



KICKS ACADEMY

PWRD BY KICKNKNOWLEDGE (a certified 501c3)

WHAT IS KICKS ACADEMY?

KICKS ACADEMY is an innovative work force development program, powered by Kicknknowledge, that uses the process of footwear design to bridge the educational gap within the Science, Technology, Engineering, Art, Math, Media, Entrepreneurship, & Design disciplines.

KICKS ACADEMY brings innovative educational programming to traditionally underserved and underrepresented students in elementary, middle, and high schools across the globe with the hopes of creating diversity within STEAMMED industries.



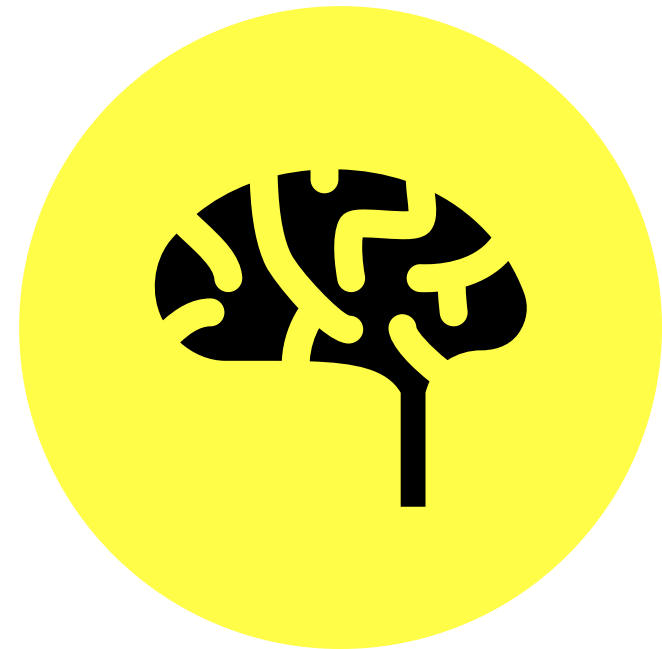
WHY FOOTWEAR DESIGN?

FOOTWEAR IS AN AMAZING GATEWAY TO UNLOCK CREATIVITY AND IMAGINATION. Students are exposed to all aspects of the footwear industry. This exposure allows them to explore everything from design and manufacturing, to marketing, merchandising, media and retail, while learning the powerfully important aspects of STEAMMED education that will impact and empower them for the future.

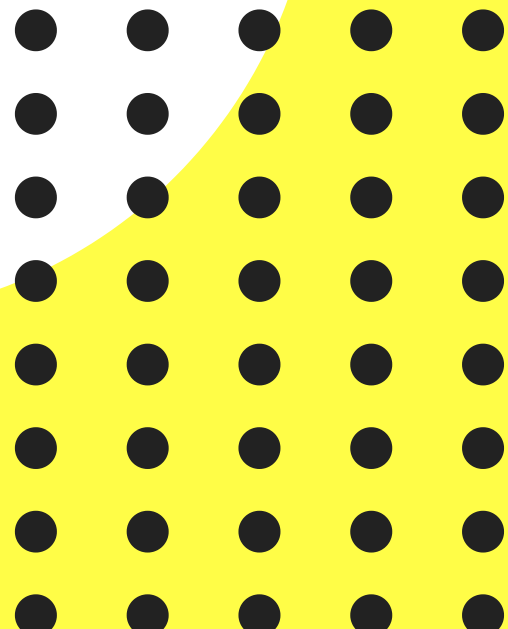


What do students learn?

Biology
Kinesiology
Podiatry Basics (How does the foot work?)
Bio-Mechanics for Design
Newton's Laws
Color Theory
Materials Science
Manufacturing
Innovative Technology Science
Data Mining
Quantitative Analysis
Patents & Trademarks
Career & Leadership Skills
Presentation Skills
Group Dynamics Psychology
AND MORE...



KICKS ACADEMY X NIKE LAB 0.5



12 WEEK BESPOKE EXPERIENCE (NOV-JAN)

Students explore the different aspects of STEAMMED through project based learning, field trips, & Lectures .

6 WEEK IMERSION @ NIKE LAB

Students meet bi-weekly for lectures on sneaker design, tech, & general design principals while working on 1 group project and 1 individual project

3:45PM-5:30PM
11:00AM-3:00PM

WEDNESDAYS @ NIKE LAB
SATURDAYS (VARYING
LOCATIONS)

THE CITY IS OUR CLASSROOM

In an effort to expose students to the splendor that is NYC, we have been able to collaborate with some amazing partners to fully immerse our students in learning activities and onsite visits.



The Metropolitan
Museum of Art



The New York Public Library



Gensler

WHAT'S NEXT?

COHORT 1 - APRIL 2020

As Cohort 0.5 comes to a successful conclusion we are going back to "the lab" to crunch data and prepare for our next cohort of students.

We are focused on the following items:

- Fundraising to support the program
- Creating Materials for Training Staff
- Recruitment of Students
- Programmatic & Curriculum Structuring
- Collaborations & Partnerships

