

buffR.

Reduce radiation. Keep connection
2025 | BUSINESS PLAN



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Executive Summary

On average, teens spend up to 8 hours and 39 minutes daily on their cell phones. While we are all aware of the dangers of **high screen time**, most people don't realize that your cell phones emit harmful **Electromagnetic Field Radiation**, or EMF. Founded in 2024 in Knoxville, TN, buffR is a for profit organization revolutionizing the tech accessory industry by creating an stylish EMF reducing phone case. Our case's purpose is to educate our community about the harmful effects of EMF radiation. buffR stands out as the **only** EMF-reducing phone case company that offers **multiple designs**, which customers can select from single cases or bundle options. buffR filed as an LLC due to the tax benefits and international stock share. Our primary target market is in the **U.S**; however, high phone usage is also seen in China and India. LLC allows non-US citizens to buy buffR's stock allowing buffR to **grow and reinvest profits**.



Mission Statement

buffR.'s mission is to provide **protection** from EMF radiation, and **education** about the risks of long term exposure.

Exposure to EMF can cause **infertility, disrupted sleep, and impaired brain development**. The World Health Organization's International Agency for Cancer Research, conducted a study which found EMF can be "possibly carcinogenic to humans, based on an **increased risk** for glioma, a malignant type of **brain cancer**, associated with wireless phone use" (W.H.O. 2011). buffR offers an effective and trendy solution to this issue: an EMF reducing phone case. Our cases offer appealing designs with EMF reducing technology, retailing for **\$82.99**. buffR has partnered with **ALARA Tech** to create our EMF reducing phone case. Our cases have **patented technology** which are made of **poly-carbonate and silver**, both neutral in radio-frequency, meaning they do not interfere with users cell phone signal. The conductive qualities of silver allow for **redirection** of EMF waves, reducing exposure by up to **80%**.

Problem

Adolescents are increasingly exposed to EMF through their cell phones



Solution

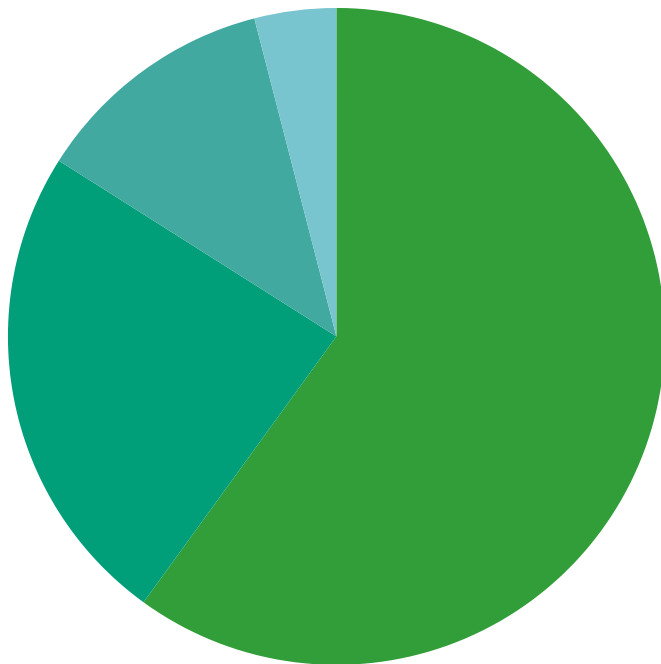
buffR has partnered with **ALARA Tech** to create our EMF reducing phone case.



We have secured sales contracts with **Cellular Sales** and **Best Buy** which allows us to promote our product in high traffic stores. These collaboration opportunities have allowed buffR to expand into a **thriving market**.



■ Manufacturing Cost ■ Royalty Payment
■ Packaging ■ Shipping B2B



buffR officially launched in **October of 2024** as an LLC to earn get tax benefits and open the door to international investors. The **\$150,000** secured from Angel Investors has been strategically allocated to **cover the tooling costs** for our manufacturer, ensuring efficient production scalability and product quality. buffR has an average cost of good sold being at **\$17.67** as seen broken down in the graph on the left. With an average selling price of **\$82.99**, buffR has created a strong gross profit margin of **78%** and a net profit margin of **38%**. We broke even in December with around **3,696 units sold**. We plan to end this fiscal year with **\$394,109.41**

Long Term Goals

- 3 years: Grow into **international** market
- 5 years: **Expand** into Android phones
- 10 years: Make over **\$2.7 million** in gross revenue

Short term Goals

- Increase brand awareness
- Make **\$850,000** in revenue
- Donate **8%** of total profits

Future planning

The future of buffR is centered on innovation, expansion, and awareness.

