



JohnsCrazySocks.com

Imagine the
Possibilities

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 Lessons Learned
- Some Medical Experiences for John



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 JohnsCrazySocks.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**





A SIMPLE MISSION

Spreading Happiness



AN INNOVATIVE MODEL: SOCIAL ENTERPRISE

- Social and E-Commerce Mission are Indivisible
- Not Enough to Just Sell Stuff
- Show what People with Differing Can Do



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

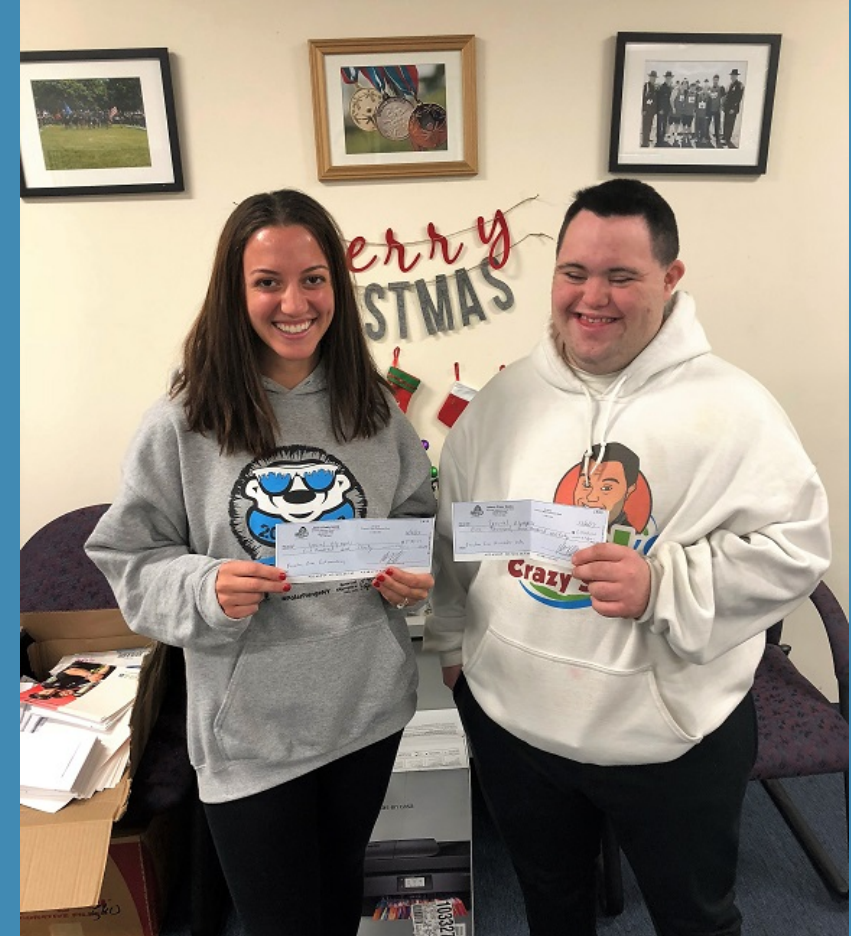
- **Over 3,000 Different Socks: The World's Largest Sock Store**
- **Sock of the Month Club**
- **Gift Boxes and Gift Bags**
- **B2B: Services for Non-Profits**





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



WORKING WITH SOCIAL SERVICE AGENCIES

- **Host Client Assessments**
- **Host Work Groups**
- **First Notice about Job Openings**
- **Work with Staff and Coaches**
- **Support their Programs**



A UNIFIED WORK PLACE

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





HOW ARE WE DOING? METRICS OF A SOCIAL ENTERPRISE

- Created 31 Jobs with 22 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 85 Different Countries
- 240,000 Facebook Likes, 60,000 Instagram Followers





HOW ARE WE DOING? METRICS OF A SOCIAL ENTERPRISE

- Raised Over \$450,000 for our Charity Partners
- Happy Customers
 - 27,000+ online reviews, 90%+ are 5 ★ Reviews
 - 94 Percent say they “will definitely buy again”
 - Net Promoter Score = 94





THE REAL IMPACT OF JOHN'S CRAZY SOCKS

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





WHAT'S NEXT FOR PEOPLE WITH DIFFERING ABILITIES?

- Jobs
- Housing
- Community





CHANGING THE WORLD FOR PEOPLE WITH DIFFERING ABILITIES

- **Tremendous advances in the medical arena**
 - **John's operations**
- **Advances in education**
 - **John high school and tech school**
- **Challenge is jobs:**
 - **Employment is a right**
 - **A right to meaningful work**





CHANGING THE WORLD OF WORK

- Imperative for Employers to Hire People with Disabilities
 - See Talent, Not Limits
 - Employers Need Good Workers
 - The Disabled Population is a Great Untapped Pool of Labor
 - High Work Values
 - Specific Skills
 - Add Vigor and Life to the Office
 - High Engagement
 - Low Turnover



THE FUTURE?

- A Better World Awaits
- Move from Awareness to Acceptance
- Make Achievements of People with Differing Abilities Less Remarkable





JohnsCrazySocks.com

Spreading Happiness

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Houston2021

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