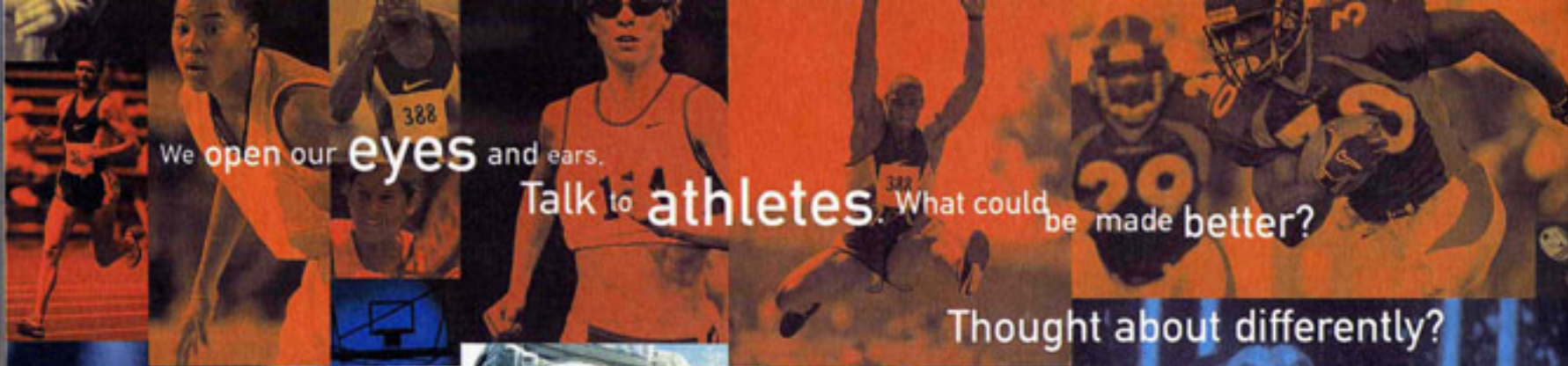


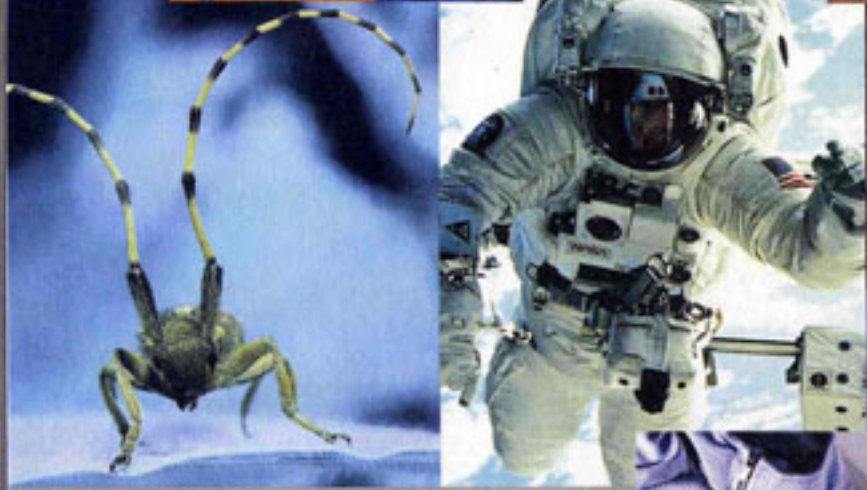
# AT NIKE

## ATHLETES INSPIRE CREATION



We open our eyes and ears.  
Talk to athletes. What could be made better?

Thought about differently?



Research.  
Explore.  
Think like Einstein. da Vinci. McGyver.  
Dream. Hit the drawing board.

Create.

Take it for a  
test drive.

### NIKE ALPHA PROJECT



Work the kinks out.  
Hand it to an athlete.  
Now it's ready to  
compete



To perform and outperform

