

Valley Christian High School
100 Skyway Dr #130, San Jose,
California 95111
March 1, 2026



Independent Business Plan



Presented By: Alyssa Doan

Contents

Executive Summary	1
Problem	4
Customer Segments	5
Unique Value Proposition	6
Solutions	7
Channels	8
Revenue Stream	9
Cost Structure	10
Detailed Financials	11
Key Metrics	17
Competitive Advantage	18
Conclusion	19
Bibliography	19
Appendix	20

EXECUTIVE SUMMARY

COMPANY OVERVIEW

Buzzed is an innovative safety technology company focused on promoting responsible drinking and preventing alcohol-related harm. Our mission is to make alcohol safety easy, convenient, and accessible for everyone. We empower young adults and social drinkers to take charge of their safety and make informed decisions in social settings through our portable breathalyzer device and multifunctional mobile app. By providing real-time BAC monitoring, recovery insights, and a supportive community platform, Buzzed helps users enjoy social experiences responsibly while significantly reducing the risks of drunk driving and related incidents.



PROBLEM

Every year, approximately **178,000** individuals in the U.S. die due to excessive alcohol use, including over **12,400 deaths** from **alcohol-impaired driving**. Current options for monitoring alcohol consumption are often **inconvenient** and **not easily accessible** when they are needed most. Most solutions **lack real-time, portable monitoring** and **fail to connect users with a supportive community** for guidance and accountability.

The scale is staggering. According to the National Highway Traffic Safety Administration, alcohol contributes to nearly **30% of all fatal traffic crashes**. Without effective tools, young adults and social drinkers continue to face heightened risks of **accidents and poor decision-making**, while parents live with constant concern about their children getting behind the wheel after drinking. This creates a critical gap in personal and public safety that existing solutions have not been able to close.

SOLUTION

Buzzed addresses the challenges of alcohol safety with the world's most **integrated** and **portable** breathalyzer system. Our portable device easily attaches to the back of any phone, offering pain-free, real-time Blood Alcohol Content (BAC) monitoring without bulky equipment or complicated setups. Paired with our **intuitive app**, users receive instant **recovery time estimates**, **actionable guidance** for sobriety, and seamless **ride-share** connections. This way, we are creating a **supportive community** by connecting users through our app, where they can share experiences, hold each other accountable, and make safer decisions together. This all-in-one approach makes responsible drinking more accessible, convenient, and effective for everyone.

CUSTOMER SEGMENTS

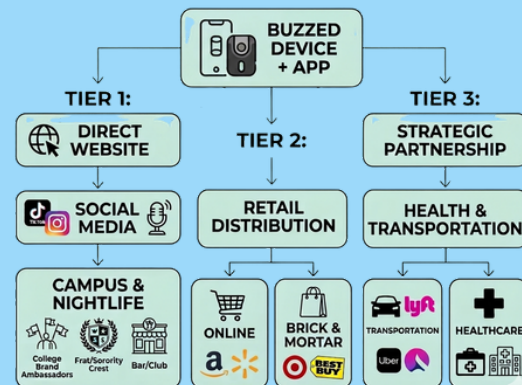
Buzzed demographic targets **socially active young adults** aged 18 to 40. Our primary customers are **individuals who enjoy socializing** and nightlife while striving to make responsible choices. They seek convenient tools that seamlessly integrate into their lifestyle without disrupting the fun. Our secondary focus is on **parents and guardians** concerned about their children's safety, as well as **bars, restaurants,** and **event organizers** committed to promoting responsible drinking environments. By using our device and app, these users can monitor BAC in real time, connect with friends for mutual accountability, and arrange safe rides home, turning alcohol safety into a shared, effortless habit.

UNIQUE VALUE PROPOSITION

Buzzed revolutionizes alcohol safety by turning it into an engaging and motivating experience through a **unique social app**. Going beyond basic BAC tracking, Buzzed creates a **social safety network** that enables real-time self-monitoring and peer accountability. Users receive personalized feedback, track their drinking behavior, and stay connected with friends who can support and intervene when needed. By incorporating **gamification elements** such as progress tracking and group challenges, Buzzed encourages users to take control of their safety and make better decisions in social settings. This approach makes responsible drinking more intuitive and helps users stay committed to safer habits.

CHANNELS

Buzzed leverages a variety of distribution and promotional channels to reach its target market and drive adoption. Our user-friendly website and app store listings serve as primary access points. These are supported by targeted social media ads and organic referrals from satisfied users. To deepen impact, we partner with bars, restaurants, universities, and Greek life organizations to integrate Buzzed into real social environments. We also collaborate with college campuses, nightlife establishments, ride-share companies, and health organizations to increase visibility and accessibility in everyday drinking settings.



REVENUE STREAMS

- Direct sales of Buzzed Breathalyzer Device
- In-app Subscriptions
- Accessories

COST STRUCTURE

- Software & Product Dev: \$1,250,000
- Initial Inventory: \$500,000
- Initial Marketing Expense: \$250,000
- Payroll Expense: \$1,000,000

COMPETITIVE ADVANTAGE

Buzzed Portable MagSafe Device



- Pocket-Ready
- MagSafe Compatible
- Ergonomic Grip
- USB-C Powered
- Rapid BAC Detection
- Durable Build

Buzzed Multi Functional App



- Real-Time BAC
- Smart Recovery Insight
- Gamification
- Social Network & Safety Alert
- Door Dash Integration
- Uber/Lyft Integration

FINANCIAL OVERVIEW

In the first year (2026), our revenue projection stands at \$4,124,125, driven by device sales, premium app upgrade, and accessories. Year two (2027) anticipates significant growth, reaching \$6,186,187, as we continue to enhance our product offerings. Year three (2028) marks a pivotal milestone with our first distribution deal, expanding device sales, premium upgrades, and introducing in-app advertisements, propelling our revenue to \$12,231,844. By year four (2029), a breakthrough into major big-box retailers is expected, further accelerating our success and yielding a substantial \$24,463,688 in revenue. These projections underscore our strategic evolution, leveraging diverse revenue streams for sustained financial growth.

PROJECTION	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Buzzed Device Sales	\$2,499,500	\$3,749,250	\$7,498,500	\$14,997,000
In-App Premium Upgrades	\$1,249,875	\$1,874,812	\$3,749,625	\$7,499,250
Accessories	\$374,750	\$562,125	\$983,719	\$1,967,438
	\$4,124,125	\$6,186,187	\$12,231,844	\$24,463,688

KEY METRICS

CUSTOMER ACQUISITION COST (CAC)



\$30/USER

LIFETIME VALUE OF A CUSTOMER (LTV)



\$95/USER

MONTHLY RECURRING REVENUE (MRR)



\$9.99/USER

INVESTMENT

Buzzed seeking a **structured loan** of **\$3,000,000** for **20% equity shares** of the company. **Repayment terms will be 60 months.** The loan will be used for Initial Inventory, Marketing Launch, and Operations. Year 0 was dedicated to the creation of Buzzed products. Year 1 will be marketing and launch. Year 3 is when we expect to turn a big enough profit to start repayment schedules to our investors. By year 4, we anticipate to surpass our \$15,000,000 valuation for our investors based on our projected EBITDA margins.



