

Retail | United States

# Inspiring customers to create unique sneakers

## Sneaker Doodle

With a Lenovo Evolve Small Platinum grant, Sneaker Doodle is growing its business and enhancing the in-store experience, enabling customers to get creative and add customizations and pizzazz to their shoes.



Lenovo

Lenovo  
Evolve Small

# 1

## Customer background

# Who is Sneaker Doodle?

Sneaker Doodle is an interactive retailer that provides unforgettable experiences packed with fun and creativity. Guided by a team of passionate artists, customers have the opportunity to design and paint their own pair of custom sneakers. They can let their imaginations run wild, adding quirky patterns, bold colors, fabulous fabrics, rhinestones, and glazed leather.

Elizabeth Akinbode, CEO at Sneaker Doodle, explains: “It’s all about fun at Sneaker Doodle. We encourage customers to create their own unique style by adding a little sparkle and pizzazz to their sneakers. As well as serving individual customers, we run creative workshops and team-building events for local businesses that help to boost employee morale and mental wellbeing.”



## 2 The challenge

While Elizabeth launched Sneaker Doodle in 2022, the origins of the company go way back. “Sneaker Doodle really began when I discovered my love of art at elementary school. During the pandemic we started running online painting parties, and we brought that to life as a business a few years later.”

Today, Sneaker Doodle has two stores: one in the Mall of Georgia, Buford, and one in the heart of downtown Atlanta. Moving forward, Elizabeth is looking forward to adding new locations and taking the customer experience to the next level with technology. But as a small business, resources are tight. “Getting started was no walk in the park,” explains Elizabeth. “We felt that we had a great business idea and model, but securing finance was tough. In the end, we were essentially self-funding, checking our pockets every day for forgotten pennies.”

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“At Sneaker Doodle, we wear a lot of hats to keep things moving. In fact, **my whole family is part of the team**: my husband and son manage our IT, one daughter handles marketing and finance, another works alongside me, and my mom is Chief Operations Officer. Even my ten-year-old son helps out!”

Elizabeth Akinbode  
CEO, Sneaker Doodle

# 3 The solution

## Accessing vital small business support

To take the next step on the growth journey, Elizabeth applied for support through the Lenovo Evolve Small initiative and received a Platinum grant worth \$15,000. The Lenovo program, aimed at small businesses owned by women, minorities, and people with disabilities, provides winners with access to innovative technology, mentorship, and promotional opportunities.

### **Hardware**

Lenovo IdeaPad Flex 5  
Lenovo InTOUCH101B 10" LCD Touchscreen Monitor  
Lenovo InTOUCH156 15.6" LCD Touch Screen Display  
Lenovo Tab M10 Plus  
Lenovo ThinkCentre M75s Gen 2  
Lenovo ThinkServer ST250  
Lenovo ThinkVision T24t-20 23.8" FHD Touch Monitor

### **Software**

Adobe Creative Cloud  
Microsoft Office Licenses

### **Services**

Lenovo Premier Support

# 3

The  
solution

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Working with a Lenovo Evolve Small Ambassador, Elizabeth selected a range of powerful tech, including 16 Lenovo tablets and four laptops, two Lenovo ThinkCentre desktops and Lenovo ThinkVision monitors, one Lenovo ThinkServer solution, and a point-of-sale system. Along with the new hardware, Lenovo added Adobe and Microsoft licenses to enhance creative design work in Sneaker Doodle stores.

# 3 The solution

## Letting imaginations run wild

Lenovo worked with partner [SureLock Technology](#) to install the solutions, which have already had a big impact. For example, the tablets enable customers to surf the web for inspiration and create digital designs for their sneakers. Then, the Sneaker Doodle team locks the tablet screen and uses a tracing app to create a stencil that helps them transfer the design onto the sneakers, ready for painting.

Similarly, the Lenovo server provides cloud storage to store sneaker designs. “We used to spend lots of time searching for artwork when everything was on paper. With the new server, our stores can save and access designs and stencils with just a few clicks,” adds Elizabeth.



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“Running a small business can feel lonely if you don’t have a **support group** around you. That’s where the Lenovo initiative is so valuable. We join a weekly cohort session where we can connect with other Evolve Small winners and help each other out. And we enjoy **coaching and mentorship** from the Lenovo team. They make sure we have everything we need to succeed—it’s been an **amazing experience.**”

Elizabeth Akinbode  
CEO, Sneaker Doodle



# 4

## The results

With the Lenovo tech, Sneaker Doodle can offer an even better customer experience. Using the tablets helps customers to bring their ideas to life and enables the in-store team to accelerate the process for creating stencils. “I love our desktops, laptops, and server, but the tablets are my favorite,” notes Elizabeth. “We’ve halved the time before customers can start painting their sneakers.”

Using robust Lenovo desktops to manage the business has also helped Elizabeth to streamline processes and save valuable time. “I don’t need to be so hands-on now. I have more opportunities for developing new products, such as an offer for customers to work one-to-one with an artist,” she adds.



Enhances in-store customer experience



Unlocks more time for product ideation



Provides tech blueprint for new stores

# 4 The results

## **Delighting more customers**

As Elizabeth looks to open Sneaker Doodle stores three and four, the Lenovo solutions provide a blueprint to support growth. While the Lenovo tablets will support quality engagements with customers, the high-performance server will enable the new locations to access existing design and stencil files.

Elizabeth concludes: “We’re building a great reputation. We’ve had local influencers and famous rappers drop in, and people have traveled from Dubai, London, and even further abroad. The reaction we get is amazing. One young girl visited with her grandparents, who said they could never get her away from her phone, but she loved drawing designs for her sneakers and exploring the paints. That makes my day.”



**“Many companies say they support small businesses, but the reality is they offer funds but then move on. But Lenovo has helped us every step of the way and we have their ongoing support available 24/7. Lenovo is a great sponsor for small businesses—they’re helping me to live the dream!”**

**Elizabeth Akinbode**

CEO, Sneaker Doodle



# Why Lenovo?

After seeing an advertisement for the Lenovo Evolve Small program, Elizabeth knew the combination of top tech and tailored support was just the ticket for Sneaker Doodle. “When I found out we were winners, I screamed with joy! My husband ran in to see what was going on,” she recalls.

Elizabeth was also excited by the opportunity to join a community of fellow small businesses. “We feel part of a much wider family with the Lenovo Evolve Small initiative,” she notes. “Alexis, our ambassador at Lenovo, has been great, too. She is so knowledgeable and helped us select the right tech solutions. When I left our first meeting, I said to my husband: ‘Wow, she really knows her stuff.’”

Alexis Cash, Lenovo Evolve Small Ambassador, says: “I’m so excited for Lenovo to help Sneaker Doodle grow. I hope they call me and say: ‘Hey, we have a new problem for you.’ I want to help them figure that out with Lenovo solutions.”

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“The Lenovo Evolve Small initiative enables us to **give back to our community by providing the technology that enables small businesses to thrive.** Helping Elizabeth and Sneaker Doodle has been an absolute pleasure—they are some of the most genuine, kind people that we have ever worked with.”

Jonathon Silk

**Project Director, SureLock Technology**

# How can small businesses expand their presence?

With Lenovo Evolve Small, Sneaker Doodle has the tech solutions and support resources needed to enhance its customer experience and grow the business.

[Explore Lenovo Evolve Small](#)