



BUZZGUM



CHECK YOUR BUZZ WITH EVERY CHEW



THE PROBLEM

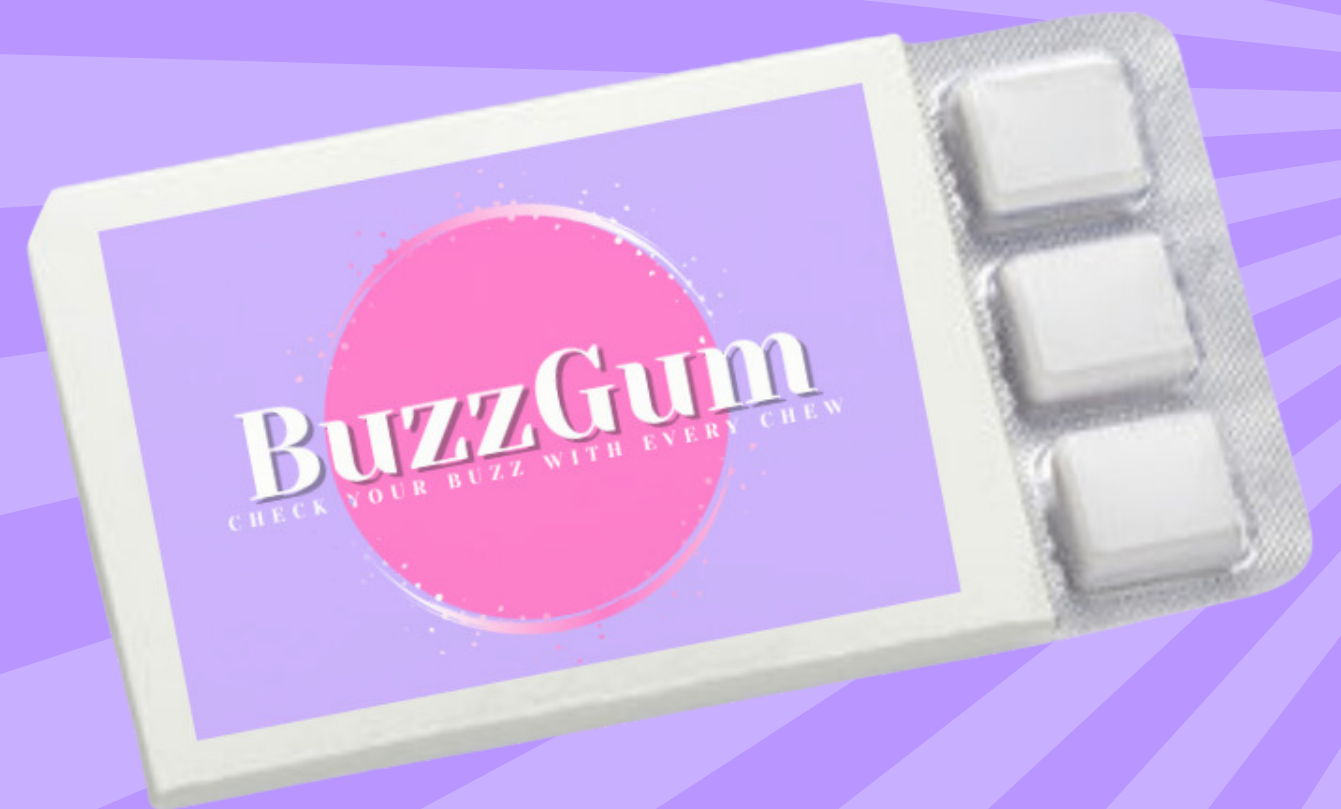
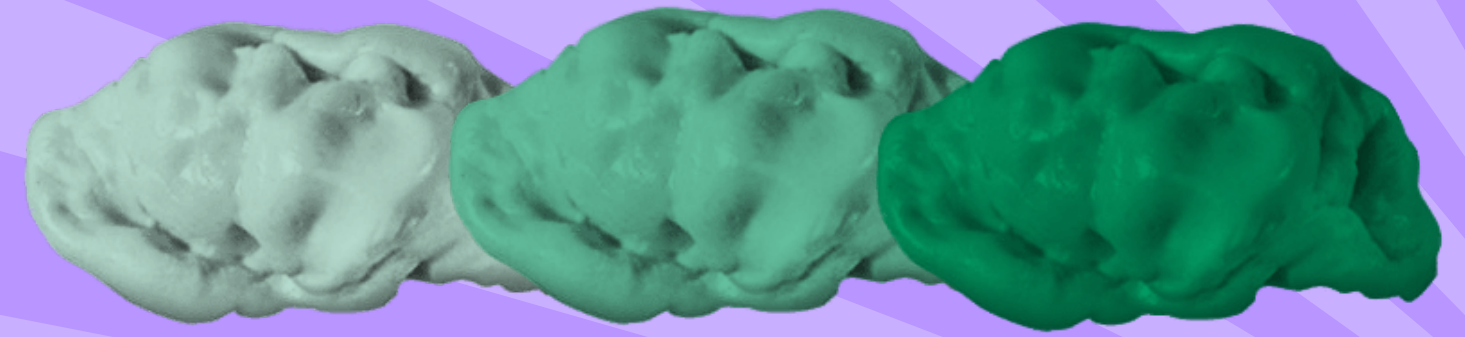
1,519 college students ages 18-24 die from alcohol-related unintentional injuries each year in the US