PROBLEM

PROBLEM

DESCRIPTION

IMPACT

Alcohol-Impaired Driving and Fatal Crashes



Alcohol consumption directly **impairs critical cognitive and motor functions** required for safe driving, including reaction time, coordination, depth perception, and decision-making. Even small increases in blood alcohol concentration (BAC) can significantly reduce a driver's ability to respond to changing road conditions. Despite this, many individuals rely on subjective judgment, such as "feeling fine" or estimating drink count, to determine whether they are safe to drive. These informal methods are **unreliable** and often lead to **dangerous miscalculations**. Existing breathalyzer devices are not widely adopted due to **inconvenience, lack of portability, and limited integration** into everyday routines, leaving a heartbreaking gap between awareness and actionable decision-making.

- Alcohol-impaired driving accounts for nearly 30% of all traffic fatalities, resulting in over **13,000 deaths annually** in the United States alone.
- In the U.S., **one person dies** approximately **every 40 minutes** due to an alcohol-related crash.
- Incidents impact not only drivers but also passengers, pedestrians, and other motorists.
- Results in loss of life, permanent disabilities, and long-term emotional trauma for families.
- Creates a massive economic burden, costing over **\$44 billion annually** in the U.S. in medical expenses, emergency response, legal costs, and property damage.

Personal Vulnerability and Exploitation



Alcohol use in social environments, particularly among young adults and college-aged individuals, often occurs in settings where **peer pressure** and group dynamics influence behavior. In these situations, impaired judgment and reduced situational awareness dramatically increase an individual's **susceptibility to risk**. Alcohol affects the brain's ability to process information, recognize danger, and make informed decisions, which can leave people dangerously exposed. This is especially terrifying for young women, who face **heightened vulnerability** in environments such as parties, bars, and campus events where alcohol consumption is normalized and often encouraged.

- Alcohol is involved in approximately **50% of sexual assault cases**, significantly increasing risk in social environments.
- Among college students, about **1 in 5 women experience sexual assault**, with alcohol frequently involved.
- Impaired memory and cognition make it difficult for victims to recall events and report incidents, limiting accountability.
- Leads to long-term **psychological effects**, including anxiety, depression, and trauma.
- Disproportionately affects college-aged individuals and young women in nightlife and campus settings.

Social Stigma and Lack of Practical Tools



Despite the risks associated with alcohol consumption, there is a **painful lack of socially accepted, discreet, and accessible tools** that enable individuals to monitor their condition in real time. Traditional safety measures, such as standalone breathalyzers, are often viewed as inconvenient or socially awkward, leading to low usage in the very environments where they are most needed. Additionally, current solutions do not provide integrated support systems, such as peer accountability or immediate access to safe alternatives like transportation. This creates a **dangerous disconnect** between awareness of risk and the ability to take practical, preventative action.

- Over **70% of alcohol-related incident** (e.g., impaired driving, unsafe situations, drink spiking) go unreported due to stigma, fear of judgment, and lack of evidence.
- **Underreporting** reduces accountability and public awareness, allowing harmful behaviors to persist without intervention.
- The **lack of real-time tools and accessible support systems** forces individuals to rely on guesswork, increasing poor decision-making and perpetuating preventable harm.

CUSTOMER SEGMENTS

DEMOGRAPHIC

Buzzed primarily targets **socially active young adults** aged 18 to 28, a group that frequently participates in nightlife, college events, parties, and bar environments where alcohol consumption is common. These individuals include college students, recent graduates, and early-career professionals who prioritize social experiences but are increasingly aware of personal safety risks. They typically earn between \$40,000 and \$90,000 annually or operate within discretionary spending supported by family or early income, making them **willing to spend on products that enhance convenience, safety, and social confidence**.

Secondary customer segments include **young professionals** aged 28 to 35 who maintain active social lifestyles, as well as parents and guardians concerned about the safety of their college-aged children. Additionally, bars, restaurants, event organizers, and universities represent key institutional customers seeking to promote responsible drinking and reduce liability.

GEOGRAPHIC

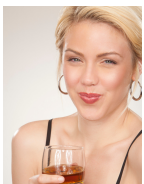
Buzzed targets customers in the United States, with an initial focus on urban and suburban regions with high concentrations of nightlife and college populations. Key launch markets include California, Texas, New York, and Illinois, which combine large populations, dense social environments, and high rates of alcohol-related incidents. These regions also demonstrate strong adoption of consumer technology and safety-focused products. Long term, Buzzed plans to expand nationally and into international markets with similar social drinking cultures, including Canada, the United Kingdom, and Australia.

PYSCHOGRAPHIC

Buzzed users are socially engaged individuals who prioritize experiences, connection, and social status, but do not want to sacrifice safety to participate. They are highly influenced by peer environments, meaning their decisions are shaped by group behavior, social norms, and the desire to fit in. At the same time, they are increasingly aware of risks such as drunk driving, drink spiking, and personal vulnerability. These users value discreet, non-disruptive solutions that allow them to stay in control without drawing attention or appearing overly cautious. They are motivated by maintaining independence while ensuring both their own safety and the safety of their friends.

BEHAVIORAL

Buzzed appeals to individuals in high-risk decision moments, such as leaving a bar, ending a party, or deciding whether to drive after drinking. Currently, these users rely on inaccurate methods such as estimating drink count, comparing themselves to others, or simply hoping for the best. They are seeking real-time, reliable feedback that allows them to make informed decisions instantly.



Mary Ann Lee

PRIMARY MARKET:

Socially Active Millennials

Age : 27 years old
Annual Income : \$105,000
Occupation : Real Estate Agent

As an up and coming real estate agent in Los Angeles, California, Mary Ann Lee has a very active social lifestyle in order to network with others. She meet clients for drinks occasionally and can use Buzzed product to make sound decision while consuming alcohol.



Susan & Bill

SECONDARY MARKET:

Parents and Guardians

Age : 56 and 61 years old
Annual Income : \$350,000
Occupation : Professor and Doctor

Susan and Bill has a son that just turned 18 years old and will be preparing to head off to college this summer. As highly educated individuals, they understand the possibility of their son drinking alcohol in college and want to make sure their son has the neccessay tools to be safe and responsible.

UNIQUE VALUE PROPOSITION

Buzzed offers a unique value proposition by combining three key features that set it apart from traditional alcohol safety solutions: real-time alcohol monitoring and insights, community accountability, and integrated transportation access. Each of these features plays a vital role in making responsible drinking more accessible, engaging, and effective.

A C T W I T H C O N F I D E N C E

A ALCOHOL INTELLIGENCE

Unlike bulky breathalyzers, Buzzed delivers real-time, accurate Blood Alcohol Content (BAC) monitoring through a **sleek, phone-attached device**. The app analyzes factors such as current BAC level, drinking pace, time since last drink, body weight, and personal profile to offer **tailored recommendations** and precise **recovery time estimates**. These insights help users understand exactly how alcohol is affecting them in the moment, allowing them to make more informed decisions before situations become dangerous. Users receive clear, timely guidance on when to slow down, stop drinking, or arrange safe transportation. Over time, the **system adapts to each user's behavior**, improving accuracy and delivering more personalized insights. This level of personalization increases confidence and empowers users to stay in control.

