

A man with a beard and tattoos is lying on his back on a grey shaggy rug. He is wearing a grey t-shirt with a circular logo and black pants with a white pattern. The room is filled with sneakers and shoe boxes. In the background, there are stacks of shoe boxes, some with a Batman logo. In the foreground, there are several pairs of sneakers on teal boxes. Two blue Ben & Jerry's 'Chunky Donky' ice cream tubs are also visible. The floor is made of light-colored wood.

# PŘEPRODEJ A INVESTOVÁNÍ DO SNEAKERS

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Od BAZARA

# NEJZÁKLADNĚJŠÍ POJMY

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- Retail - prvopočáteční cena, kterou si určí prodejce na primárním trhu
- Resell - pře prodej na sekundárním trhu
- Retailers - Prodávající za retail(Nike, SNS, SVD, Footlocker...)
- Resellers - Prodávající za resell(Sneakergallery, Sanestore...)

## KOLIK TAKOVÁ TENISKA STOJÍ V RETAILU?

- Dunky - 115\$
- Nike Jordan 1 Low - 140\$
- Nike Jordan 1 Mid - 130\$
- Nike Jordan 1 High - 180\$
- Nike Jordan 3 - 200\$
- Nike Jordan 4 - 210\$
- Adidas Yeezy slides - 70\$
- Adidas Yeezy 350 - 240\$
- Nike AirForce 1 - 110\$

## Sneaker Inflation



## JAK SE DÁ DOSTAT KE SNEAKERS?

- 1. Raffle
- 2. FCFS
- 3. ShockDrop (FCFS)
- 4. EA (exkluzivní přístup)
- 5. Scratch/SNKRScam



# CO JE TO COOKGROUP?

- Resell Info
- Monitory
- Info o Schockdropech
- Info o rafflech
- Rady od adminů

The screenshot displays a social media post with several sections:

- Top Section:** Three sneaker listings. Each listing includes a title (e.g., "[US:1] NIKE DUNK LOW White/Coconut Milk/Midnight Navy"), status (ACTIVE), style code, price (100 USD), and release info (2022-03-04 10:00:00 EST). A red arrow points to the release date in each listing. Below each listing is a "Useful Links" section with buttons for "Add To Favorites", "Setup", "Cart", "Favorites", "Stockx", and "GOAT". A "Nike Monitor 3.0" notification is visible at the bottom of each listing, with a red box around the time "09:50:08 EST".
- Middle Section:** A "SNEAKER RAFFLE LINKS" section containing a list of hashtags: #gundam-x-nike-sb-dunk-..., #nike-dunk-low-bordeaux, #nike-dunk-low-move-to-..., #nike-dunk-low-goldenrod, #nike-dunk-low-midas-gold, #nike-sb-dunk-high-straw..., #nike-dunk-low-archeo-pi..., #nike-dunk-low-prm-hallo..., #nike-dunk-low-toasty-se..., #nike-sb-dunk-low-mum..., #nike-dunk-low-georgetown, #nike-sb-dunk-low-laser-h.
- Bottom Section:** A raffle announcement for "NIKE SB DUNK HIGH STRAWBERRY COUGH" by "YEEZY GOD RAFFLE BOT" on 11/12/2021. It features a green background with a red sneaker image and a "2" in a green circle. Below this is another raffle announcement for "YEEZY GOD RAFFLE BOT" on 11/13/2021, featuring a "KINETIC" logo and details for a "Nike SB Dunk High Strawberry Cough" raffle. The details include: Shop: Kinetic, Country: USA, Price: 120€, Delivery: Pickup, Starts: 11/18 at 10:00 AM EST, Closes: 11/20 at 7:00 PM EST, Raffle Type: In Store, Sign Up: Instore, Bots: -.

# PODLE ČEHO INVESTOVAT DO TENISEK?

- 1. Historie/příběh modelu
- 2. Barvy
- 3. Stock numbers
- 4. Kolaborace (Jestli budou v budoucnu vycházet ještě další tenisky z dané kolaborace)
- 5. První páry z kolekce
- 6. Trendy
- 7. Velikost boty



SIZE	STOCK	STORE
M 4 / W 5.5	423	NK US
M 4.5 / W 6	396	
M 5 / W 6.5	1035	
M 5.5 / W 7	1035	
M 6 / W 7.5	1017	
M 6.5 / W 8	2121	
M 7 / W 8.5	1872	
M 7.5 / W 9	1821	
M 8 / W 9.5	1131	
M 8.5 / W 10	1053	
M 9 / W 10.5	5250	
M 9.5 / W 11	705	
M 10 / W 11.5	3522	
M 10.5 / W 12	4632	
M 11 / W 12.5	4518	
M 11.5 / W 13	1245	
M 12 / W 13.5	2595	
M 12.5 / W 14	903	
M 13 / W 14.5	5247	
M 14 / W 15.5	0	
M 15 / W 16.5	876	



GENDERS

NA

STYLE CODE

DR5415-103

TOTAL STOCK

41397

NOTE

NA

JAK VELKÝ JE  
STOCK  
TENISEK?