4/5 college students consume alcohol; 50% of those partake in binge drinking



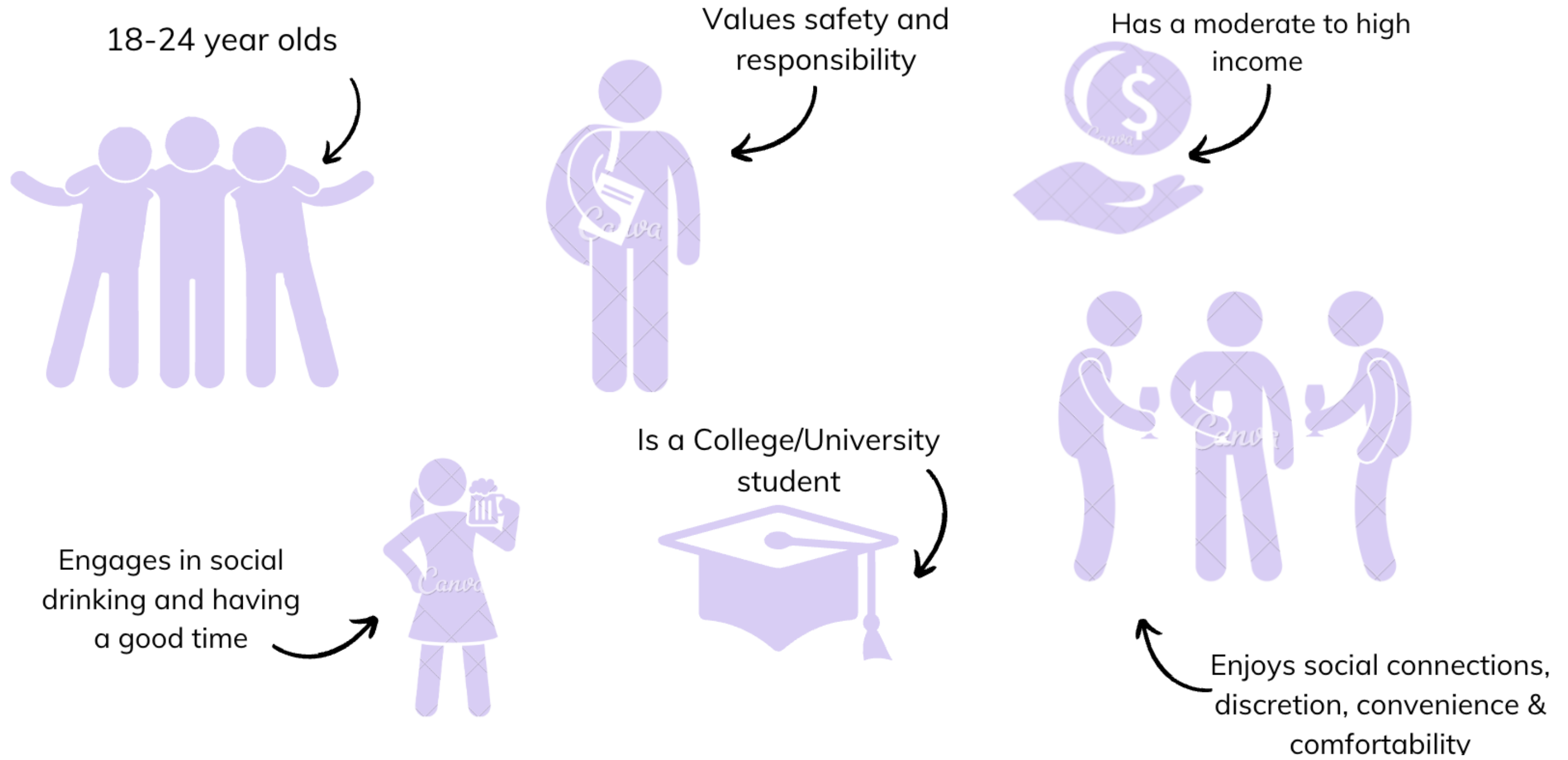
**THE
SOLUTION....**

BuzzGum provides a solution for monitoring alcohol consumption, with an opportunity to make more informed decisions, reducing