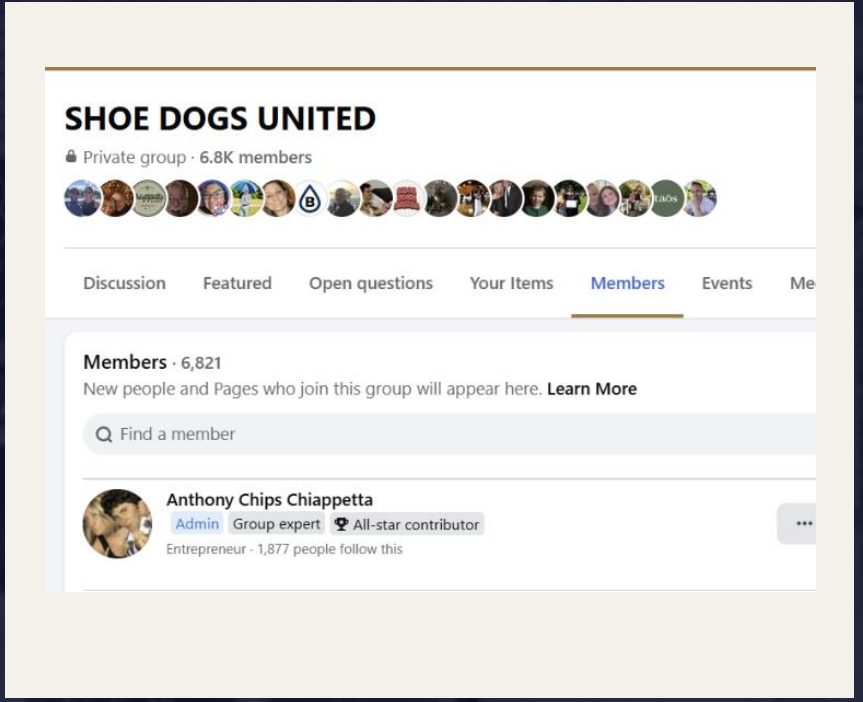
VOUCHPRO.iO



KENOSHA, WISCONSIN • SINCE 1921

4 generations.
105 years.

Retailer. Certified pedorthist.
Founder of Shoe Dogs United.



≈7,000

people in the footwear industry

I HATE LOSING.

1 EXCLUSIVE SAFETY-FOOTWEAR ACCOUNT

$180 GRAND

over 3 years



THE HR TEAM'S QUESTIONS

Can employees shop online?

Can we track vouchers digitally?



3 WEEKS LATER

UGATS.

NO DEAL.

Great footwear.
An easier program.