# AJ4 Stock



\$350

▼ -\$104 (-23%)

\$512

▲ \$62 (14%)

\$380

▲ \$95 (33%)

80,000+

85,000+

110,000+



\$399

▼ -\$122 (-24%)

\$484

▼ -\$60 (-11%)

\$282

▼ -\$204 (-42%)

130,000+

150,000+

185,000+

# SB Stock



\$220

▼ -\$108 (-33%)

\$512

▲ \$62 (14%)

\$384

▲ \$29 (8.2%)

20,000+

40,000+

50,000+



\$1,500

▼ -\$223 (-13%)

\$1,729

▼ -\$354 (-17%)

\$953

▲ \$3 (0.3%)

15,000+

20,000+

60,000+



\$314

▲ \$98 (45%)

\$251

▲ \$71 (39%)

\$430

▲ \$49 (13%)

60,000+

55,000+

85,000+



\$1,193

▲ \$348 (41%)

\$595

▲ \$12 (2.1%)

\$516

▼ -\$56 (-9.9%)

60,000+

100,000+

150,000+

# REAL

# FAKE

## NA CO SI DÁT POZOR PŘI INVESTOVÁNÍ DO TENISEK?

- 1. Trh s padělkami
- 2. Obrovské množství podvodníků
- 3. Nákup správné velikosti

**KDE SE DAJÍ  
NAKOUPIŤ TENISKY NA  
SEKUNDÁRNÍM TRHU?**

- **Burzy (stockx/ebay)**
- **Marketplace (FB  
Marketplace, Vinted...)**
- **Resell Store**

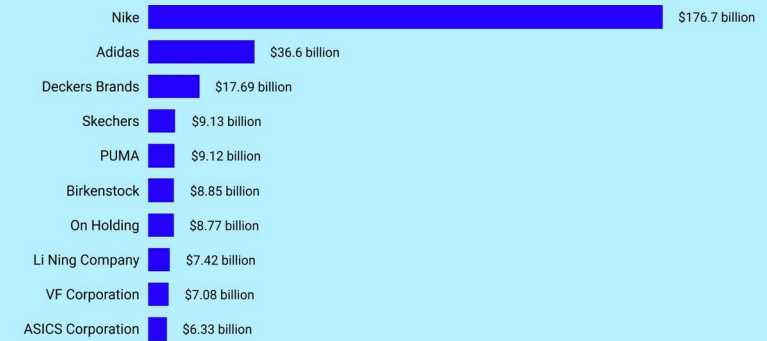


# JE VELKÝ PROBLÉM JE LIKVIDITA A JAK VYSOKÉ JSOU TRANSAKČNÍ POPLATKY?

Level	Sales Required (Quarterly)	Sales (\$) Required (Quarterly)	Base Transaction Fee
1	—	—	10.0%
2	3	or \$500	9.5%
3	6	or \$1500	9.0%
4	25	or \$5000	8.50%
5	250	or \$30,000	8.0%

# SNEAKER MARKET

## Top Shoe Companies (By Market Cap)



Source: CompaniesMarketCap.com

OBERLO

## Ahead of the Game: Nike Rules the Sneaker World

Worldwide footwear sales of selected sports brands in 2022















\* Nike's and Converse's fiscal year ends May 31.  
\*\* Skechers sales include apparel and licensing fees but are primarily made up of footwear sales.

Source: Company filings



statista

# DÁ SE NA TENISKÁCH VYDĚLAT I TISÍCE PROCENT?

 <p>Jordan 1 OG Bred (1985)</p> <p>Lowest Ask <b>\$20,000</b></p> <p>Premium 46054%</p>	 <p>Jordan 1 OG Chicago (1985)</p> <p>Lowest Ask <b>\$25,000</b></p> <p>Premium 46054%</p>	 <p>Nike SB Dunk Low Paris</p> <p>Lowest Ask <b>\$81,200</b></p> <p>Premium 41567%</p>	 <p>Nike SB Dunk Low London</p> <p>Lowest Ask <b>\$35,000</b></p> <p>Premium 28789%</p>
 <p>Nike SB Dunk Low Tokyo</p> <p>Lowest Ask <b>\$19,825</b></p> <p>Premium 23233%</p>	 <p>Nike SB Dunk Low Staple NYC Pigeon</p> <p>Lowest Ask <b>\$41,719</b></p> <p>Premium 18900%</p>	 <p>Nike Dunk High Pro SB Supreme Blue Stars</p> <p>Lowest Ask <b>\$5,500</b></p> <p>Premium 13233%</p>	 <p>Nike Dunk High Pro SB Supreme Red Stars</p> <p>Lowest Ask <b>\$6,803</b></p> <p>Premium 13233%</p>
 <p>Nike Dunk Low SP Chocolate</p> <p>Lowest Ask <b>\$8,490</b></p> <p>Premium 10483%</p>	 <p>Nike Air Force 1 Low '07 Off- White MoMA (with Socks)</p> <p>Lowest Ask <b>\$8,000</b></p> <p>Premium 10443%</p>	 <p>Nike SB Dunk Low What the Dunk</p> <p>Lowest Ask <b>\$12,121</b></p> <p>Premium 8937%</p>	 <p>Jordan 2 Retro Eminem (The Way I Am)</p> <p>Lowest Ask <b>\$4,999</b></p> <p>Premium 7173%</p>