risk of alcohol-related accidents and promoting responsible drinking



TARGET MARKET



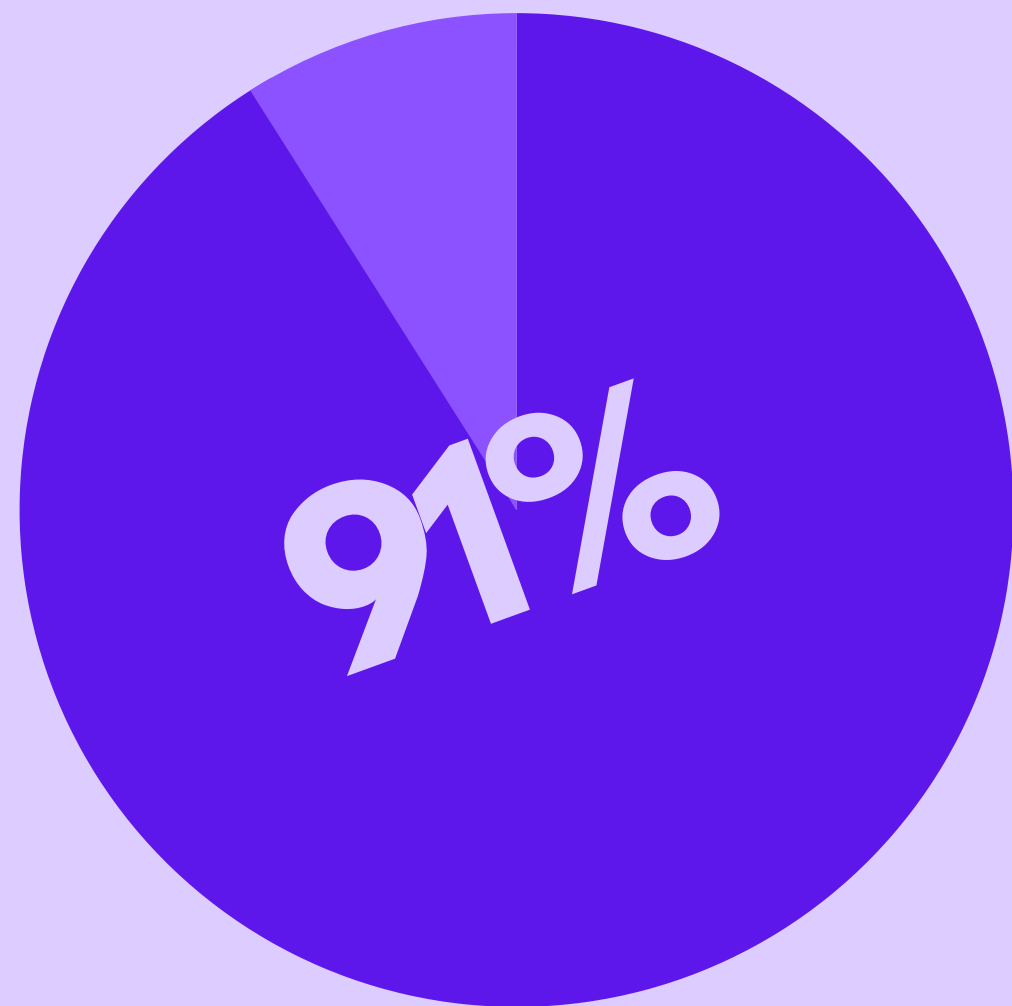


16 MILLION COLLEGE STUDENTS IN THE US (2021)
70.5% OF CU'S 36,000 STUDENTS ADMITTED TO DRINKING ALCOHOL IN A RECENT SURVEY.