C COMMUNITY ACCOUNTABILITY

Buzzed incorporates elements of gamification to turn alcohol safety into an **engaging** and **motivating** experience. Users can track their responsible drinking habits and **earn rewards** for achieving milestones, such as maintaining a safe BAC level throughout the night or completing group challenges. The app ranks users and groups based on safety scores, creating a sense of friendly competition that motivates individuals to make better decisions. To enhance the experience further, users can create their own personalized teams with friends or join public groups to connect with others. This **interactive** and **community-driven approach** not only keeps users committed to safer habits but also builds a **supportive environment** where friends can send quick check-ins, share live BAC updates, and hold each other accountable without judgment.

T TRANSPORTATION ACCESS

Buzzed provides intelligent transportation access that goes beyond basic ride-sharing. When a user's BAC reaches a predetermined safety threshold, the app can automatically notify the user and suggest immediate **safe ride options**, helping them act at the exact moment a decision is needed. Users can **pre-select trusted friends** in the app settings so the system will **automatically contact those chosen individuals** for support or assistance if needed. The app also offers **one-tap access to ride-share services** like Uber and Lyft, displaying estimated recovery time alongside available rides so users can easily decide whether to wait, call a ride, or switch to a safer plan. This feature removes one of the biggest barriers to responsible behavior by bridging the gap between knowing you should not drive and actually getting home safely and supported.

SOLUTIONS

Buzzed provides an all-in-one solution for promoting responsible drinking through its portable breathalyzer device and multifunctional mobile app.

PORTABLE BREATHALYZER DEVICE



The portable breathalyzer device provides a **convenient** and **accurate** method for users to monitor their Blood Alcohol Content (BAC) levels in real time, eliminating the need for bulky standalone units or unreliable self-judgment. This **compact device easily attaches to the back of any smartphone**, ensuring it is always accessible during social outings. Using advanced electrochemical sensor technology, the device analyzes a small breath sample and delivers precise BAC readings within seconds. The sensor is calibrated for high accuracy across a wide range of alcohol concentrations and performs reliably even in busy social environments with varying temperature and humidity. The device features an 800 mAh internal battery with USB-C quick charging, allowing it to **last through multiple nights out** with fast recharge when needed. Designed for ease of use, the device requires only a quick breath sample and instantly syncs with the Buzzed app, ensuring a seamless transition from data collection to real-time insights. This allows users to check their BAC discreetly at any moment without interrupting their social experience.

By continuously providing reliable BAC feedback, the device empowers individuals to **maintain better control** during social outings, **reducing the risk of impaired decision-making**. The breathalyzer is built for comfort and discretion, fitting naturally into everyday life without drawing attention or disrupting the moment.

MULTIFUNCTIONAL MOBILE APP



The Buzzed mobile app syncs with the portable breath analyzer to provide users with a clear and detailed view of their alcohol consumption, offering **personalized safety insights** based on their unique habits. The app evaluates data such as current BAC level, drinking pace, time since last drink, and basic personal information to **recommend simple actions** that can help users stay safe. For example, users may receive guidance on how long they should wait before driving, reminders to slow down their drinking, or suggestions like hydrating to reduce risk.

The app also helps users **plan ahead** by showing estimated BAC levels based on future drinking. This allows users to better understand how their choices may affect them before they reach unsafe levels, helping them stay in control during social situations.

To make the experience more engaging, the app includes **gamification features** that encourage responsible behavior. Users can track their progress, complete challenges, earn rewards, and connect with friends for support and motivation. This social aspect helps create a positive environment around making safer decisions.

For added support, the app includes built-in safety features that are easy to access when needed. Users can quickly **arrange a ride**, contact trusted friends, or **receive alerts** if their BAC becomes too high. The app also provides simple recovery insights, such as how long it may take to become sober, helping users make informed decisions both during and after drinking.

CHANNELS	PURPOSE & STRATEGY	DETAILS
Website & App (DTC)	Legitimizes the brand and serves as the primary distribution and data hub.	• Shopify-based website allows streamlined checkout, upsell integrations (ReConvert, OneClickUpsell), and email capture for automated Klaviyo drip campaigns. • Buzzed mobile app (iOS & Android) syncs with the breathalyzer device to deliver real-time BAC tracking, personalized insights, social support features, and integrated ride access.
Social Media & Digital Advertisements	Drive awareness, engagement, and conversions through high-frequency, real-world content visibility.	• Instagram, TikTok, and YouTube Shorts content strategy (internal + influencer collaborations). • UGC campaigns with commission-based ambassador program (20–30% tiered payouts) to drive authentic adoption. • Meta Ads & Google Ads targeting geofenced college campuses, nightlife districts, and high-density urban areas. • Internal challenges and interactive content (Reels, Lives, Stories) to build brand trust and community engagement.
Search Engine Optimization (SEO)	Drives organic traffic through blog content, backlinks, and keyword optimization to boost site visibility.	• High-intent keywords: optimize website and blog content for terms like “BAC calculator” and “how long until sober” • Content strategy: publish educational blogs targeting college students, young professionals, and nightlife audiences • Backlink building: collaborate with safety organizations, college resources, and public health platforms to improve search credibility.
Influencer & Ambassador Programs	Humanize the brand and drive adoption through peer influence and social proof.	• Engage college influencers, nightlife creators, and safety advocates for campaign deliverables. • Performance-based ambassador tiers incentivize ROI-driven content creation. • UGC repurposed across website, social platforms, and paid ads for full-funnel consistency.
Online Retailers & Big Box Retailers (B2B)	Mass market exposure and strategic channel scaling	• Launch on Amazon Marketplace, Walmart Marketplace, Google Marketplace, etc • Expand into retail through nationwide distribution partnerships (Target, CVS, Best Buy, college bookstores). • Support in-store placement with branded displays, point-of-sale signage, and interactive demo units that highlight real-time BAC tracking and safety benefits to educate customers and drive impulse purchases.
Nightlife & Event Partnerships	Integrate Buzzed into high-risk environments to drive real-world usage and visibility.	• Partner with bars, clubs, and event organizers to integrate Buzzed into high-risk environments. • Co-branded promotions (QR codes, table signage, discount codes) to drive on-site engagement. • Position Buzzed as a safety-enhancing and liability-reducing tool for venues
College Campus & Safety Programs	Engage high-risk users through campus programs to build trust and normalize safe behavior.	• Partner with universities, campus police, and student organizations for safety initiatives. • Sponsor orientation programs, campus safety weeks, and student events. • Offer bulk purchasing programs for institutions and student groups. • Integrate Buzzed into campus safety infrastructure and awareness campaigns.

REVENUE STREAM

Buzzed generates revenue through a hybrid model that combines hardware sales with high-margin recurring software and ecosystem monetization. The primary revenue driver is the direct sale of Buzzed's breathalyzer device, designed as a compact, smartphone-integrated safety tool for socially active users. Distribution will occur through direct-to-consumer channels, including Buzzed's website and digital platforms, as well as partnerships with nightlife venues, events, and retail locations.

Beyond the initial device purchase, Buzzed unlocks significant recurring revenue through its premium app model. While the free version provides basic BAC readings, core features, including time-to-sobriety insights, intelligent recovery recommendations, social safety alerts, and ride integration, are gated behind a paid upgrade. This creates a clear value gap that drives strong conversion from device users to paid subscribers and supports long-term user engagement.