**JAKÉ TENISKY BYCH SI  
OSOBNĚ VYBRAL NA  
INVESTICI?**

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# 1. NIKE AIR JORDAN X TRAVIS SCOTT

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## Travis Stock

@Streetwear.Stockmarket



## 2. NIKE X OFF WHITE

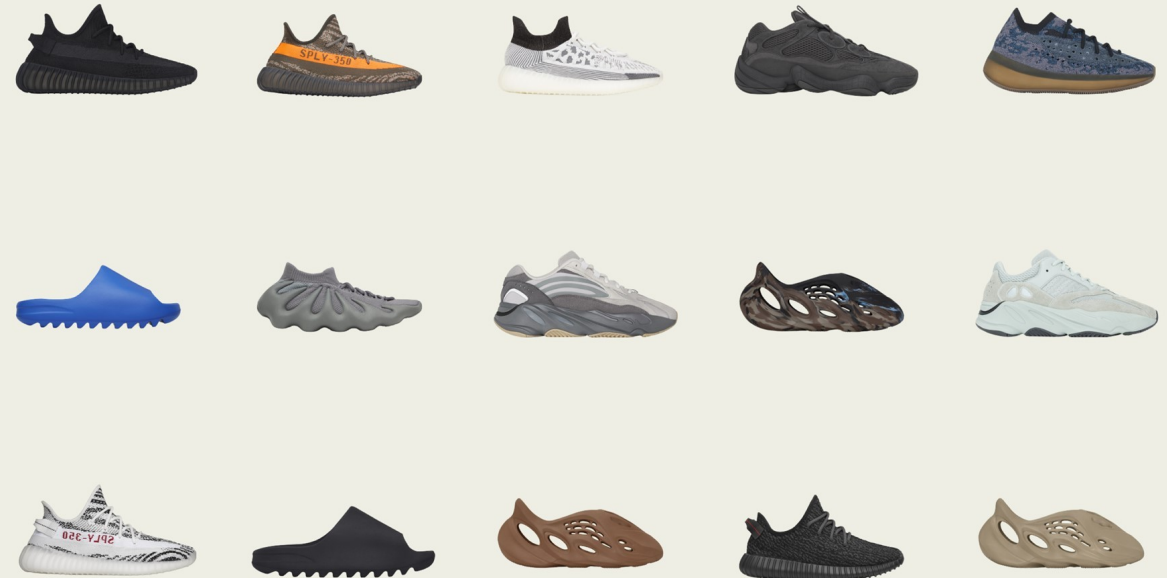
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# 3. YEEZY X ADIDAS

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## YEEZY DROPS 2024



FLIGHT CLUB



30k+



60k+



300k+



SS

TOTAL STOCK NUMBER  
COMPARISON

ZOOM KOBE 5 PROTRO PE UNDEFEATED X KOBE 4 PROTRO 'BLACK MAMBA' ZOOM KOBE 5 PROTRO 'BRUCE LEE' ZOOM KOBE 6 PROTRO 'GRINCH'

# 4. NIKE X KOBE

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# 5. BAPE

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Nike's Trademarked Designs	Genuine Nike Products	BAPE's Infringing Products
 <p>U.S. Reg. No. 3,451,905</p>	 <p>Air Force 1 Low</p>	 <p>BAPE STA</p>
 <p>U.S. Reg. No. 3,451,906</p>	 <p>Air Force 1 Mid</p>	 <p>BAPE STA Mid</p>
 <p>U.S. Reg. No. 3,711,305</p>	 <p>Dunk Low</p>	 <p>SK8 STA</p>
 <p>U.S. Reg. No. 5,820,374</p>	 <p>Air Force 1 Midsole Design</p>	 <p>BAPE STA</p>
 <p>U.S. Reg. No. 6,386,694</p>	 <p>Air Jordan 1 High</p>	 <p>COURT STA High</p>
 <p>U.S. Reg. No. 6,368,691</p>	 <p>Air Jordan 1 Low</p>	 <p>COURT STA</p>

**6. NIKE AIR  
JORDAN 1 HIGH  
LOST & FOUNDS**

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DĚKUJI ZA POZORNOST

