



## **Social Shield - Putting You on the Path to Safety**

Bloomington High School - Bloomington, CA (San Bernardino County)

### **About the Business**

In today's world, rising crime rates make it nearly impossible to enjoy a social gathering without taking extensive safety measures. This is due to recent increases in drink spiking cases, which could ultimately increase the possibilities of consumers being abducted. To combat this, ***Social Shield - Putting You on the Path to Safety*** has developed a product line consisting of **chemical detecting straws and alert bracelets**— all designed to indicate when consumers are in need of immediate help.



### **Legal Structure**

Founded in August of 2022, ***Social Shield*** has filed as an S-Corporation in Bloomington, California, located in San Bernardino County. We have chosen the S-Corporation in order to minimize the burden of tax-paying, and instead, distribute funds to shareholders, which include our chiefs. Our products fall under the Personal Safety & Security market industry.

### **Organizational Structure**



***Social Shield*** is operating with five (5) chief officers and a staff of 24 employees. These employees fall within five (5) departments; Information Technology, Accounting, Human Resources, Marketing and Sales. Each department functions with a Vice President and/or a Manager. All management meets once a week to assure that all tasks and duties are being completed.

***Social Shield - Putting You on the Path to Safety*** is taking the initiative by addressing the dangers of involuntary narcotization through the development of our chemical detecting straws, with intent to prevent the high numbers of drug facilitated assault from rising even further. Meanwhile, it has been approximated that almost 25 million people are being trafficked worldwide. After being met with this whopping statistic, we knew that our product line could not stop at the straws— so we decided to add our bluetooth-powered alert bracelets for an extended sense of alerting.

***Our mission is to alert consumers of the possible dangers that may occur during their social outings.***

**Human Trafficking  
20.9 million World Wide**

### **Business Rationale**

The most common means of control over abducted victims are physical restrictions of free movement, which can occur when drinks are spiked with unknown toxins. In recent studies generated on these cases, it has been approximated that 25 million individuals are currently being trafficked worldwide. This poses a problem for future generations who are preparing to enter the real world, such as Generation Z consumers, aged 18 - 24.



### **Solution**

Social Shield will equip future generations and consumers with 2 products that will enable proactive safety measures and lower the risk of having a spiked beverage. The current generation of young adults that have suffered from spiked drinks are victims of abuse and abductions cases, but with ***Social Shield's*** Chemical Detecting Straws and Alert Bracelets, these dangers can be prevented. Everyone has the right to feel safe and protected during a social outing.

### **Goals**

Short term goals every 6 to 9 months are to optimize product pricing while keeping expenses low, especially since inflation is constantly changing. Looking for variations in the way customers value the product will assist with our pricing strategy.

### **Milestones**

A long term milestone will be to partner with colleges and universities. The partnership will include having vending machines on campuses for Chemical Detecting Straw distribution which is easy access for college students. ***Social Shield*** would set meetings with campus bookstores for distribution of Bluetooth Alert Bracelets. The bookstores will be distributors. This partnership would set ***Social Shield*** financially stable.

### **Marketing Plan**

***Social Shield's*** marketing plan team has developed marketing strategies that consist of; influencer marketing, partner marketing and search engine marketing. These strategies keep the company strong with brand awareness.



## Target Market

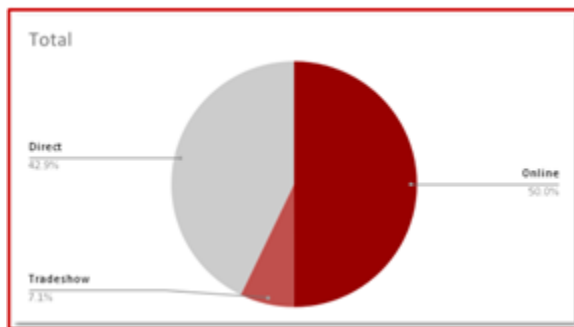
Our primary target market includes, but is not limited to, college students, party goers, and young adults which tend to be around the age range of 18-24 (or Gen Z). We have chosen this target market because they have been found to be the most vulnerable to drink spiking and abduction, as a result of their active role in today's social scene. **Social Shield** BELIEVES that they would BENEFIT from our product line especially with our reasonable costs.