Additional revenue is generated through accessories and product extensions, enhancing both average order value and brand ecosystem expansion. Buzzed also monetizes through strategic partnerships and integrations, including ride-sharing platforms, nightlife venues, and insurance incentives that promote responsible behavior. These partnerships not only drive revenue but also reinforce Buzzed's positioning as a safety-focused platform.

Finally, Buzzed has the ability to scale through targeted in-app monetization and future data-driven opportunities, including anonymized insights that support public safety initiatives and risk reduction programs. By combining hardware, subscription revenue, and ecosystem expansion, Buzzed establishes a scalable and diversified revenue model with strong long-term growth potential.

REVENUE MODEL AND LIFETIME VALUES

Device Sales:

- **Price:** \$49.99 per device.
- **Lifetime Value:** Users typically replace their devices every 2 years, generating \$99.98 in revenue per cycle.

Subscription Revenue:

- **Monthly Plan:** \$9.99/month.
- **Annual Plan:** \$99.99/year (saves \$19.89 compared to monthly plan).
- **Lifetime Value:**
 - Monthly subscribers: $\$9.99 \times 12 \text{ months} \times 3 \text{ years} = \359.64 .
 - Annual subscribers: $\$99.99 \times 3 \text{ years} = \299.97 .

Total Lifetime Value (LTV):

- **Monthly Subscribers:** \$99.98 (2x device) + \$359.64 (3 years app subscription) = \$459.62
- **Annual Subscribers:** \$99.98 (2x device) + \$299.97 (3 years app subscription) = \$399.95

These revenue streams and lifetime values position Buzzed for strong, recurring financial growth while meeting the evolving needs of its users.

COST STRUCTURE



Buzzed aims to expand revenue opportunities by entering adjacent markets and services. This includes licensing anonymized, aggregated user data to support research, insurance insights, and public safety initiatives. Buzzed can also develop complementary products, such as upgraded devices, wearable integrations, or premium app features that enhance real-time alcohol monitoring and decision-making. By continuously innovating and addressing the evolving needs of social drinkers, Buzzed will drive sustained revenue growth and maintain a competitive edge in the market.

THIS COST STRUCTURE OUTLINES 4 PRIMARY EXPENSE CATEGORIES:

1. Cost of Goods Sold (COGS) for the Glucose Monitoring Device:

- The production cost per device is estimated at **\$20 per unit**.
- The gross margin is maintained at **60%** for direct sales to consumers, ensuring a strong profit margin.
- For sales through distributors, the gross margin is set at **30%**, accounting for 30% distributor markups to retailers.

2. Development Cost for the Buzzed App + Device:

- The app development, which incorporates features like instant BAC readings with intelligent sobriety insights, real-time safety alerts through a social network, and seamless Uber/Lyft integration to enable safer decision-making plus Hardware R&D Prototype has a projected cost of **\$1,250,000** for initial development.

3. Human Resources:

- The contracted developers will cost us about \$500,000.00 for 1920 hours per person between a 1 project manager, 1 front-end developer, 2 back-end developer, and tester.
- Our core team will start with a CEO, CMO, COO, Director of Sales, Accounting, Admin, and Warehouse Clerk. Total annual payroll expense will be \$500,000.00.
- Combine cost of \$1,000,000 spent on Human Resources in the first year

4. Marketing Budget:

- A dedicated marketing budget of **\$250,000** will be allocated pre/post-launch to build brand awareness and drive customer acquisition. This will include:
 - Social Media/Digital advertisements.
 - Influencer partnerships and affiliate marketing.
 - Traditional advertising methods, such as TV and radio campaigns.
 - Event sponsorships and collaborations with healthcare organizations.
- **With a CAC of \$30/user we will be able to obtain approx 8,500 New Customer.**

DETAILED FINANCIALS

FINANCIAL OVERVIEW	DETAILS
STARTUP COST & FUNDING	Initial investment sought: \$3,000,000 for app + device development, legal expenses, inventory, operating costs, and marketing initiatives. Funding will be sourced from investor funding structured as a loan in return for 20% equity.
REVENUE PROJECTS	First-year sales target includes 50,000 Buzzed devices at \$49.99, generating \$2,499,500, along with 12,500 premium app subscriptions at \$9.99 monthly and additional accessory sales, bringing total projected first-year revenue to approximately \$4,124,125.
YEAR-OVER-YEAR GROWTH	Anticipating approximately 54% growth in Year 2, 97% growth in Year 3, and 100% growth in Year 4, reflecting rapid scaling driven by increasing device adoption, subscription growth, and expanding market penetration.
OPERATING EXPENSES	Operating expenses, including payroll, marketing, and other overhead costs, are projected to total \$1,250,000 in the first year and will scale proportionally as sales and the business grow.
ADDITIONAL REVENUE STREAMS	Potential revenue streams, including in-app purchases, accessories, in-app advertising, and partnerships with insurance companies, hospitality venues, and ride-sharing platforms, provide additional growth opportunities but are not fully reflected in the initial revenue projections.
MARKET SIZE AND PENETRATION	Targeting socially active young adults and safety-conscious drinkers, Buzzed aims to capture 1% of its serviceable market, representing a potential reach of approximately 200,000–300,000 users domestically, with additional opportunities for international expansion.
FINANCIAL CONCLUSION	The financial plan predicts exponential growth in profitability as the business expands. Net profit is expected to increase from approximately \$133,715 in Year 2 to \$1,474,653 in Year 3 as the focus shifts from direct to consumer sales to working with wholesalers & distributors. By securing contracts with major retailers like Walmart, Target, and Costco in Year 4, net profit is forecasted to grow even further, reaching \$4,499,843.

PROJECTED INCOME STATEMENT FOR BUZZED, INC FIRST YEAR'S OPERATION:

Income Statement Overview

In 2026, Buzzed will begin with small-volume test orders in February to gather market feedback and improve operations. While we anticipate a loss during the first six months, the company projects its first net-positive month by July 2026 as sales increase. For the year, the primary focus will be on direct to consumer sales to maximize profit margins to establish a stable financial foundation. By the end of 2026, Buzzed hopes to get close to a near break-even point, setting the stage for profitability in 2027. This pivotal growth will position the company for exponential scaling in subsequent years.

