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BUZZ Led

Independent Business Plan



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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

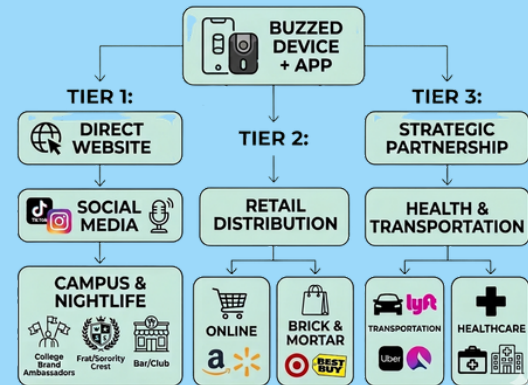
Buzzed demographic targets **socially active young adults** aged 18 to 40. Our primary customers are **individuals who enjoy socializing** and nightlife while striving to make responsible choices. They seek convenient tools that seamlessly integrate into their lifestyle without disrupting the fun. Our 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.