## Marketing Mix

**Chemical Detecting Straws** are manufactured using a paper based material that contains tiny fibers which biodegrade when a GHB or date rape drug is detected immediately. CURRENTLY we are FDA pending. We used the Fentanyl test strips as our guidelines for approval.

**Alert Bracelets** are paired through bluetooth. When a customer feels they are in danger, they will push the button and another paired bracelet will vibrate. Once the vibration is felt, the friend will know that their friend is in need of immediate help.



## Placement

Trade shows are expected to be our least projected profit resource due to the possibility of travel restrictions. Online sales are the most profitable at 50% followed by direct sales at 42.9%

## Promotion & Position

Social media is the FOREFRONT to **Social Shield**. Through our Instagram account, we have established mutual contacts with Virtual Firms from all over the world, including Belgium.



[socialshield.ve](https://socialshield.wixsite.com/my-site) \*\***Social Shield** is currently seeking influencers through social media accounts. <https://socialshield.wixsite.com/my-site> Check out Social Shields website for product information and promotions.

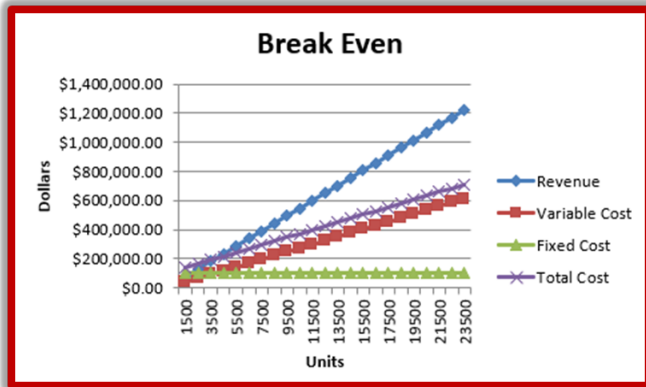
When consumers hear the name **SOCIAL SHIELD**, they will think “**SAFETY AND PROTECTION**”. And hopefully they think this prior to attending ANY social gatherings.

## Business Risks

**TRUST** is a big factor when it comes to purchasing any products, and something that we hope to attain amongst our consumers. A study done in 2021 by the Harvard Business Review found that 80% of consumers consider TRUST as a deciding factor in their buying decisions

Since ages 18-24 are our target market AND the age that gathers more information from social platforms, we will have a **STRONG** marketing campaign consisting of researched and processed **FACTS**. This will persuade consumers to make a purchase of our detecting straws and alert bracelets.

## Financials



## Break Even Analysis

- January 2023 break even
- 3,846 Units sold
- \$200,000 in revenue
- Average selling price \$52
- Manufacture costs

Straws - \$11.99 - 20 pack  
Bracelet - \$26.00 - for 1

## PROFIT & LOSS

- Revenue \$540,134
- COG \$174,650
- PROFIT MARGIN 68%
- Expenses \$295,450
- \*payroll is low due to less employees
- \*rent is low due to lease space on campus
- Net Income \$70,034