Income Statement	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026
Sales	\$0.00	\$50,000.00	\$75,000.00	\$100,000.00	\$150,000.00	\$150,000.00
Subscriptions	\$0.00	\$6,000.00	\$9,000.00	\$29,875.00	\$50,000.00	\$60,000.00
Accessories	\$0.00	\$5,000.00	\$5,000.00	\$8,000.00	\$2,000.00	\$2,000.00
TOTAL INCOME	\$0.00	\$61,000.00	\$89,000.00	\$163,875.00	\$401,992.50	\$531,990.00
COST OF GOODS SOLD (COGS)						
Products (COGS)	\$0.00	\$15,000.00	\$30,000.00	\$40,000.00	\$60,000.00	\$80,000.00
Freight (COGS)	\$0.00	\$1,000.00	\$1,250.00	\$1,250.00	\$1,500.00	\$1000.00
TOTAL COST OF GOODS SOLD	\$0.00	\$15,075.00	\$30,075.00	\$40,150.00	\$60,500.00	\$81,000.00
GROSS PROFITS	\$0.00	\$45,925.00	\$58,925.00	\$188,845.00	\$288,992.50	\$380,990.00
EXPENSES						
App Maintenance	\$10,000.00	\$8,000.00	\$7,000.00	\$6,000.00	\$5,000.00	\$5,000.00
Depreciation - App Development	\$20,833.00	\$20,833.00	\$20,833.00	\$20,833.00	\$20,833.00	\$20,833.00
General Expenses	\$50,000.00	\$20,000.00	\$15,000.00	\$15,000.00	\$18,000.00	\$15,000.00
Legal Fees	\$25,000.00	\$10,000.00	\$8,000.00	\$15,000.00	\$5,000.00	\$10,000.00
Marketing	\$50,000.00	\$18,182.00	\$18,182.00	\$18,182.00	\$18,182.00	\$18,182.00
Operating Cost	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Payroll	\$83,333.00	\$83,333.00	\$83,333.00	\$83,000.00	\$83,333.00	\$83,333.00
Rent	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
Research & Development	\$50,000.00	\$12,000.00	\$10,000.00	\$13,636.00	\$13,636.00	\$13,636.00
Startup Cost	\$100,000.00	\$35,000.00	\$20,000.00	\$15,000.00	\$17,000.00	\$17,000.00
Utilities	\$3,333.00	\$3,333.00	\$3,333.00	\$3,333.00	\$3,333.00	\$3,333.00
TOTAL EXPENSES	\$427,499.00	\$245,681.00	\$220,681.00	\$226,681.00	\$219,317.00	\$207,317.00
NET PROFITS (Before Taxes)	-\$427,499.00	-\$199,756.00	-\$161,756.00	-\$164,331.00	-\$141,492.00	-\$88,317.00
	Jul 2026	Aug 2026	Sep 2026	Oct 2026	Nov 2026	Dec 2026
Sales	\$250,000.00	\$250,000.00	\$300,000.00	\$300,000.00	\$444,500.00	\$550,000.00
Subscriptions	\$100,000.00	\$100,000.00	\$150,000.00	\$200,000.00	\$250,000.00	\$300,000.00
Accessories	\$15,000.00	\$30,000.00	\$50,000.00	\$75,000.00	\$79,250.00	\$90,000.00
TOTAL INCOME	\$365,000.00	\$430,000.00	\$500,000.00	\$575,000.00	\$773,750.00	\$890,000.00
COST OF GOODS SOLD (COGS)						
Products (COGS)	\$100,000.00	\$150,000.00	\$200,000.00	\$300,000.00	\$300,000.00	\$350,000.00
Freight (COGS)	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,200.00	\$1,500.00
TOTAL COST OF GOODS SOLD	\$101,000.00	\$151,000.00	\$201,000.00	\$301,200.00	\$351,500.00	\$351,500.00
GROSS PROFITS	\$264,000.00	\$279,000.00	\$299,000.00	\$374,000.00	\$472,550.00	\$538,500.00
EXPENSES						
App Maintenance	\$5,000.00	\$10,000.00	\$7,000.00	\$5,000.00	\$7,000.00	\$7,000.00
Depreciation - App Development	\$20,833.00	\$20,833.00	\$20,833.00	\$20,833.00	\$20,833.00	\$20,833.00
General Expenses	\$24,000.00	\$12,000.00	\$18,000.00	\$20,000.00	\$25,000.00	\$25,000.00
Legal Fees	\$10,000.00	\$10,000.00	\$15,000.00	\$10,000.00	\$20,000.00	\$3,181.00
Marketing	\$18,182.00	\$18,182.00	\$18,182.00	\$18,182.00	\$18,182.00	\$18,182.00
Operating Cost	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Payroll	\$83,333.00	\$83,333.00	\$83,333.00	\$83,333.00	\$83,333.00	\$140,900.00
Rent	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$17,166.00
Research & Development	\$13,636.00	\$13,636.00	\$13,636.00	\$13,636.00	\$13,636.00	\$4,000.00
Startup Cost	\$10,000.00	\$5,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$7,000.00
Utilities	\$3,333.00	\$3,333.00	\$3,333.00	\$3,333.00	\$3,333.00	\$3,333.00
TOTAL EXPENSES	\$223,317.00	\$211,317.00	\$224,317.00	\$223,231.00	\$219,317.00	\$241,317.00
NET PROFITS (Before Taxes)	\$40,683.00	\$67,683.00	\$74,683.00	\$150,769.00	\$253,233.00	\$297,183.00

PROJECTED CASH FLOW BY MONTH FOR BUZZED, INC FIRST YEAR'S OPERATION:

BUZZED, INC STATEMENT OF CASH FLOW JANUARY THROUGH DECEMBER 2026	
OPERATING ACTIVITIES	Jan - Dec 25
Net Income	-105,625.00
Adjustments to reconcile Net Income to net cash provided by operations	
Inventory	-1,350,000.00
Loan from Investor	3,000,000.00
Net cash provided by Operating Activities	1,544,375.00
INVESTING ACTIVITIES	
Accumulated Depreciation	-250,000.00
Net cash provided by Investing Activities	-250,000.00
Net cash increase for period	1,294,375.00
CASH AT END OF PERIOD	1,294,375.00

Cash Flow Overview

Buzzed's cash flow statement shows a net income loss of \$105,625. However, operating activities generated \$1,544,375 in cash, mainly due to a \$3,000,000 loan from investors. After accounting for expenses, the company ended the year with a cash balance of \$1,294,375, which represents the cash balance at year-end available to support next year's activities.

Growth Projections and Future Strategies

Cash flow is projected to experience significant growth in Year 3 because of the shift to distribution sales and increased accessory sales. Social media posts featuring healthcare influencers will create a trend around colorful unique bands, which will boost demand and brand visibility. In Year 4, wholesaling to major retailers will further increase sales volumes and make the product more accessible to customers.

PROJECTED BALANCE SHEET FOR BUZZED, INC END OF FIRST YEAR:

BUZZED, INC BALANCE SHEET As of December 31, 2026	
ASSETS	DEC 31, 26
Current Assets	
Checking / Savings	
Checking Account	44,375.00
Total Checking / Savings	44,375.00
Others Current Assets	
Inventory	1,350,000.00
Total Other Current Assets	1,399,458.00
Total Current Assets	3,875,500.00
Fixed Assets	
Accumulated Depreciation	-250,000.00
App Development	1,250,000.00
Total Fixed Assets	1,500,000.00
TOTAL ASSETS	2,894,375.00

Balance Sheet Insights

In its first year, Buzzed's balance sheet reflects negative retained earnings of \$105,625, with total assets of \$2,894,375. However, projections indicate a turnaround starting in Year 2, with retained earnings rising to \$190,587. This sets the company up to begin repaying its \$3,000,000 investor loan by Year 3. By maintaining strong financial performance, Buzzed also plans to offer a 20% dividend to investors as it continues balancing growth and shareholder returns.

