



ProlInfluence Startup Spotlight: Episode #3

Startup Spotlight features new, consumer-based startup companies and their passionate founders.

Startup: Strideline

Jake Director, Co-Founder



How do you describe Strideline to people you meet?

Strideline socks are the most comfortable socks on Earth.

Who are some of the key Strideline team members/founders and their backgrounds?

Riley and Jake are the co-founders and Bart is the director of marketing.



Jake and Riley were born in the same hospital hours apart and grew up together playing sports/going to school. They always wanted to start a business of their own and landed on crew socks after noticing how boring black/white/grey socks were in sports. They compiled their HS graduation money, which was \$700 at the time and put in their first order for socks with Seattle skylines on them. They ran the business from the University of Washington, at first out of their fraternity basement. Ever since then they've been growing the company and expanding into new markets.

Bart was the first employee at Strideline after Jake and Riley had been running the company on their own for four years. He was brought on to expand the marketing side of Strideline and has established key relationships for the brand along the way. He is currently working on partnerships, brand content, endorsements, social media strategy, product releases, and much more.

Who is your competition and how do you differentiate Strideline from them?

Stance Socks is our biggest competitor. We offer a proprietary digital ink process allowing more vivid prints and faster turnaround. This allows us to be faster to any trends.

Who is your target market?

Athletes, both male and female, looking for the most comfortable socks on earth.

We're looking for people who care about the quality and comfort of their socks. Whether it's someone looking to have a little flash in their socks to go with their shoes, or someone looking to be comfortable in their everyday Standard Issue basics. Your feet are the first thing that hit the ground when you wake up, so might as well be comfortable wearing a quality sock throughout the day.



What new innovative products and/or programs has Strideline recently launched?



We've recently introduced a ton of new products to our website. Starting with our Utility socks which are a fully functional athletic sock that allows you to carry your small belongings like cards, keys, cash, etc.

Our Partners page (<https://www.strideline.com/pages/team-strideline>) is also something we're very proud of. We've been working with select individuals that fit the brand to bring comfortable socks to their movement. Our partners page is now featured on the home page and growing every month.

We have also introduced our standard issue, which is our plain, all black and all white socks in all lengths. We haven't offered this before and it has been a great item to add to our selection. Basic Standard Issue socks for your everyday needs.

Our money back guarantee has been a big move for us this year also. If you don't think these are the most comfortable socks on earth, we'll refund your money. Just call us and we'll make it happen.

How do sales look over the last 12 months? How are they trending?

Our sales have doubled for the past four years and we're looking to continue that trend.

Where can consumers buy Strideline socks today?

Nordstrom, Lids, Champs, Amazon, Costco, Strideline.com and other retailers nationwide.

If people want to learn more about Strideline, where should they go, who should they contact?

They should go to Strideline.com or email sales@strideline.com

Special discount code for the Startup Spotlight audience:

Use discount code "prosocks" at <https://www.strideline.com/> for 15% OFF your entire order.

Listen to the Strideline podcast at:

<http://bit.ly/2proinfluence-startupspotlight-strideline>



Steve Schwartz, Founder

sschwartz@proinfluencellc.com ▪ 206 992-3554

 @ProInfluenceLLC  @ProInfluence