CUSTOMER SURVEYS



**drink
every
weekend**



**been too
drunk on a
night out &
have hurt
themselves**



**willing to
try
BuzzGum**



EXPERTS INTERVIEWED

"I see a lot of potential for this product, especially with efficient packing to instruct customers on how the gum will work"



***Ava
Altenbern***
BioChem Major with a Summa
Cumm Laude

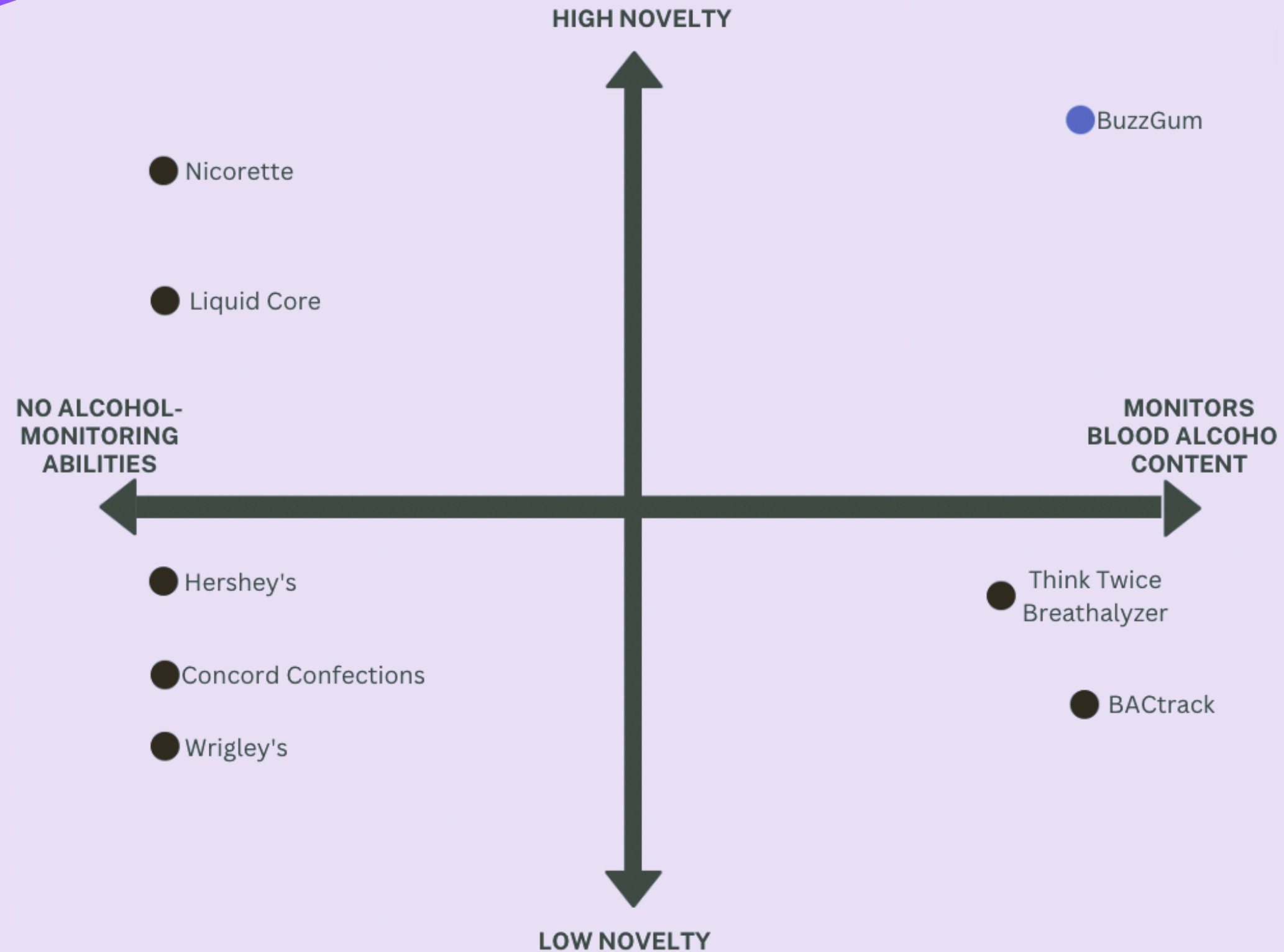


***Bob
Von Echlin***
Co-Founder of Liquid Core
Gum, 10 years in the industry



"Innovative idea of combining two established markets, gum and BAC devices"

Differentiation



MARKET

1

Promoting responsible and safe drinking side:



Around 1,500 college students ages die from unintentional, alcohol-related injuries each year.