Growth Through Strategic Shifts

Transitioning from retail-focused sales to a distribution-driven model significantly accelerated Buzzed's financial performance. While retail generated approximately \$190,000 in retained earnings in Year 2, expanding into distribution increased retained earnings to nearly \$2.1 million. By Year 4, the addition of wholesale channels further scaled earnings to approximately \$6.4 million, demonstrating the effectiveness of this growth strategy. Although gross margins slightly declined with expansion, the substantial increase in net income and EBITDA confirms strong operational scalability and overall financial strength.

This strong financial growth shows that Buzzed is on track to achieve long-term stability while delivering value to both customers and investors.

LIABILITIES & EQUITY	
Liabilities	
Other Current Liabilities	
Loan from Investor	3,000,000.00
Total Other Current Liabilities	3,000,000.00
Total Current Liabilities	3,000,000.00
Total Liabilities	3,000,000.00
Equity	
Net Income	-105,625.00
Total Equity	-105,625.00
TOTAL LIABILITIES & EQUITY	2,894,375.00

PROJECTED 4 YEAR FINANCIAL PLAN FOR BUZZED, INC:

4 Year Financial Plan	FY1 - 2026	FY2 - 2027	FY3 - 2028	FY4 - 2029
INCOME				
Sales	\$2,499,500.00	\$3,749,250.00	\$7,498,500.00	\$14,997,000.00
Subscriptions	\$1,249,875.00	\$1,874,812.00	\$3,749,625.00	\$7,499,250.00
Accessories	\$374,750.00	\$562,125.000	\$983,719.00	\$1,967,438.000
TOTAL INCOME	\$4,124,125.00	\$6,186,187.00	\$12,231,844.00	\$24,463,688.00
COST OF GOODS SOLD (COGS)				
Products (COGS)	\$1,100,000.00	\$1,650,000.00	\$3,000,000.00	\$6,000,000.00
Freight (COGS)	\$8,500.00	\$12,000.00	\$30,000.00	\$75,000.00
TOTAL COST OF GOODS SOLD	\$1,108,500.00	\$1,662,000.00	\$3,030,000.00	\$6,075,000.00
GROSS PROFITS	\$3,015,625.00	\$4,524,187.00	\$9,201,844.00	\$18,388,688.00
	73%	73%	75%	75%
EXPENSES				
App Maintenance	\$80,000.00	\$100,000.00	\$100,000.00	\$150,000.00
Depreciation - App Development	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00
General Expenses	\$250,000.00	\$250,000.00	\$600,000.00	\$1,000,000.00
Legal Fees	\$150,000.00	\$180,000.00	\$50,000.00	\$20,000.00
Marketing	\$250,000.00	\$1,000,000.00	\$2,000,000.00	\$4,000,000.00
Operating Cost	\$300,000.00	\$500,000.00	\$1,000,000.00	\$1,000,000.00
Payroll	\$1,000,000.00	\$1,700,000.00	\$2,500,000.00	\$5,000,000.00
Rent	\$120,000.00	\$123,600.000	\$400,000.00	\$420,000.00
Research & Development	\$200,000.00	\$150,000.00	\$100,000.00	\$75,000.00
Startup Cost	\$250,000.00	\$0.00	\$0.00	\$0.00
Utilities	\$40,000.00	\$80,000.00	\$100,000.00	\$90,000.00
TOTAL EXPENSES	\$2,910,000.00	\$4,333,600.00	\$7,100,000.00	\$11,975,000.00
Net Profit	-\$105,625.00	\$190,587.00	\$2,101,844.00	\$6,413,688.00
Taxes	\$0.00	\$56,871.16	\$627,190.25	\$1,913,844.50
Net Profit (After Taxes)	-\$105,625.00	\$133,715.84	\$1,474,653.75	\$4,499,843.50
Investor Payable	\$0.00	\$0.00	\$500,000.00	\$1,000,000.00
Investors Dividend (20% of net)	\$0.00	\$0.00	\$294,930.75	\$899,968.70

4-Year Financial Projections

Buzzed's total income is projected to grow significantly over four years, driven by increasing device sales, premium app subscriptions, and accessory revenue. First-year total income is estimated at approximately \$4.1 million, increasing to \$6.2 million in Year 2 (2027) as brand awareness and customer adoption expand. In Year 3 (2028), growth is expected to accelerate to approximately \$12.2 million through expanded distribution and increased marketing investment. By Year 4, continued scaling through wholesale partnerships and broader market expansion is projected to drive total income to approximately \$24.5 million, demonstrating strong top-line growth and successful market penetration.

Most startup costs occur in Year 1, including approximately \$1.25 million in product development and app design. While R&D continues at a reduced level, additional investment supports ongoing platform improvements and scaling infrastructure. Operations and team expansion grow alongside revenue as Buzzed enters new markets. Beginning in Year 3, Buzzed repays \$500,000 to investors, followed by \$1,000,000 in Year 4, with dividends projected at approximately \$294,000 in Year 3 and \$900,000 in Year 4.

BUZZED, INC PLANNED GROWTH, INCLUDING FINANCIAL RESOURCES & NEEDS:

Buzzed plans to leverage its initial investment to fuel company growth by building a strong leadership team. A CEO will provide strategic direction, while key operational and financial roles will ensure efficient execution and financial discipline. This leadership structure will be instrumental in achieving Buzzed's growth objectives and maintaining alignment as the company scales.

In terms of marketing strategy, Buzzed will allocate resources to a multi-faceted approach that combines modern digital strategies with select traditional media to enhance brand visibility and capture market share. Social media will serve as the primary channel, leveraging platforms like TikTok, Instagram, and Facebook to connect with users through engaging content and targeted advertising. Influencer and affiliate partnerships will further expand reach, building authentic connections and driving user acquisition. Buzzed will also focus on creating consistent brand messaging and high-quality content to establish trust and long-term engagement with its audience.

In Year 2, as sales grow, Buzzed plans to expand its workforce by hiring additional sales and customer support representatives to improve user experience and support growth. Regional sales managers will be introduced to oversee key geographic markets and ensure consistent performance across regions. Buzzed will also establish partnerships with ride-sharing platforms, insurance companies, and nightlife venues to increase product adoption and integrate the device into real-world use. These partnerships will play a critical role in driving awareness, accessibility, and repeat usage of the product.

By Year 3, the focus will shift toward strengthening market presence and deepening user engagement through the Buzzed app. To support this, Buzzed will allocate \$1 million toward marketing, strategically divided between digital campaigns and select traditional media channels. Digital efforts will include targeted social media campaigns, influencer collaborations, and affiliate marketing to drive conversions and engagement. Buzzed will also prioritize user retention through ongoing content, feature updates, and engagement strategies designed to increase subscription adoption and long-term usage.

As the company scales, Buzzed will invest in infrastructure to support broader market expansion, including international growth. This includes developing localized marketing strategies, forming partnerships with regional distributors and hospitality groups, and tailoring the app experience to meet the needs of diverse markets. Additional investments will be made in logistics, customer support systems, and operational processes to ensure consistent service quality as demand increases.

Buzzed will also continue to strengthen its data and analytics capabilities to better understand user behavior, optimize marketing performance, and refine product features. These insights will enable more efficient decision-making, improved targeting, and stronger overall performance as the company expands into new regions and customer segments.