We plan to introduce **custom phone case options**, allowing customers to **personalize** their EMF-reducing cases to match their **style and preferences**. Additionally, we aim to expand our product line to include blue light screen protectors, providing even more protection for our users in an increasingly digital world. To amplify our mission, we are seeking **partnerships** with major influencers to bring **global awareness** to the importance of EMF protection and digital wellness. We also plan to continuously develop new and improved case designs tailored to different seasons, months, and special occasions, ensuring that our products remain both **functional and stylish**. With these strategic initiatives, buffR is set to grow to be **a leading brand in the tech protection industry**.

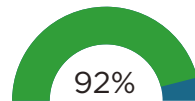
Business Rationale

Customer Empathy

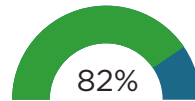
Our teams research discovered that Gen Z, ages 12-27, has the highest phone usage with an average daily screen time of **8 hours and 39 minutes**, meaning they need the most protection from Electromagnetic Field Radiation (EMF). EMF is a type of radiation emitted from most electronic devices through energy waves. Additionally, we found that **82%** of our market research survey participants were **not educated on EMF radiation**, meaning we had to make concerted marketing efforts towards the education of our target market. buffR cases are made with **patented** protective technology, placing us on the **higher-end of the market**. This will result in buffR targeting upper to middle-class families due to the premium price of our case. Our cases aim to prevent the dangerous side effects of **electromagnetic field radiation**. We enhance this through our partnership with the **University of Tennessee Athletics**. Geographically, we target the United States because we are an in-country producer.

Personal Health

Our market research survey found that **81%** of respondents were **unaware** of what EMF radiation is. Additionally, **69%** of participants did not know that EMF radiation could negatively impact fertility, sleep, overall health, and brain development. Another alarming result from the survey was the **high level** of exposure to EMF radiation in daily life. The data showed that 82% of respondents sleep with their phone either on or in their bed, meaning they are exposed to radiation in **close proximity to their brain** for extended periods. Furthermore, 92% of individuals reported carrying their phone in their waistband or pocket, placing their **reproductive organs at continuous risk** of exposure. In addition to these findings, it became evident that there is a major gap in education regarding EMF radiation. A staggering 82% of participants indicated that they had never received any formal education on the subject.



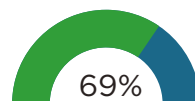
Keep their phones in their pockets or waistband.



Reported feeling uneducated on EMF.



Sleep with their phone on and in their bed



Uninformed about the effects of EMF radiation

Environmental Health

Many phone cases and accessories contribute significantly to pollution, as the majority are made from plastic-based materials that do not decompose. Each year, over **380 million tons of plastic** are produced globally, and a large portion of discarded plastic products—including phone cases—end up in landfills and oceans. Studies estimate that **91%** of plastic waste is never recycled, leading to long-term environmental contamination. At buffR, we prioritize both human health and environmental sustainability. Unlike traditional phone cases that contribute to pollution, buffR products utilize **sand-based silicone**, an eco-friendly alternative that reduces environmental harm.

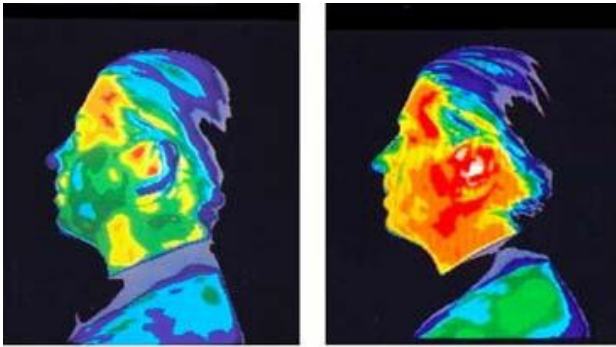
This material is not only **durable and protective** but also significantly **less harmful to ecosystems** compared to petroleum-based plastics. By choosing sand-based silicone, we help **decrease the demand for plastic production** and minimize the waste that eventually pollutes our planet. buffR's mission is not only to safeguard people from the risks of EMF radiation but also to encourage responsible consumer choices that benefit the environment. Through innovative materials and sustainable practices, we aim to reduce both personal health risks and the broader impact of pollution on our planet.



