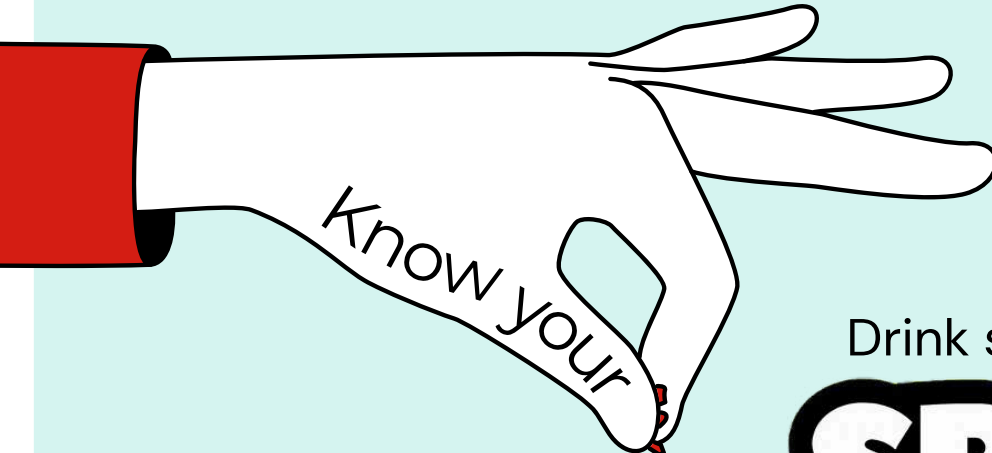


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Drink safety on a keychain.

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Independent Business Plan

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January 10th, 2025

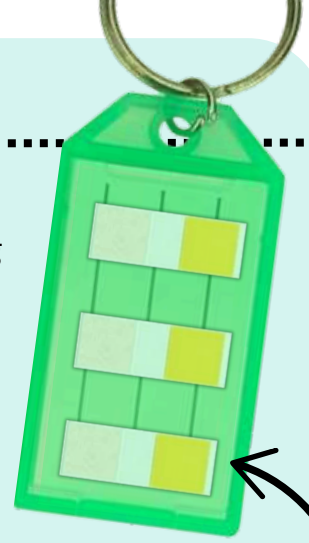
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I. Executive Summary

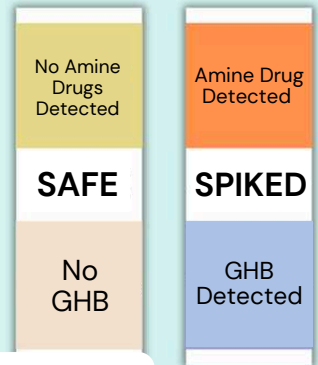
Company Overview

Spikey is committed to addressing the silent epidemic of **drink spiking—the intentional addition of drugs to someone's drink** without consent, a problem causing over **500,000 sexual assaults, robberies, and even deaths** annually. Spikey's mission is to empower individuals to take control of their safety by offering reliable **drink spike detection keychains** that discreetly and effectively test beverages for common date-rape drugs. Partnering with **NeutraPharma, a leading pharmaceutical company in the UK**, Spikey brings international awareness to drink safety, promoting safer, more enjoyable social experiences.



Product Description

Spikey's drink spike detection keychains feature **clinically-tested detection strips** that can identify **common date-rape drugs**, including **GHB, Ketamine, Scopolamine, Cocaine**, and other amine drugs in **under 15 seconds**. Designed for both safety and style, the customizable keychains are lightweight, discreet, and eco-friendly, featuring refillable **test strips made of biodegradable paper** with unlabeled packaging for added privacy. By blending innovation with practicality, Spikey provides individuals a seamless way to discreetly protect themselves, empowering them to report drink-spiking incidents and fostering accountability in social environments.



Problems

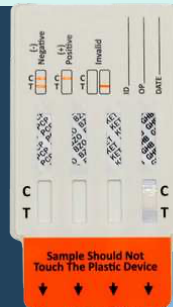
Drink spiking affects **1 in 13** college-aged individuals, leaving victims vulnerable to sexual assault, long-term trauma, and even death. Many people are **unaware of the risks or lack reliable protection**, making them easy targets in social settings.