Through these strategic initiatives, Buzzed aims to execute a scalable and efficient growth plan that strengthens brand presence, drives adoption, and establishes its position as a leader in alcohol safety technology. **The ultimate goal is to empower users to make safer decisions and create lasting positive outcomes.**

BUZZED, INC PLAN TO MEET CAPITOL NEEDS:

Buzzed is seeking \$3,000,000 in structured funding, offering investors a 20% equity stake to support product launch, market entry, and early-stage growth. This capital will be strategically allocated across three key areas:

- **Product Development — 41.7% (\$1,250,000)**
 - Funds will support app development, including BAC integration, intelligent insights, social safety features, backend infrastructure, testing, and ongoing platform refinement.
- **Human Resources — 33.3% (\$1,000,000)**
 - Product Development — 41.7% (\$1,250,000)
- **Marketing & Customer Acquisition — 8.3% (\$250,000)**
 - Funds will be allocated toward digital advertising, social media campaigns, influencer partnerships, and brand awareness initiatives.
- **Inventory & Manufacturing — 16.7% (\$500,000)**
 - Funds will cover the initial production of approximately 25,000 devices, including manufacturing, packaging, and quality control.



This investment is necessary for Buzzed to put in place an effective product launch, build a strong marketplace presence, and achieve its first-year sales and subscription targets.

Financial Projections and Investor Returns

- Year 1: Anticipated net negative due to upfront development and marketing costs.
- Year 2: Profit is achieved through increased device sales, app subscriptions, and partnerships.
- Year 3: Exponential growth with projected revenue exceeding \$12,231,844.

Repayment and Investor Dividends

- By Year 3, Buzzed will begin repaying investors, starting with \$500,000, aiming to fully repay the \$3,000,000 investment by the end of Year 5 (projection not shown).
- Investors will receive a 20% dividend beginning in Year 3, reflecting the company's strong financial performance.

Positive retained earnings from Year 2 onward will allow Buzzed to reinvest in its operations, scale internationally, and expand its product line. Such a strategy creates a solid ground for long-term success and growth, and investors are given a high potential for great returns.

FINANCIAL METRICS:

Monthly Recurring Revenue (MRR):

By Year 2, Buzzed expects an MRR of approximately \$187,312 from 18,750 active app subscribers at a cost of \$9.99 per month on average. This is expected to grow steadily with increasing user base and higher subscription adoption rates.

Gross Margins:

Buzzed expects a 60% gross margin on direct-to-consumer sales of the Buzzed Breathalyzer device and a 100% margin on app subscriptions after development costs. The high margins will be utilized to fund future innovation and scaling operations.

Average Revenue Per User (ARPU):

Buzzed's ARPU is estimated at \$60–\$120, driven by initial device sales, premium app subscriptions, and accessory purchases. This model generates value through hardware sales and recurring software revenue while maintaining an accessible price point.

Lifetime Value of a Customer (LTV):

Buzzed estimates an LTV of approximately \$95 per user, driven by the combination of device sales, app subscriptions, and accessory purchases. This value is supported by ongoing user engagement, premium feature adoption, and consistent usage, all of which drive retention and repeat revenue over time.

MARKETING & GROWTH METRICS

Customer Acquisition Cost (CAC):

Buzzed is estimating a CAC of \$30 per consumer, through a strategic combination of targeted marketing and healthcare collaborations. This costs factors in online advertising campaigns, influencer partnerships, and initial outreach to medical professionals. Organic growth through referrals and happy customer word-of-mouth is expected to lower CAC over time significantly.

Conversion Rate:

Free to premium conversion rates, as well as first time app engagement to Buzzed Breathalyzer purchase, will be monitored closely. High conversion rate will be crucial in order to drive revenue growth and validate the value proposition resonates well with users.

OPERATIONS & CUSTOMER SUCCESS METRICS

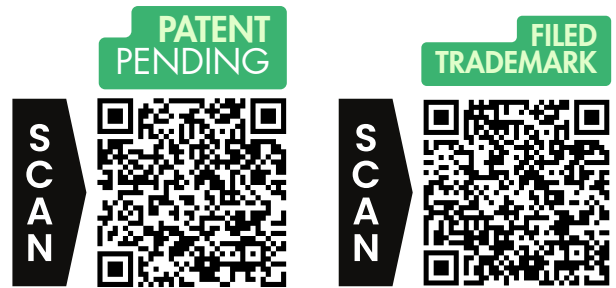
Churn Rate:

Buzzed aims to achieve a low churn rate through its strong customer engagement model and high-value product offerings. Retention-focused features such as our social network platform and automated high BAC alerts designed to enhance user satisfaction and push churn below industry levels.

Retention Rate:

Customer retention is projected at 3–5 years per customer, driven by device replacement cycles and ongoing subscription engagement. This extended lifecycle highlights the product's strong stickiness and continued value in users' daily lives.

COMPETITIVE ADVANTAGE



While competitors like BACtrack, AlcoHAWK, Oasser, and Krevic provide reliable handheld breathalyzer devices for estimating blood alcohol content, they remain limited to basic detection. Typically priced between \$40 and \$130, these devices provide a single BAC reading but offer no deeper insights, user engagement, or decision-making support. They measure intoxication but do not help users make safer choices or build responsible habits over time.

Buzzed stands out by **transforming a traditional breathalyzer into a complete alcohol safety ecosystem**. At its core is a connected mobile app that enables real-time BAC tracking, personalized insights, and a social safety network that promotes accountability. Users can connect with friends, share live BAC updates, and participate in group challenges. This creates shared awareness and encourages safer behavior in social settings. By building this **community platform**, Buzzed turns individual safety into a true **movement of responsible drinking** where friends look out for one another and make better choices together.

The phone-attached breath analyzer **improves accessibility** and **convenience**. It integrates directly with the smartphone users already carry every day, so the device is always available when it is needed most. Unlike bulky standalone units that are often left behind, Buzzed is portable and discreet. The app also **connects instantly to ride-share services** like Uber and Lyft, allowing users to arrange safe transportation with one tap when their BAC reaches a higher level. This complete system helps users move from simply measuring alcohol to actually making safer real-time decisions.

To protect this competitive advantage, Buzzed has filed for a **Design Patent** for its proprietary phone-attached breath analyzer and has **registered a trademark** for its branding. This grants exclusivity in the market, prevents duplication, and strengthens brand recognition and customer trust. Buzzed combines accessible pricing, advanced features, and a connected user experience to deliver a **complete behavior-changing platform** that leads a genuine movement of responsible drinking on the market today.

FEATURES	BACTRACK	ALCOHAWK	OASSER	KREVIC	BUZZED
Instant BAC Reading	✓	✓	✓	✓	✓
Mobile App Integration	✓	✗	✓	✗	✓
Intelligent Sobriety Insights	✗	✗	✗	✗	✓
Social Network & Safety Alerts	✗	✗	✗	✗	✓
Gamification	✗	✗	✗	✗	✓
Uber/Lyft Integration	✗	✗	✗	✗	✓

CONCLUSION

WHO WE ARE

Buzzed is not just introducing a new product to the marketplace, but transforming how people approach alcohol safety. With advanced technology and real-time, personalized insights, Buzzed addresses the critical need for smarter solutions for responsible drinking. Our mission is to empower individuals to take control of their safety through an innovative solution that seamlessly integrates into social life. **Our goal is to make Buzzed the leading alcohol safety platform that connects people in a positive way while setting a new standard for modern, tech-enabled safety.**

WHAT WE ARE REQUESTING

As Buzzed prepares for launch, we invite investors to join us in redefining alcohol safety and decision-making. We are seeking \$3,000,000 in structured investment funding, structured as a repayable loan with an equity incentive.