The search became

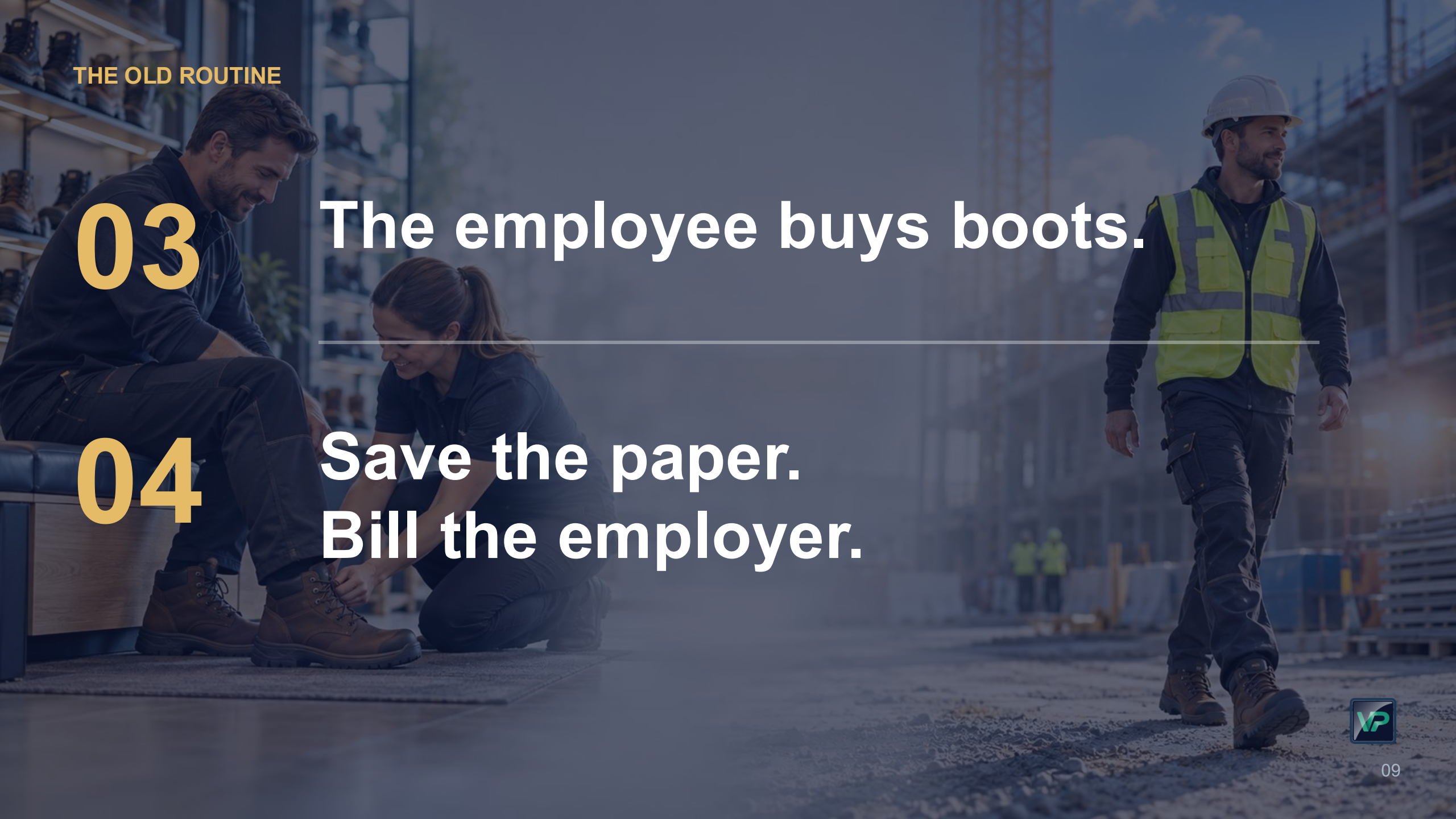




THE OLD ROUTINE

01 Approve an allowance.

02 Sign a paper voucher.



03 The employee buys boots.

04 Save the paper.
Bill the employer.

d


Who’s eligible?
Used already?
Where’s the receipt?
HAS ANYBODY
PAID THIS INVOICE?