Spikey's **clinically-tested** keychain detects the most common date-rape drugs in **15 seconds**, providing individuals with **instant protection**. This empowers users to easily check their drinks, even in high-risk environments.

Solutions

Traditional drug tests are often **conspicuous**, **take 15 minutes** to deliver results, or are made of **single-use plastic**, discouraging use especially for younger users. The **stigma around drug testing** in social settings deters many from obviously shielding themselves—especially in college environments.



Spikey's **discreet, customizable** keychains and eco-friendly test strips eliminate the stigma surrounding safety tools. Designed to stay on your keys, Spikey ensures **you'll never leave it behind**, normalizing precaution and appealing to younger demographics.

Victims often struggle to prove their drinks were drugged, hindering their ability to report incidents. Without **reliable evidence**, offenders frequently escape accountability, perpetuating a **cycle of spiking**.



Spikey keychains securely store its clinical-grade test strips, providing **reliable evidence** victims can share with **law enforcement** to help **hold offenders accountable** and deter drink spiking incidents.



Customer Segments

The drink safety market is expanding, with awareness of drink spiking growing due to increased advocacy and media attention. In the US, **1 in 13 college-aged individuals suspect their drinks have been spiked**, highlighting the urgent need for discreet, effective safety solutions. Spikey's initial market includes over **217 million U.S. college students, millennials, and parents** globally, creating a significant opportunity to protect **at-risk demographics**. With the **highest at-risk age for rape being 13–28**, Spikey aims to provide safety and empowerment to individuals most in need.

Safety Conscious Individuals:

Those actively seeking personal protection tools (ex. pepper spray, taser, alarm)

Psychographics

Trendy Consumers: Students and young adults who value stylish keychains and accessories.

Demographics

College Students, Young Adults & Parents concerned about campus or nightlife safety.

\$30,000+ Income: Young adults that have limited budgets for personal safety

Active Partiers: Frequently visit bars, clubs, and events, particularly in urban areas where drink spiking risks are higher.

Unique Value Proposition

Spikey is a **patent and trademark-pending formally registered LLC**— which ensures our technology and branding are protected. It offers a discreet, appealing solution to the devastating issue of drink spiking. Unlike most alternative products, which only detect one substance and take five minutes or longer to do so, Spikey's keychain test strips can **detect the most common date rape drugs in under 15 seconds**, providing reliable results in any social setting. Designed with both safety and convenience in mind, Spikey fits seamlessly into everyday life, ensuring users can **protect themselves without drawing attention**. Additionally, our **90% paper refill strips** minimize plastic waste, making it a sustainable alternative. Positive strips can also serve as evidence of drink spiking to authorities, encouraging users to report incidents and hold criminals accountable to prevent and reduce the spread of the problem.



First Year Cost Structure

- Production Costs: \$144,720
- Insurance Costs: \$1,692
- Human Resources (+Tax): \$54,056
- Customer Acquisition: \$82,786
- Start Up Costs: \$25,953
- Charity Donation: \$1,700
- Shopify Transaction Fees: \$4,486
- Shopify Subscription: \$504

Channels

- Supply Acquisition**
 - NeutraPharma, UK
 - Protolabs 3D Printing, US
- Distribution**
 - D2C (Website/events)
 - Indirect: Wholesale and brand ambassadors
- Customer Acquisition**
 - SEO
 - Google Ads
 - Social Media
 - Pop-up shops/events
 - Brand Ambassadors

Revenue Streams

- D2C Units Sold: 12,000
- D2C Gross Revenue: \$230,400
- B2B Units Sold: 28,000
- B2B Gross Revenue: \$252,000
- Refill Pack (3 test strips): \$7
- Standard LTV: \$24
- Subscription LTV: \$120/year
- Wholesale LTV: \$1,650