Under this investment model:

- Investors will receive full repayment of their \$3,000,000 loan over a structured period.
- In addition to loan repayment, investors will receive 20% equity shares in Buzzed, Inc as a long-term stake in the company's success.

Funds will be allocated as follows:

- \$1,750,000 for product + app development and initial inventory production (25,000 units).
- \$250,000 for comprehensive marketing initiatives to build brand presence and customer acquisition.
- \$1,000,000 for ongoing operational expenses including payroll.

This investment structure provides low-risk capital recovery while allowing investors to participate in the long-term upside of Buzzed's growth.

RETURN ON INVESTMENT

The repayment plan spans 4 years, beginning in Year 3. By this time, Buzzed's projected valuation is \$98,000,000 on a conservative 4x revenue multiple, creating a strong return for investors.

- Note payments: Set at \$500,000 in Year 3, \$2.5 million in Year 4.
- Dividends: Projected at 20% of net after taxes, reaching approximately \$5.6 million by Year 4.
- Total ROI: Investors will receive a full repayment of \$3,000,000 within 4 years, with ROI of almost 100% of the original investment by the 4th year.

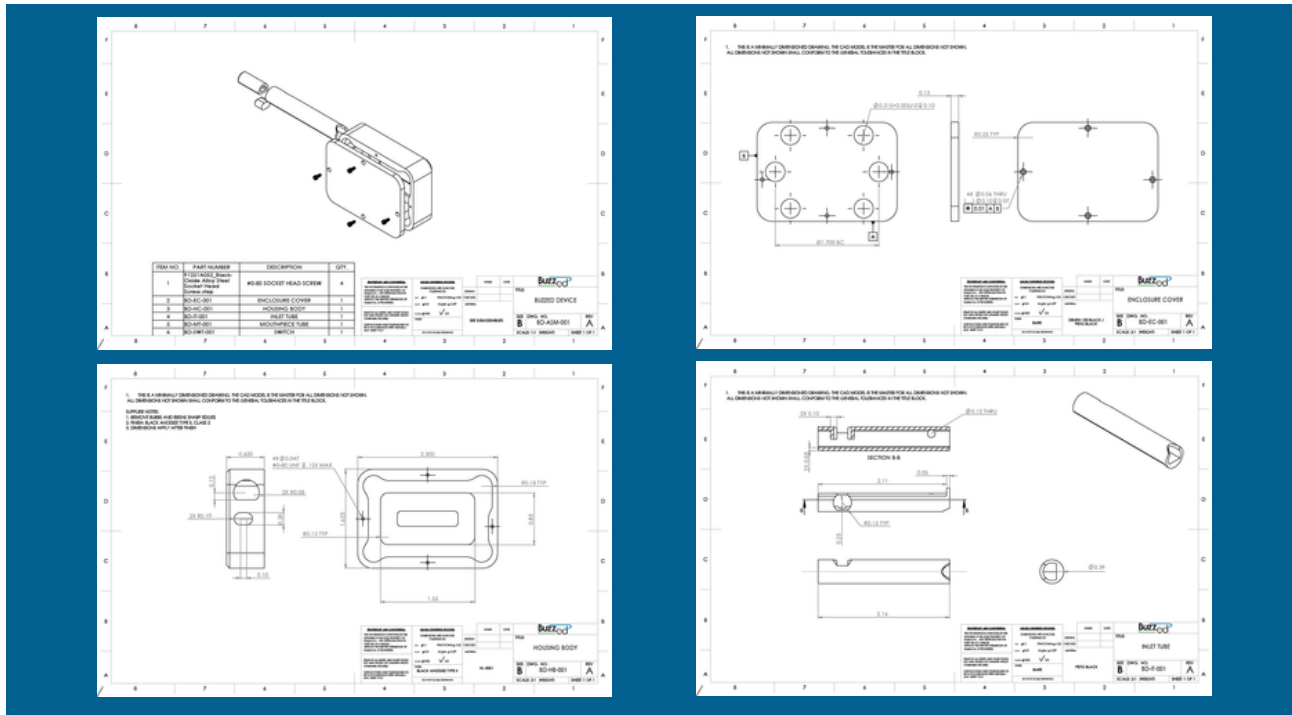
BIBLIOGRAPHY

1. "Alcohol Facts and Statistics." National Institute on Alcohol Abuse and Alcoholism, U.S. Department of Health and Human Services, www.niaaa.nih.gov/alcohols-effects-health/alcohol-topics/alcohol-facts-and-statistics. Accessed 1 Mar. 2026.
2. "Alcohol Abuse Statistics [2026]: National + State Data." NCDAS, 5 Jan. 2026, drugabusestatistics.org/alcohol-abuse-statistics/.
3. "Alcohol-Related Death." Alcohol Rehab Guide, 8 Jan. 2026, www.alcoholrehabguide.org/resources/medical-conditions/alcohol-related-death/.
4. Ritchie, Hannah, and Max Roser. "Alcohol Consumption." Our World in Data, 16 Jan. 2026, ourworldindata.org/alcohol-consumption.
5. "Breathalyzer Test: How It Works, What It Measures, and Accuracy." Medical News Today, MediLexicon International, www.medicalnewstoday.com/articles/breathalyzer-test#how-it-works. Accessed 14 Feb. 2026.
6. "Alcohol Use." Institute for Health Metrics and Evaluation, www.healthdata.org/research-analysis/health-risks-issues/alcohol-use. Accessed 14 Feb. 2026.
7. "Consequences." Consequences | College Drinking Prevention, www.collegedrinkingprevention.gov/statistics/consequences. Accessed 14 Feb. 2026.

APPENDIX

Manufacturing Blueprint & CAD Model

"Proprietary engineering design of Buzzed breathalyzer device"



SWOT Analysis

STRENGTHS

1. **Innovative Product:** Combines breathalyzer technology with real-time insights to provide a smarter alcohol safety solution.
2. **Community Focus:** Buzzed creates accountability through social features, encouraging safer and more responsible decision-making.

WEAKNESS

1. **Initial Market Penetration:** As a new entrant, building brand recognition and trust will require significant effort.
2. **Market Education:** Introducing a smarter breathalyzer experience requires educating users beyond basic BAC measurement.

OPPORTUNITIES

1. **Partnerships:** Collaborations with ride-sharing platforms, bars, and insurance companies can expand reach and adoption.
2. **Public Safety Initiatives:** Aligning with campaigns focused on responsible drinking can increase visibility and impact.

THREATS

1. **Technological Competition:** Rapid innovation or low-cost competitors could replicate features and increase market pressure.
2. **Regulatory Challenges:** Navigating evolving regulations and liability concerns may impact market entry and growth.