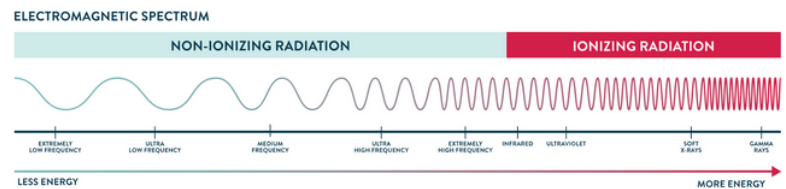
380 Million Tons of Plastic

Problem Statement

Electromagnetic field radiation is emitted from common household devices, such as Wi-Fi routers, computers, and cellphones. The effects of prolonged exposure to EMF radiation include **slowed development of the brain, reproductive harm, and disrupted sleep**. These detrimental effects worsening as cell phone usage escalates globally. Gen Z consumers average **8 hours and 39 minutes** of screen time daily, meaning they are exposed to EMF for long periods of time. In fact, a staggering **44%** of American teenagers report a daily screen time of 8 hours or more.

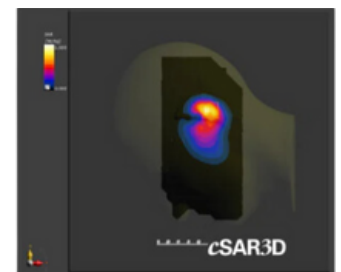


Thermal image of a man's head before and after a 10 minute phone call

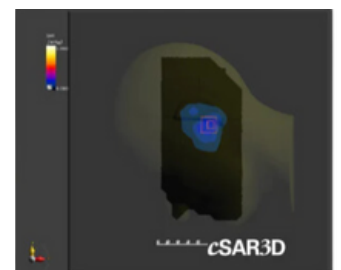


Solution Statement

To address the increasing concerns surrounding electromagnetic field exposure, buffR has collaborated with **ALARA Tech** to develop the ultimate solution: an EMF-reducing phone case that tastefully **blends protection and style**. The innovative buffR cases are crafted from a combination of **polycarbonate and silver**, two materials that are **neutral** to radio-frequency signals. This means they provide strong protection without **interfering with the user's cell phone signal**, ensuring smooth communication and connectivity. Including silver enhances the case's ability to absorb and redirect harmful EMF waves, **reducing exposure by up to an impressive 80%**. This advanced patented technology helps mitigate the potential health risks associated with prolonged EMF exposure, offering peace of mind to those who are increasingly aware of its potential effects. The cases come in a wide array of trendy, eye-catching designs, allowing users to safeguard their health while expressing their individual sense of fashion. Whether you're looking for sleek sophistication or bold, vibrant patterns, buffR ensures you can maintain your **style without sacrificing protection**.



Without buffR case



With buffR case

Business Rationale

Short Term Goals

buffR aims to **increase brand awareness** within our community, make over **\$850,000** in revenue this fiscal year, and donate **8%** of our total sales to **relief funds** for the California wildfires and hurricane Helene from our special edition cases.

Goal 1: Increase brand awareness within our local Knoxville community. We can measure our success by surveying a cohort of citizens before and after our strategic marketing efforts. Our marketing strategy is to **conduct advertising through Social Media posts** 3 times a week and promote our **engaging video commercial** to showcase our product and employees. Our marketing team conducts research before and after our concerted marketing efforts.

Goal 2: Make over \$850,000 in revenue this fiscal year. We will utilize online and in-person trade shows. Some current sales contracts that we have are with Cellular Sales and Best Buy, but we would soon like to pursue cell-service carrier stores like Verizon, AT&T, etc.

Goal 3: Donate 8% of our total sales to the California wildfires and hurricane Helene relief, through the sale of our special edition cases. We sell cases specific to these disasters, and advertise the philanthropic benefits of the cases.

Long Term Goals

buffR aims to **increase brand awareness** within our community, make over **\$850,000** in revenue this fiscal year, and donate **8%** of our total sales to **relief funds** for the California wildfires and hurricane Helene from our special edition cases.

3 Year Goal: Secure a position in the international market and begin making international sales. According to global market research, we assessed that Germany, Japan, and China are countries that have citizens with incomes that allow for the purchase of our higher-priced cases.

5 Year Goal: Innovate and develop additional product lines for Android phones and tablets as well as introduce new designs for current Apple cases. Our design team will introduce 10 new designs annually. The design team will also design cases for tablets, both Apple and Android, as well as expand product lines to accommodate Android users.

10 Year Goal: Make 2.7 million dollars in gross revenue. We will maintain momentum from our partnerships with **Cellular Sales** and **Best Buy** to sell buffR cases on **Amazon**. This will expand our brand recognition and traffic beyond our website.

