

Heath and Goldberg took this all in and felt they could make a real difference by creating a company that would donate a pair of socks for every pair purchased. The firm's mission, which remains the same since launching, is crystal clear: "One purchased = one donated, always and forever." With their mission as a guiding principle, Heath and Goldberg went to work. Along with the goal of giving away a pair of socks for every pair sold, they saw a gap in the market they felt they could fill. There were two ends to the market for socks with each end creating value for customers. On the low end were the kind of socks you buy at stores such as Target—12 pairs for \$12. On the high end are performance socks for running, skiing or other activities—the kind for which you pay say \$18 per pair. Heath and Goldberg felt that the "middle market" between the "low" and "high" ends was a major opportunity.