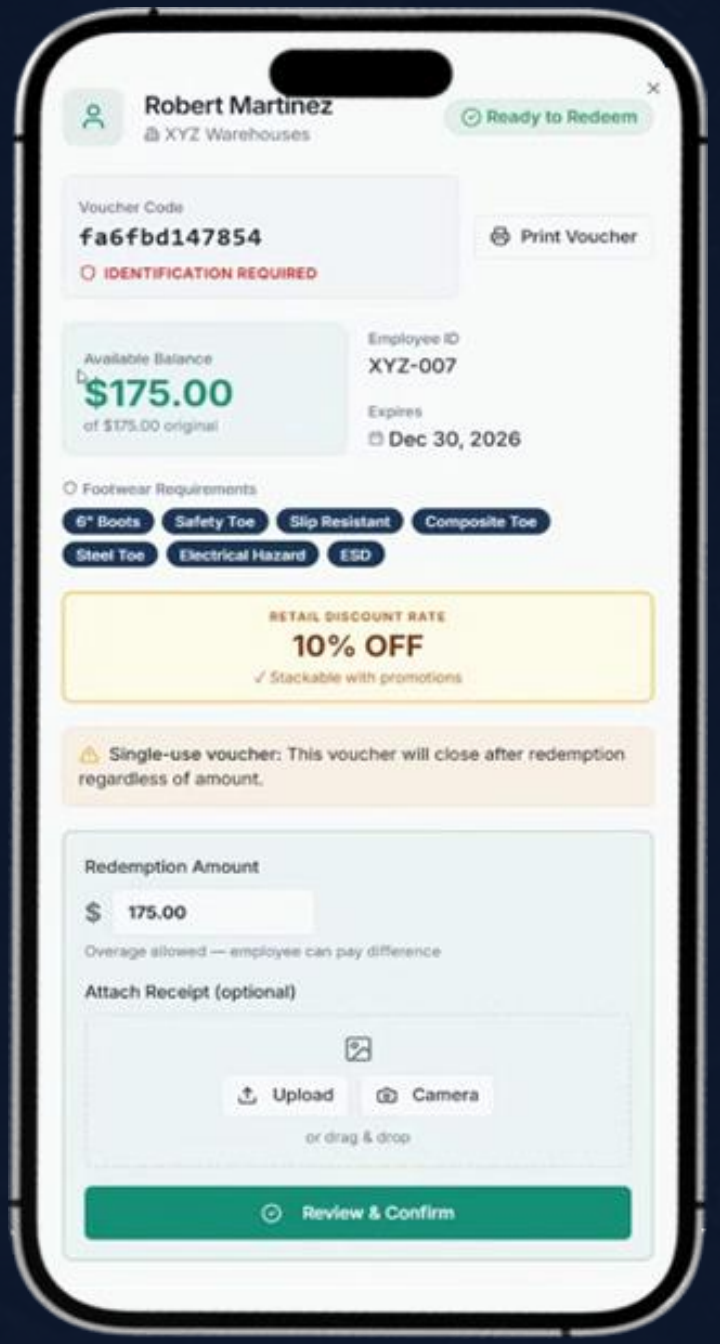
Digital voucher management



Employer-funded footwear. Connected in 1 place.

A voucher.
A purchase.
A clear record.