About the Business

Company Overview

Founded in 2024 in Knoxville, TN, buffR is a for-profit company transforming the tech accessory market with a stylish, EMF-reducing phone case. While high screen time is widely recognized as a concern, **few realize the potential risks of EMF exposure.**



In order to ensure our cases are effectively reducing EMF exposure, we conduct **Specific Absorption Rate (SAR) testing.** SAR testing is a critical process that allows our company to certify compliance with industry standards and regulatory requirements for radio frequency products. By performing this testing, we can **accelerate the product launch process** while minimizing the risk of a costly recall. SAR testing measures the amount of RF energy absorbed by biological tissue during the use of a wireless device over time.

SAR testing ensures that our cases provide **optimal protection** without exceeding safety concerns. buffR's mission is to educate the community on these dangers while offering a practical solution. As the **only** EMF-reducing phone case brand with **various designs**, we provide customers with the flexibility to choose single cases or bundle options.

buffR registered as an LLC, benefiting from tax advantages and allowing non-U.S. citizens to purchase stock. While our primary market is in the U.S., we recognize the increasing phone usage in countries like China and India, presenting further opportunities for expansion. buffR's angel investors Fun flicks, Owen & Minor, and Label Industries each hold **\$50,000** dollars in equity at **\$10** a share. The Pilot Company is buffR payroll investor paying **75%** of our payroll which we will pay him back **5%** of monthly profits.

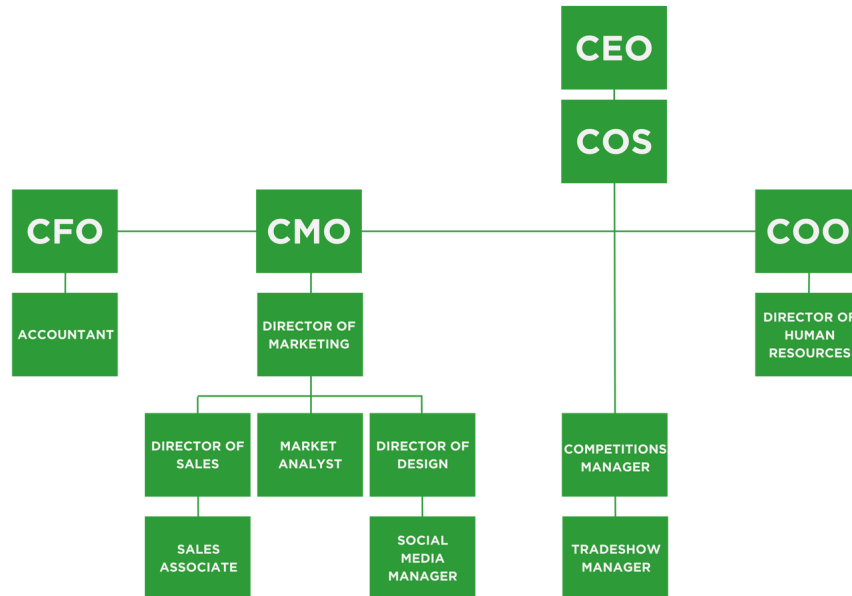


Mission Statement

To provide **protection** for **Electromagnetic Field Radiation** and **education** about the **risks** of long-term exposure.

Organization

At buffR, we take pride in our organizational structure, which fosters efficiency, collaboration, and growth. Our company is composed of **15 dedicated employees** divided into two key departments: **Internal Operations and External Marketing**. We operate under a hierarchical structure with clear chains of command, relying on our leaders to **effectively delegate tasks** and manage their teams. Each department is led by Chiefs who oversee operations, assign tasks, and ensure their teams meet goals efficiently. We believe in rewarding hard work and dedication, offering numerous **opportunities for promotion** within the company. We strive to create an environment where they feel valued, supported, and motivated to grow both personally and professionally.



Company Culture



buffR not only maintains health through EMF reducing phone cases, we maintain **thriving relationships** within the company. Throughout this year the HR team has clearly communicated strategies to unify the team. HR started with a welcome presentation to inform the team about our mission, expectations, and fun future events. There are two types of events that HR puts on: **Frequent events**, Fun Fridays and Birthdays, and **infrequent**, holidays and team bonding activities. Human Resources ensures that every employee feels valued. buffR celebrates each employees birthday with a sweet treat and a recitation of “Happy Birthday”. Also, every Friday conduct **team bonding** by playing of games for Fun Friday. Some fun, infrequent events that unified our team were ribbon cutting day, Friendsgiving, Secret Santa, and an Escape room. These special events provided employees with days to look forward to. These events facilitated employee interaction and team building.