Chew and check before you can't.

BuzzGum

2

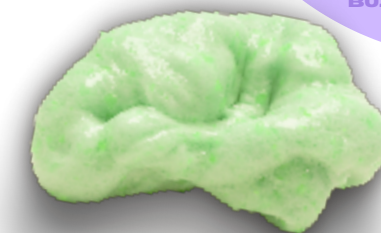
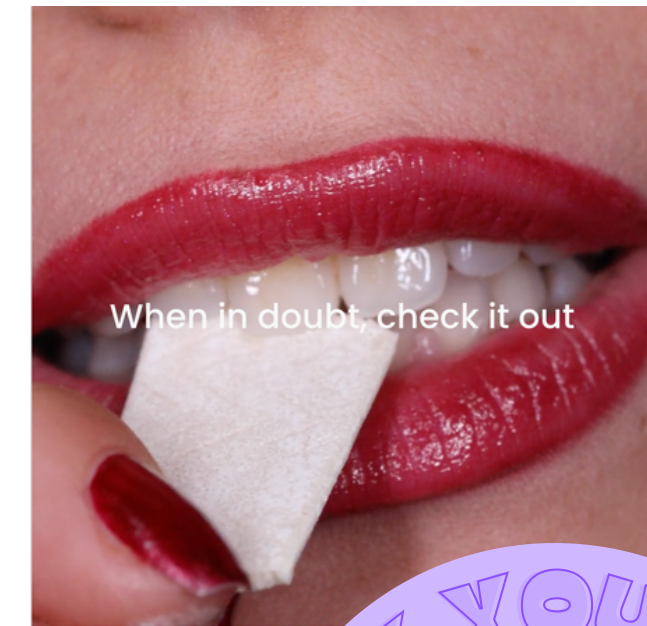
Novelty/convenience fun side:

Snagy
X
BuzzGum

15% off BuzzGum if you order between 8-10PM!

3

Aesthetic / brand recognition side:



THE BIZ SIDE OF THE BUZZ

D2C

BUZZGUM WEBSITE

PRICING STRATEGY

PREMIUM & PENETRATION

2 MARKETS

CHEWING GUM AND ALCOHOL
MONITORING PRODUCTS

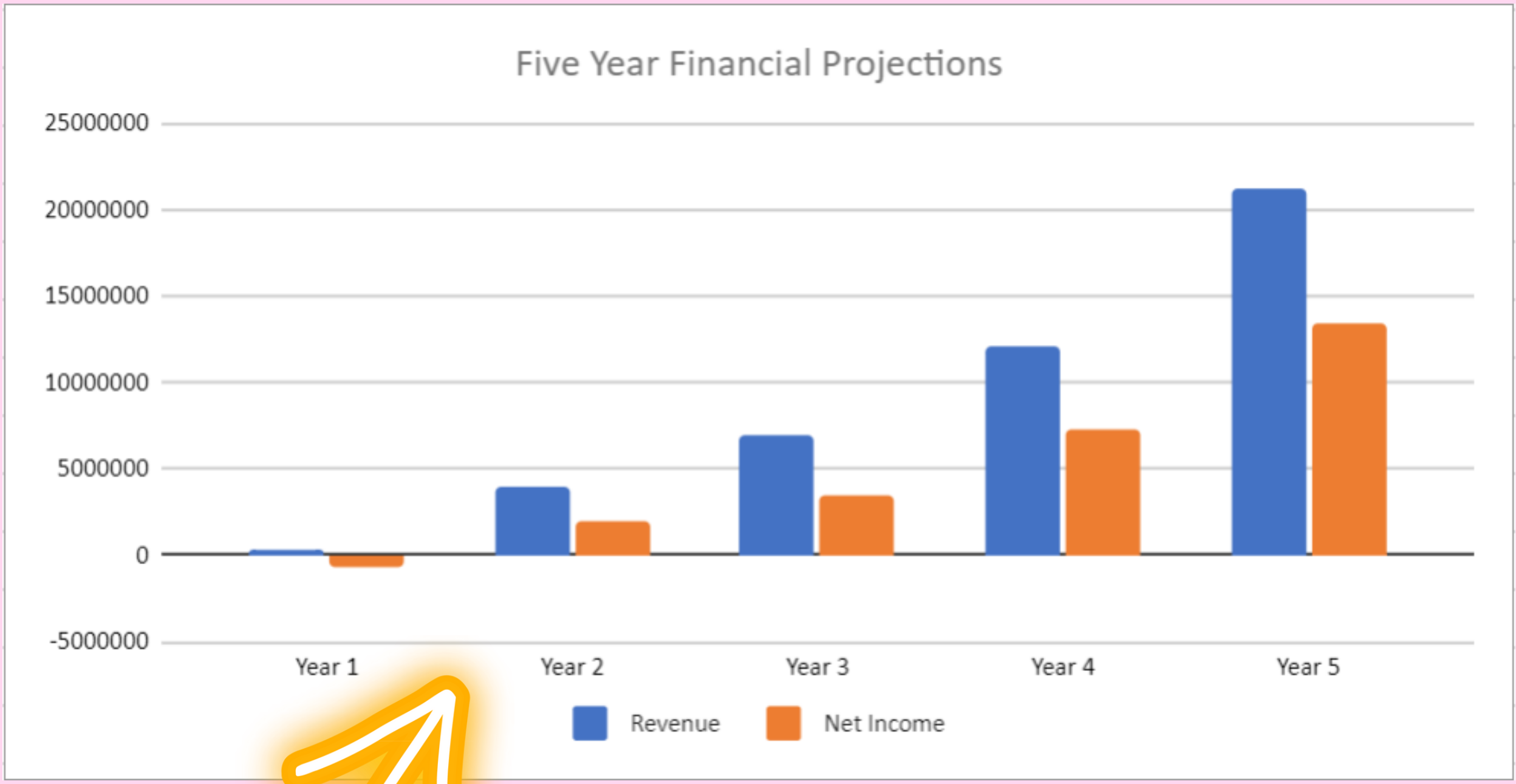
\$9.50

PER PACK (6 PIECES)

If BuzzGum acquires only .001% of the 30 billion dollar gum industry and .01% of the 812.5 million dollar breathalyzer industry in the first year, then revenue will reach \$381,250

Estimated Five Year Cash Flow and Associated Funding Requirements

		<u>Start-up</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Revenue		N/A	\$381,250	\$3,910,176	\$6,867,052	\$12,059,916	\$21,179,624
Cost of Goods Sold		N/A	\$42,539	\$436,293	\$766,218	\$1,345,633	\$2,363,200
Gross Profit			\$338,711	\$3,473,883	\$6,100,833	\$10,714,283	\$18,816,424
<i>Gross Margin</i>			89%	89%	89%	89%	89%
Operating Expenses			\$954,463	\$813,533	\$1,403,709	\$957,533	\$1,045,971
Operating Profit			(\$615,752)	\$2,660,350	\$4,697,124	\$9,756,750	\$17,770,453
<i>Operating Margin</i>			-162%	68%	68%	81%	84%
Non-Operating Expenses							
Start-up Costs/Capital Investmer (1)		\$27,970	\$27,970	\$0	\$0	\$0	\$0
Pre-Tax Profit		(\$27,970)	(\$643,722)	\$2,660,350	\$4,697,124	\$9,756,750	\$17,770,453
Taxes (2)			\$0	\$665,087	\$1,174,281	\$2,439,188	\$4,442,613
Net Income (Cash Flow)		(\$27,970)	(\$643,722)	\$1,995,262	\$3,522,843	\$7,317,563	\$13,327,840
<i>Net Income Margin</i>			-169%	51%	51%	61%	63%



Profits by Year 2

BuzzGum provides college students with the opportunity to stay safe while still enjoying a night out drinking

Lets lower those alcohol-related injury numbers to promote a safer and more enjoyable night life for college students



dreamstime

Check your buzz, with every chew.

Bryn Weiner
Chief Executive Officer

Cristina Dugarte
Chief Marketing Officer

Belle Crocco
Chief Operating Officer

Will Angel
Chief Commercial Officer

Colten Meisner
Chief Financial Officer



Buzz Gum

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