Allowance and job requirements
Review and confirm
Redemption recorded

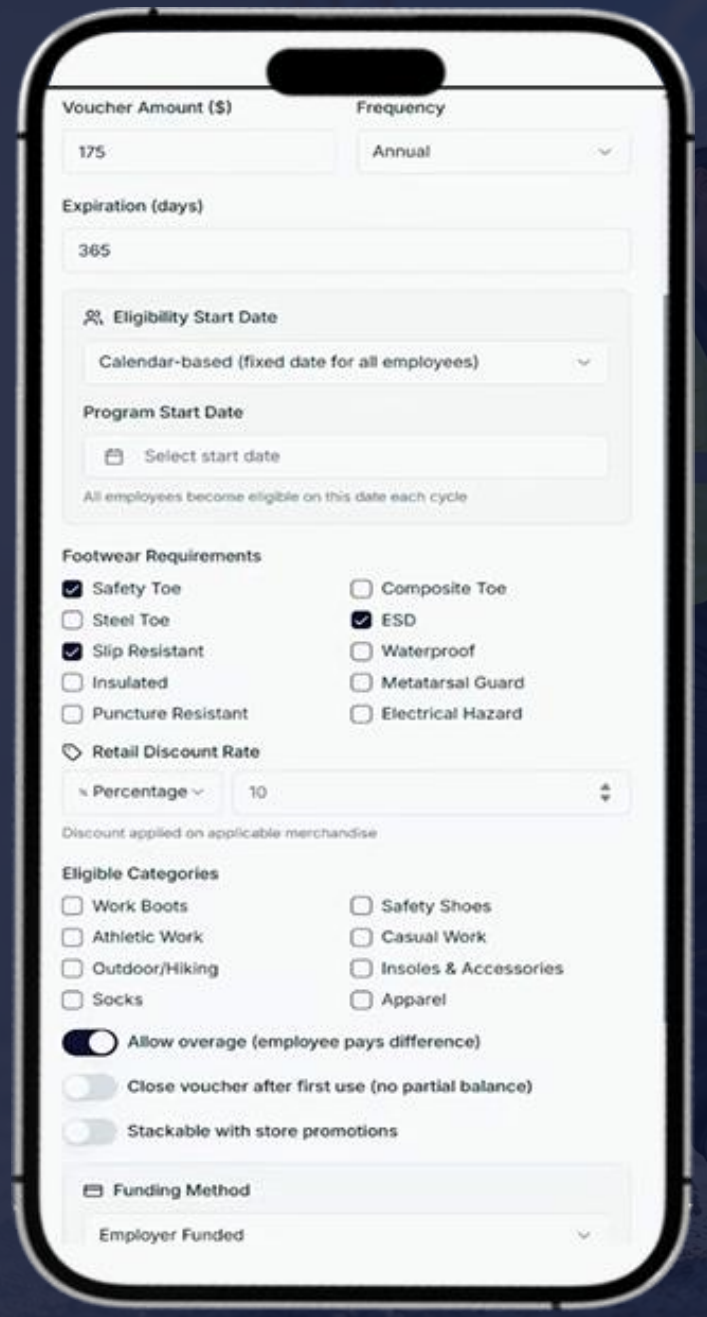


FOR THE EMPLOYER

ONE SYSTEM

Employees. Allowances. Program records.

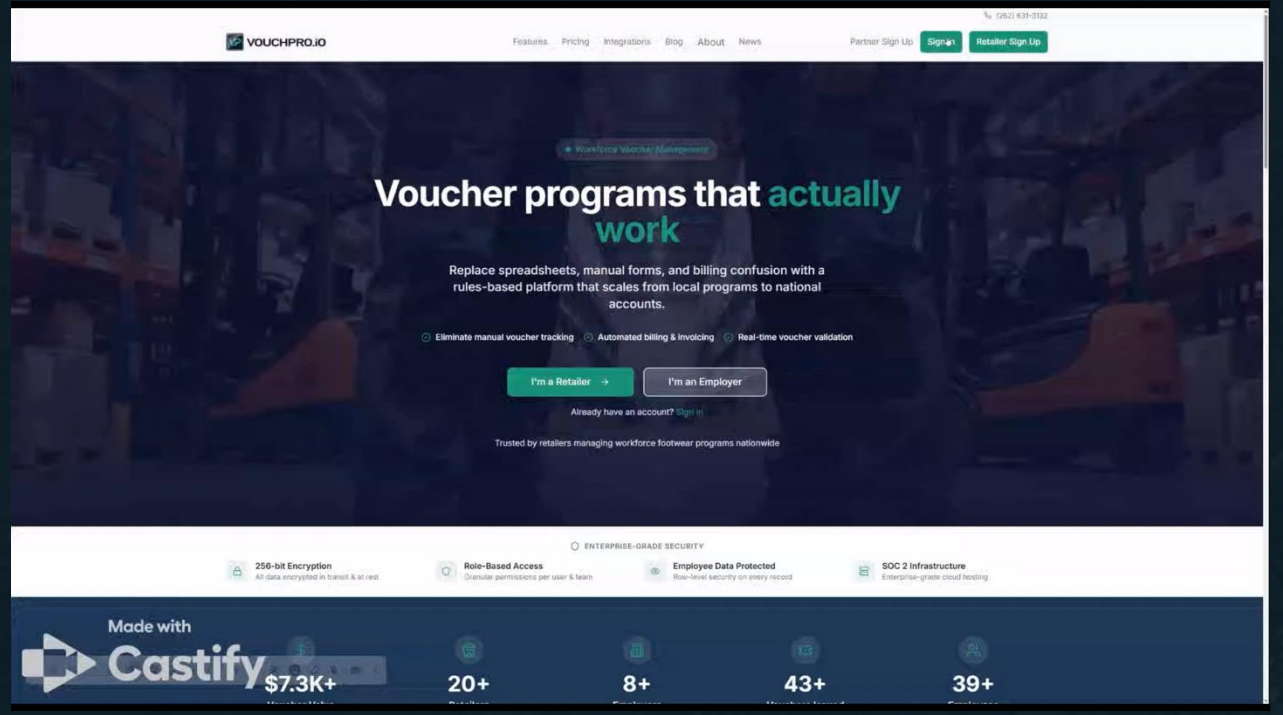
Less administration. More time for people.