S

- buffR capitalizing on the growing demand for wellness-focused technology products.
- buffR has variety of designs it offers compared to competitors
- buffR creates a strong brand identity around health, different from competitors
- Profit margin of 78%



W

- buffR only has one supplier for their cases
- Although we try to target most people, buffR cases do not cater to lower income households because of the \$82.99 price point.



O

- Educate our market on the detrimental effects of EMF radiation.
- buffR can partner with popular brands and specialize phone cases specific to them. (ex: Poppi and Target)
- buffR can reach a larger audience by expanding their product line.



T

- Customer uncertainty could arise with buffR's claims of protection
- There is only one supplier that is reliable and scientifically proven.



buffR's biggest strength is choosing to place ourselves in the **growing, health-conscious market**. Additionally, we have a profit margin of **78%**, allowing us to maximize our potential profits while also engaging in competitive pricing. One major weakness of buffR, is that we **utilize one supplier** for our products because of the effectiveness and reliability of our cases. To lessen this weakness, we order **20%** more products than projected in case issues arise. One opportunity buffR takes advantage of is potential product expansion. By catering to Android, tablet, and laptop users, we can attract a new market. Our partnership with the University of Tennessee, Knoxville, can **expand collaboration opportunity to other collegiate athletic programs**. Because we are a company that offers protection, customer skepticism is a threat when it comes to purchasing decisions.

External Environment

Competitive Analysis

In the VE Marketplace, buffR currently faces a **direct competitor** called **ChargeGuard**. ChargeGuard is company that specializes in advanced technology for portable charging solutions. However, in the broader real-world market, buffR competes with established brands such as Pela, Gadget Guard, Ocushield, and Defender Shield. These companies provide cases or inserts that incorporate similar EMF-reducing technology. While they do offer some degree of protection against electromagnetic fields, none of these competitors combine the same level of **effectiveness** with the range of designs that buffR offers. What sets buffR apart is our commitment to EMF protection with high-fashion appeal. While many of our competitors focus primarily on functionality, often sacrificing aesthetic design, buffR is the only brand that delivers **both**. Our customers no longer need to compromise between safety and style. With a wide variety of trendy, eye-catching designs, buffR ensures that users can protect their health without refraining

buffR. cases	Competitors	pela	GADGET GUARD	Ocushield	DefenderShield
✓	EMF protection	✓	✓	✓	✓
✓	Multiple designs	✗	✗	✗	✗
✓	Focus on Education	✗	✗	✗	✓
✓	High quality cases	✗	✗	✗	✗

from their sense of fashion. This unique combination of practical protection and visually appealing designs positions buffR as the **standout choice for health-conscious consumers** who demand both performance and style in their accessories.

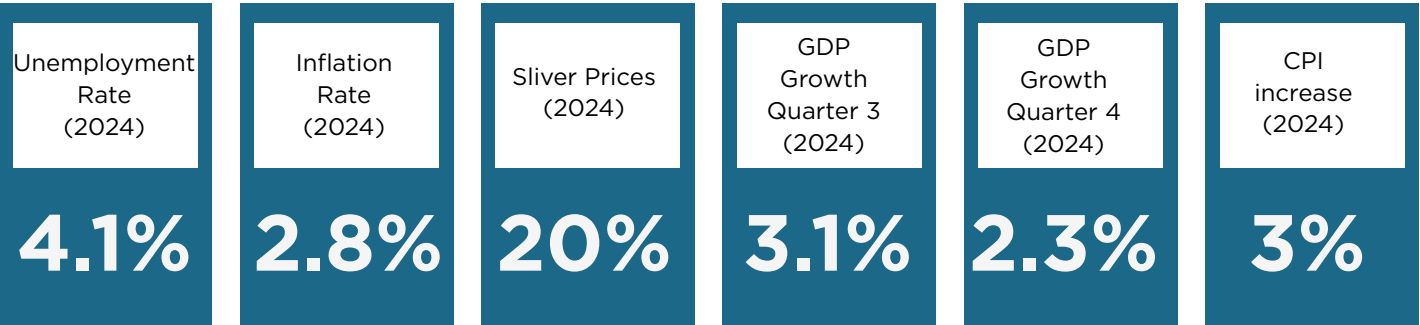
Virtual Competitors

As previously mentioned, buffR currently faces one direct competitor in the VE marketplace. The company is called **ChargeGuard**, which is a company that specializes in advanced technology for portable charging solutions. ChargeGuard offers a range of products, including phone cases, iPad cases, AirPods cases, and laptop cases, all designed to ensure that devices remain charged at all times. While this company aims to innovate by charging your phone, it is important to note that the product may release **increased** levels of electromagnetic field radiation, which could potentially be harmful to users.

