

November 11th, 2010

## Candice Cabe's Day 2 Night Convertible Heels

By Mary Krajick



Candice Cabe has an absolutely amazing idea and I had the pleasure of chatting with her about Day 2 Night Convertible Heels. Julia and Candice connected via LinkedIn (such an amazing business tool) and I got to learn all about the world of entrepreneurship. It all started at her first job out of college while packing for a business trip. She was flying to Miami for work and at the request of her boss she needed to pack only one carry-on. Upon completing this difficult task she evaluated the situation and noticed two suitcases, one filled entirely with shoes. She needed at least three pairs for the trip, one with a low heel to attend a meeting on a boat, one pair with a mid-heel for the trade show and a third pair with a higher heel for a fancier evening occasion. The main variable in this situation was the heel so she thought, wouldn't it be great to have a shoe where you could just pop off the heel and replace it with an appropriate one for each occasion?

Fast forward to a few years later Candice got the opportunity to pitch her idea in a competition in front of the 100 other competitors and came in second!! Out of those 100 people 8 were women and all 8 of them "swarmed" up to her after the competition to talk about her idea. That's when she knew she really had something going. As luck would have it, she gained more than the attention of the women in the room, the CEO of the largest start-up competition called Mass Challenge was in attendance and offered her free endorsement into the competition. After a couple rounds of elimination involving submitting a 2 minute video then pitching 3 minutes to a panel of judges the competition was reduced from 500 to 100 contestants. Well, needless to say Candice and her incredible idea made it to the final round. In this round the contestants are offered 3 months of free office space in an "incubator" to make their ideas into a reality. Candice worked on prototypes and received advice from a mentor and fellow Mass Challenge contestants to help her through the steps of starting her own company. She developed the technology which involves a button you can press and the heel pops off and another one snaps right in! Now, she's ready for a manufacturer.

She knows where she wants her idea to go and now she's ready for the next step. Candice is looking for someone to produce her shoes who is not too big and small enough to want to take a chance who takes pride in quality and pays attention to detail. Also, the ability to produce smaller runs preferably outsourced to keep costs down. Her manufacturer is the main focus right now and once she finds a good fit her idea will become a reality.

All of her ideas have come together during Mass Challenge. Her demographic is single women on average between 18-38 with some sort of their commute to work involving waking, mostly in cities and suburbs. While wearing Day 2 Night Convertible Heels she will be able to go from her commute, to work, to happy hour all in one pair of shoes. The design of the shoe is simple, black open toed and strappy but

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Candice has come so far from just packing her suitcase for a trip to Miami to becoming a finalist in Mass Challenge. Her next challenge, to start producing so she can share her idea with the world. If any of you know any manufacturers or anyone who can help please email her at [ccabe47@gmail.com](mailto:ccabe47@gmail.com) and check out her website <http://convertible-heels.com/>.

*Sharing is sexy!*



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