Detailed Financials Overview

Forecasted Income Statement: Years 1-3

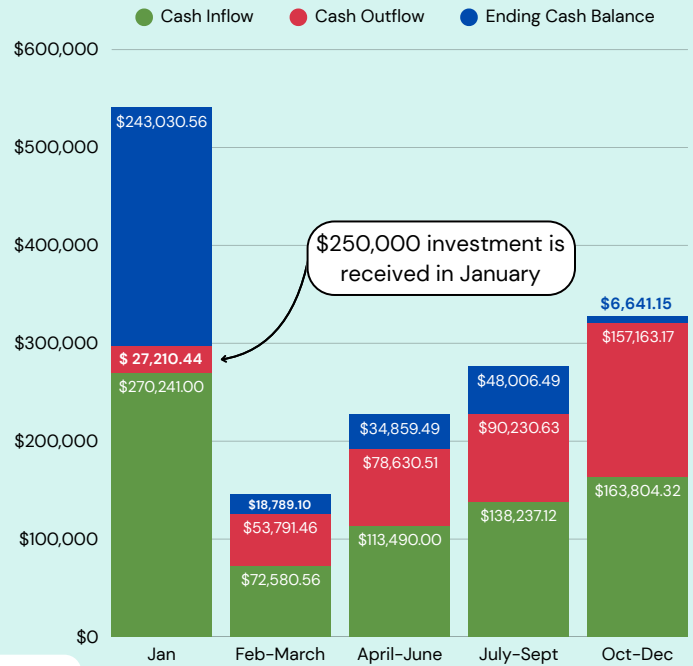
	Year 1	Year 2	Year 3	Total
Gross Revenue*	\$ 482,400.00	\$ 723,600.00	\$ 964,800.00	\$ 2,170,800.00
Gross Expenses	\$ 232,847.36	\$ 298,274.48	\$ 349,282.64	\$ 880,404.48
Gross COGS	\$144,960.00	\$ 202,958.00	\$ 212,706.00	\$ 560,624.00
Net Profit	\$249,552.64	\$ 414,321.52	\$ 599,263.36	\$ 1,263,137.52
Profit Margins	25.99%	35.61%	36.03%	-

*Gross revenue for year 1 includes a personal investment of **\$25,953**

Forecasted Cash Flow Statement: Years 1-3

	Year 1	Year 2	Year 3	Total
Beg. Cash Balance	\$ 275,953.00	\$ 351,326.79	\$ 524,658.18	\$ 1,151,937.97
Net Cash Flow	\$ 75,373.79	\$ 173,331.40	\$ 213,919.14	\$ 462,606.32
Ending Cash Balance	\$ 351,326.79	\$ 524,658.18	\$ 738,577.32	\$ 1,614,544.29

Cash Flow Breakdown: Year 1



Key Metrics

Financial Metric	Purpose	Formula	Key Metric	Purpose	Formula
Return on Investment	Measures the profitability of an investment	$(\text{Net Profit}/\text{Investment Cost}) \times 100$	Customer Retention Rate	% of existing customers who remain customers over time	$(\text{End Customers} - \text{New C.})/\text{Beginning C.} \times 100$
Average Order Value	Measures the profitability of an investment	$(\text{Net Profit}/\text{Investment Cost}) \times 100$	Website Traffic	Indicates the number of website visitors to evaluate online reach	Total marketing and sales expenses/# of new customers acquired
Customer Acquisition	Measures the total cost of acquiring a customer	Total marketing + sales expenses/# of new customers acquired	Inventory Turnover Rate	Measures how quickly/efficiently Spikey sells its inventory	COGS Sold/Average Inventory
Cost of Goods Sold	The cost to produce one Spikey (keychain + 3 strips)	Total Direct Costs/Total Units Produced	Conversion Rate	% of visitors who purchase after visiting Spikey's website	$(\# \text{ of Conversions} / \# \text{ of Website Visitors}) \times 100$

Competitive Advantage

Competitive Analysis	SPIKEY	Detection bracelet	Drink covers	Drink tests
Discreet	✓			
Detects 1+ drug	✓		N/A	✓
Sustainable	✓		✓	
Customizable	✓		✓	
Quick Results (Less than 15 sec.)	✓	✓	N/A	

Unlike our competitors, Spikey is discreet, quick, and sustainable. Our eco-friendly paper refill strips yield the **fastest results** on the market, while fitting seamlessly on a keychain without a visible "drug test" label- which is important according our beta testers because **users want fast protection** without drawing attention or offending others.

Conclusion

Spikey is requesting an **investment of \$250,000 at 10% equity**. With proven market demand, exclusive distribution agreements with our pharmaceutical partner, and strong partnerships with Greek life organizations and nonprofits, this investment will empower Spikey to expand quickly into high-potential sales channels.