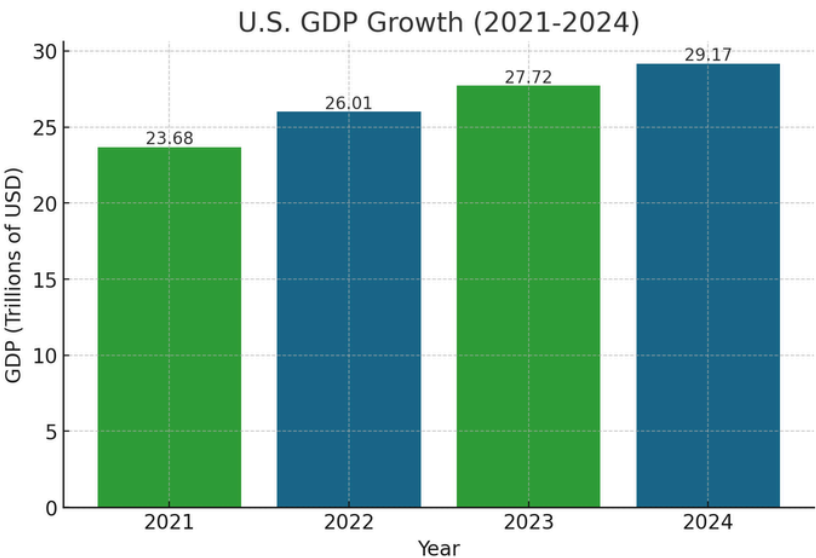
buffR. cases	Competitors	CG
✓	EMF protection	✗
✓	Multiple designs	✗
✓	Focus on Education	✗
✓	High quality cases	✓

Current Economic Condition

buffR’s business operations could be impacted by current economic conditions, particularly increased **tariffs** and the rising **price of silver**. While tariffs on imported materials could generally increase production costs, our supplier previously assured us that pricing would not change significantly. However, to mitigate any potential disruptions, maintaining adequate **safety stock** will be essential to ensure steady production and fulfillment. Additionally, while the rising price of silver does not significantly impact our phone cases, it could become a challenge as we expand into **tablets** and **laptops**. These devices have a greater surface area, requiring more materials, including silver, which is a key component in EMF reduction technology. If silver prices continue to rise, it could lead to increased production costs and may require strategic planning to manage expenses while maintaining product effectiveness. Monitoring these economic factors will be crucial in shaping BuffR’s growth strategy and ensuring **long-term** sustainability.



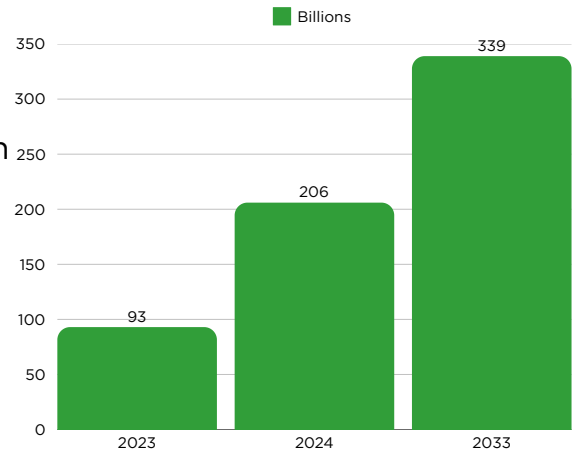
Furthermore, macroeconomic indicators such as GDP growth rates, Gross National Product (GNP), balance of trade, inflation, and interest rates play a vital role in BuffR’s financial outlook. As we explore expansion into markets like India and China, **fluctuating exchange rates** **will directly impact pricing strategies** and profit margins. India’s growing GDP and consumer market present a strong opportunity, while China’s manufacturing capabilities could offer cost advantages. However, **inflationary pressures** and **high interest rates** in these regions could influence consumer spending and operational costs. Keeping a close watch on these economic indicators will be essential for BuffR’s long-term success and international expansion.



Industry Analysis- Real World

Because of the unique attributes of our phone cases, including EMF protection, eye-catching designs, and drop protection, buffR maintains a **strong presence** in a multi-billion dollar, growing market. The global tech accessory market was valued at more than **93 billion** dollars in 2023. This expansive market value presents buffR with the opportunity to generate substantial profit. Also, to our advantage, the market value is projected to grow at a compound annual growth rate of **6.8%** reaching a value of **148.81 billion dollars** in 2030. This significant growth is due to technology becoming more prevalent throughout the world as well as consumerism rising, particularly in the western hemisphere. Despite the limitations of having a single supplier, buffR strives and maintains to have an excellent relationship with our supplier.