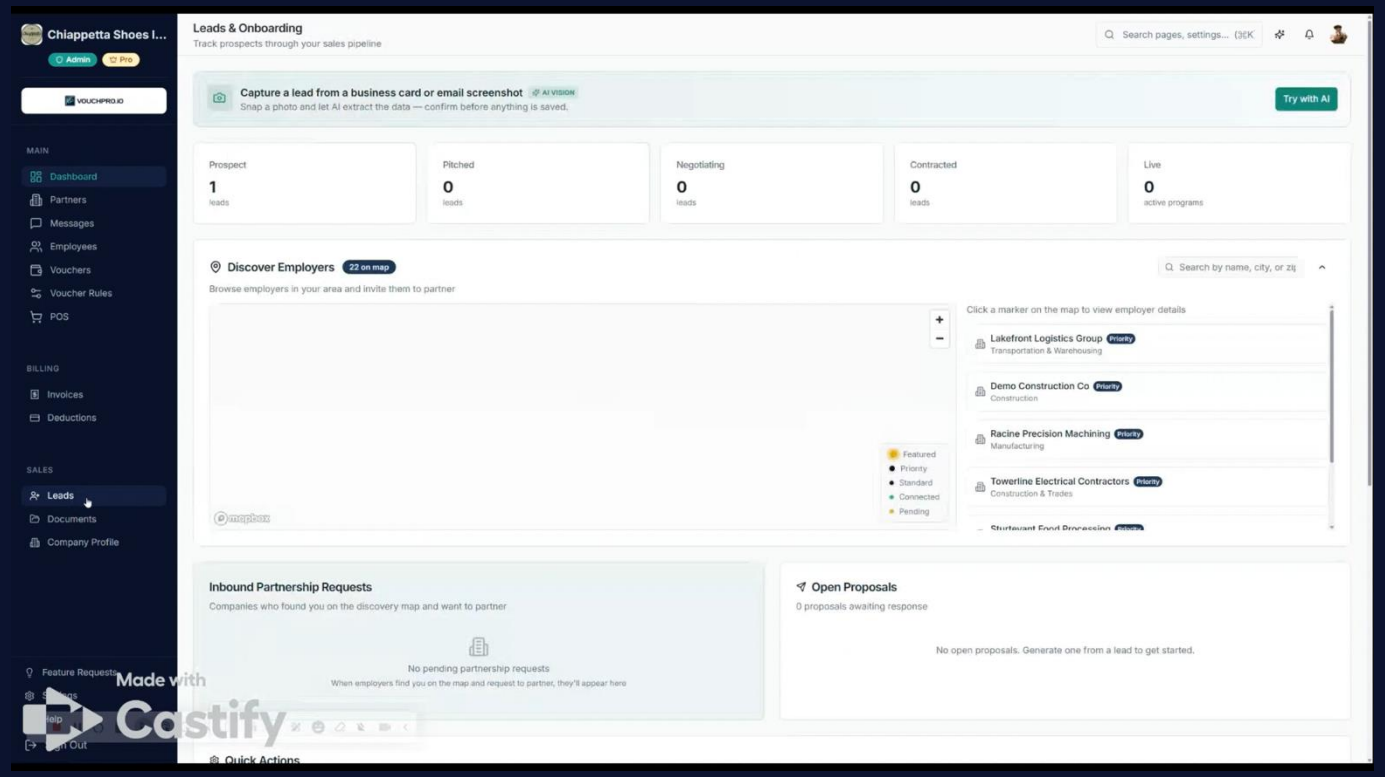
THE MARKETPLACE IS OUR MOAT

These partnerships are GOLD.

Earn the relationship.
Keep delivering.
Build repeat footwear sales.



Find the right partner nearby.