**Social Shield**  
Summary P & L (Income Statement)  
For the Year Ending 04/30/2023

	OCT	NOV	DEC	JAN	FEB	MAR	APR	TOTAL
	Actual	Actual	Actual	Actual	Actual	Projected	Projected	
<b>Sales revenues</b>								
Online	0	35,250	54,000	35,000	46,000	53,000	47,000	270,250
Trade Shows	0	0	0	18,384	0	20,000	0	38,384
Direct	31,500	15,000	32,000	39,000	39,000	52,000	23,000	231,500
<b>Total sales revenues</b>	<b>31,500</b>	<b>50,250</b>	<b>86,000</b>	<b>92,384</b>	<b>85,000</b>	<b>125,000</b>	<b>70,000</b>	<b>540,134</b>
<b>Cost of goods sold or services provided</b>	<b>3,600</b>	<b>16,000</b>	<b>25,000</b>	<b>30,000</b>	<b>32,550</b>	<b>46,000</b>	<b>21,500</b>	<b>174,650</b>
<b>Gross profit</b>	<b>27,900</b>	<b>34,250</b>	<b>61,000</b>	<b>62,384</b>	<b>52,450</b>	<b>79,000</b>	<b>48,500</b>	<b>365,484</b>
<b>Operating expenses</b>								
Salaries	28,450	28,450	28,450	28,450	28,450	28,450	28,450	199,150
Rent	0	400	400	400	400	400	400	2,400
Loan Interest	0	1,980	1,980	1,980	1,980	1,980	1,980	11,881
Payroll tax	940	940	940	940	940	940	940	6,580
Marketing/Promotion	4,900	5,200	9,850	10,350	6,250	5,699	3,650	45,699
Advertising	580	580	580	850	580	850	320	4,340
Insurance	2,000	2,000	2,000	2,000	2,000	2,000	2,000	14,000
Supplies	3,880	1,300	850	740	530	600	200	8,100
Utilities	900	400	400	400	400	400	400	3,300
<b>Total operating expenses</b>	<b>41,650</b>	<b>41,250</b>	<b>45,250</b>	<b>46,110</b>	<b>41,530</b>	<b>41,319</b>	<b>38,340</b>	<b>295,450</b>
<b>Income from operations</b>	<b>-13,750</b>	<b>-7,000</b>	<b>15,750</b>	<b>16,274</b>	<b>10,920</b>	<b>37,681</b>	<b>10,160</b>	<b>70,034</b>
<b>Net income before taxes</b>	<b>-13,750</b>	<b>-7,000</b>	<b>15,750</b>	<b>16,274</b>	<b>10,920</b>	<b>37,681</b>	<b>10,160</b>	<b>70,034</b>
Corporate income tax								
<b>Net income after taxes</b>	<b>-13,750</b>	<b>-7,000</b>	<b>15,750</b>	<b>16,274</b>	<b>10,920</b>	<b>37,681</b>	<b>10,160</b>	<b>70,034</b>

**Social Shield**  
Balance Sheet  
As of 02/28/2023

Assets	
<b>Current Assets</b>	
Cash	327,384
Accounts receivable	84,250
Merchandise inventory	6,840
Supplies	2,920
<b>Total Current Assets</b>	<b>421,394</b>
<b>Fixed Assets</b>	
Computers	3,600
Less: accumulated depreciation	150
Furniture and fixtures	3,540
Less: accumulated depreciation	600
Office equipment	2,310
Less: accumulated depreciation	
<b>Total Fixed Assets</b>	<b>8,700</b>
<b>Total Assets</b>	<b>430,094</b>
<b>Liabilities and Stockholders' Equity</b>	
<b>Current Liabilities</b>	
Accounts payable	16,250
Sales tax payable	6,587
Salaries payable	169,324
Payroll tax payable	6,450
Other payable	9,540
Corporate tax payable	5,230
<b>Total Current Liabilities</b>	<b>213,381</b>
<b>Long Term Liabilities</b>	
Loan payable	100,000
<b>Total Liabilities</b>	<b>313,381</b>
<b>Stockholders' Equity</b>	
Common stock, \$10 par value, * # shares issued	25,000
Additional paid-in-capital in excess of par value	
<b>Total Stockholders' Equity</b>	<b>116,713</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>430,094</b>

## Balance Sheet as of 02/28/2023

- Total Fixed Assets - \$430,094
- Total Liabilities - \$313,381
- Stockholders Equity - \$116,713