Industry Analysis of Tech Accessory Market 2023-2033



Industry Analysis- Virtual World



As previously mentioned, buffR currently faces one direct competitor in the VE marketplace. The company is called ChargeGuard, which is a company that specializes in advanced technology for portable charging solutions. ChargeGuard offers a range of products, including phone cases, iPad cases, AirPods cases, and laptop cases, all designed to ensure that devices remain charged at all times. While this company aims to innovate by charging your phone, it is important to note that the product may release increased levels of electromagnetic field radiation, which could potentially be harmful to users. buffR has entered an expanding market in the virtual enterprise network. The IT and electronics industry has **115,763** between June of 2020 to March of 2025, generating **\$170,129,253** in revenue, which is the 5th highest of all revenue in the VE industries.

Corporate Social Responsibility

At buffR, we pride ourselves in our sustainable practices, and ethical agenda.

Environmentally, reducing carbon emissions by using an environmentally conscious manufacturer. **Philanthropically**, we plan to donate EMF-reducing phone cases and radiation measuring devices to elementary and middle schools in the area. **Ethically**, We believe our strategies with standard breaks and occasional days off help our employees to stay motivated with a break to look forward to. Our hours also allow for lots of time outside of work to help our employees have a well-rounded week. **Choosing Sustainable Materials**, we choose sand-based silicon to make our cases, rather than harmful plastics. The sand based silicon is biodegradable and will not turn into microplastics or contribute to landfills.

Marketing Plan

Target Market

Primary- buffR consists of **health-conscious** Generation Z consumers, aged 12 to 27, with a focus on regions like the United States, China, and India—countries with high smartphone usage. **Generation Z** is the most active smartphone user demographic, heavily influenced by trends and social media. Both male and female consumers within this group are highly engaged with mobile technology, making gender a broad opportunity rather than a limitation for our product.

Secondary- buffR's secondary target market is health-conscious **millennial's** ages 28-45 years old who are becoming more aware of the effects of EMF radiation. These individuals are looking for a solution to protect their well-being. We continue to target these individuals who are active on social media and have a high screen time.



- Zach, a 20-year-old college student at the University of Tennessee.
- He **constantly** uses his phone to text friends, study, and scroll on social media.
- He started experiencing symptoms like constant dizziness, fatigue, and brain fog.

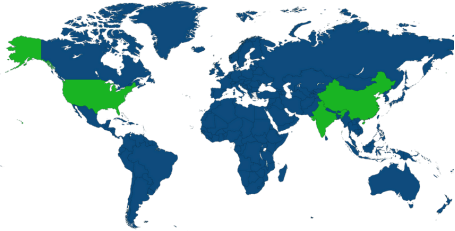


- Emily is a 17-year-old high school student in New York.
- She experienced increased stress and growing concerns about EMF exposure.
- She worried about how it might impact her reproductive health.

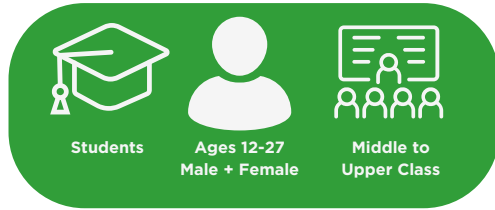
Tertiary- Through our out-of-network partners, buffR has acquired non-VE contracts with retail and big tech stores that value our service. These organizations appreciate our EMF-reducing phone cases as they provide employees and customers with a **protective** and **innovative** solution. With these purchases, buffR can fulfill large bulk orders and cultivate long-term relationships with these clients.

Market Segmentation

Our primary target market is Gen Z, who spend a significant amount of time on their phones, value current trends, and are increasingly health-conscious.



Target Demographic



Geographics

United States, China, India:

- Top three countries with the highest phone usage
- Urban cities, suburbs
- Highest income and education

Psychographics

- Moderately educated on EMF
- Look for convenience, style, and protection

Behavioral

- Uses social media primarily and watches TV
- Uses contactless payment
- Heavy phone usage

Primary Demographics- buffR targets easily influenced **trend followers aged 12-27** years old. For 12-18 year olds, we expect an income of less than **\$10,000**; however, they do not pay bills and could have their job to purchase items they desire, such as a phone case. We target **18-27-year-olds with an annual income of \$55,000-\$69,999**. Most individuals this age do not have children yet, which leads to disposable income, and if people in Gen Z are educated, they will most likely have a well-paying job. We focus on the middle-upper class due to their care about the best quality because they can afford it.