Stores + work trucks

Employers in your service area

The sales pipeline



Discover employers. Manage leads. Build partnerships.

EMPLOYERS

FREE

Footwear partners.
Program management.

RETAILERS

SUBSCRIBE

Manage existing accounts.
Find the next opportunity.

The marketplace effect

More account opportunities

MORE EMPLOYERS



MORE RETAILERS

More choice and coverage

The software manages vouchers. The marketplace grows relationships.

THE BUILDOUT IS HAPPENING

$3B

U.S. protective footwear

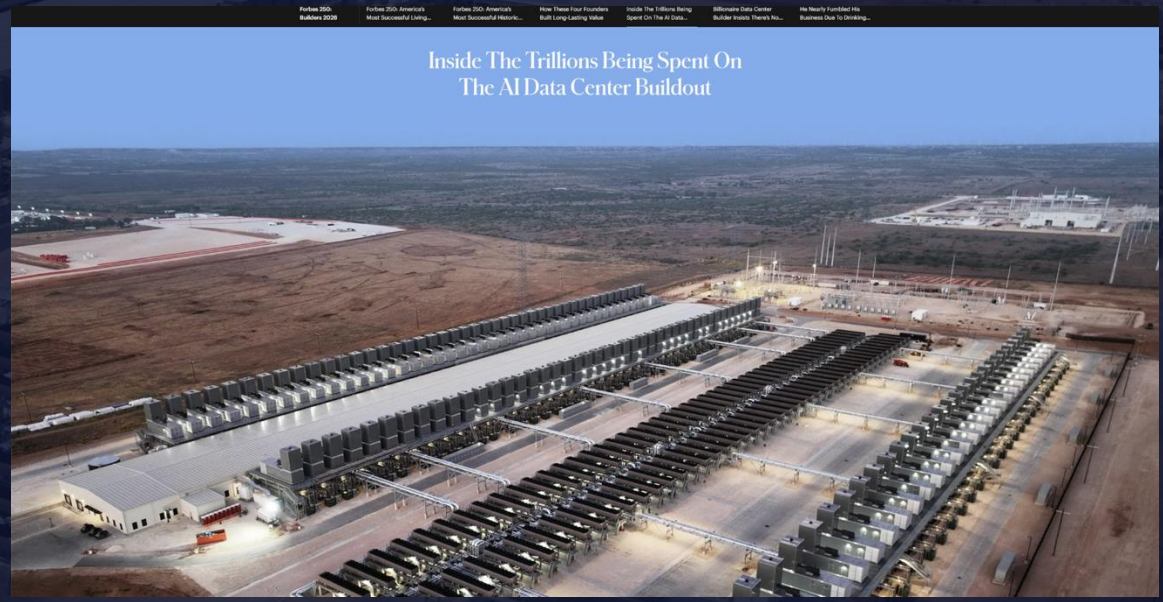
2026 market estimate

$2.8T

U.S. AI data-center buildout

Projection through 2030

Forbes



Giacomo Tognini · October 2, 2026

Sources: Grand View Research; Forbes. Footwear market and infrastructure spending are different measures.

The people building it still wear boots.



UP TO 1,500

workers on-site during construction of a large data center

Source: McKinsey, August 8, 2025. Illustrative construction scene.

LAUNCH STRATEGY

A startup built around retailer subscriptions.

END OF 2027 TARGETS

20

retailers interested

through Shoe Dogs United

250

paying retailers

10,000

employer accounts

nationwide

Prove the footwear business. Then expand.

END OF 2026 • INTEGRATION TARGETS

The VouchPro.io platform



THE PLAN

SALES REPS

Our boots on the ground.

Affiliate introductions. Retailer onboarding.

Connect me with your sales managers.

I KNOW
THE WORK.
I BUILT
THE SOLUTION.

Tony Chiappetta

4 generations of footwear experience.
A direct connection to our Shoe Dogs.



105 YEARS. THE NEXT STEP.

HELP ME TAKE MINE.

VOTE

VOUCHPRO.iO



Footwear Innovation Forum Elevation Lab