Secondary Demographics- For buffR's secondary market, we target health-conscious **millennials aged 28-45** years old with an income of **\$60,000 to \$80,000** a year. These middle-upper-class individuals have a well-paying job after college with a disposable income.

Geographics- buffR focuses our efforts on the United States, especially **college towns** with a high population of Gen Z. College towns have become more urbanized, meaning the middle-upper class is residing in them. Our international market is located in **China and India** where phone usage is the highest.

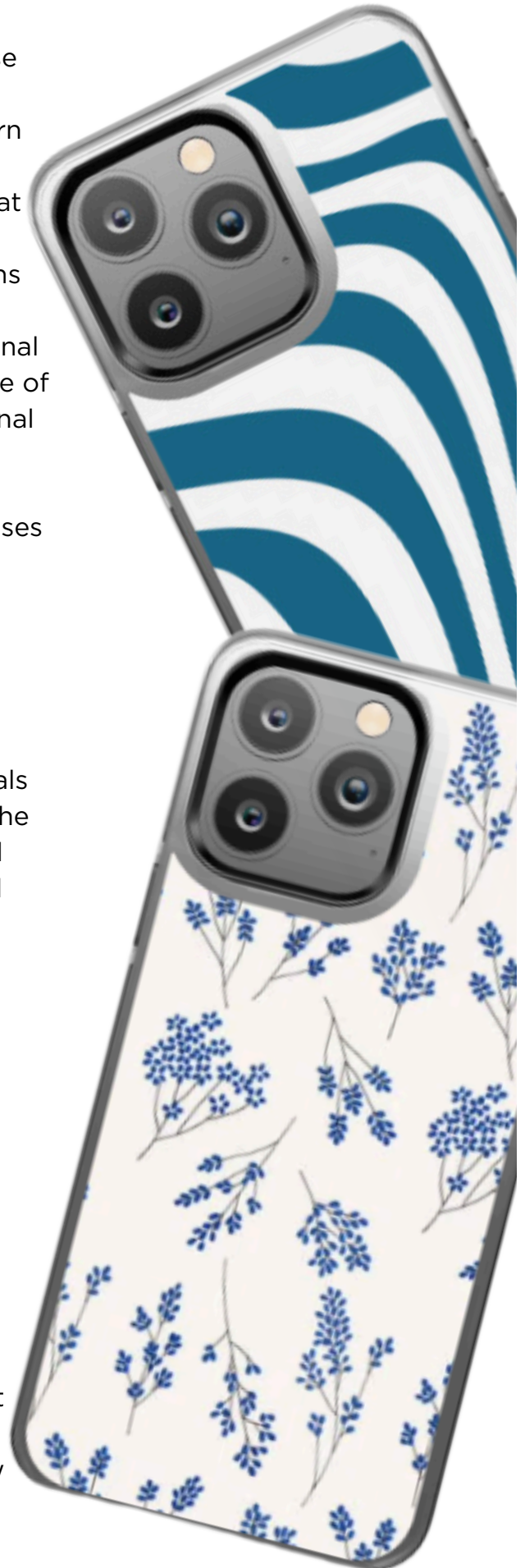
Socioeconomics- buffR targets consumers in the middle to upper-middle class. Although our primary target market, Gen Z, does not have disposable income, buffR recognizes the purchasing power of our secondary target market. The price of a buffR case indicates that we are a premium product, the price increase is not significantly different than our indirect competitors.

Psychographics- buffR markets towards individuals with moderate knowledge of EMF because they have to be aware of its effects but might not fully understand it. These people are looking for convenience while also staying safe from the effects of EMF radiation.

Marketing Mix

Product- buffR is a **sleek** and **innovative** phone case created to reduce the amount of EMF radiation emitted from your cell phone. This case uses modern and trendy designs with cutting-edge technology. buffR has partnered with Alara Tech, a company that provides us with the technology inserted inside the phone case. There are currently 30 aesthetic designs that are specific to our target market to ensure all customer wants and needs are met based on personal style while also providing top-grade protection. One of our significant promotional campaigns is the seasonal cases, meaning buffR rotates designs that fit accordingly to the time of the year. For example, during November and December, buffR released cases specific to the winter holidays (Thanksgiving, Christmas, Hanukkah). buffR plans to release cases specific to causes we believe our target market is passionate about, such as mental health or natural disaster relief, with a percentage of their purchase going towards a foundation. Recently, we have **expanded buffR's product line** to cater to individuals with multiple devices like laptops and tablets. For the non-Apple users, we have released case inserts and hope to expand more to the protective cases for all phone types.

Price- buffR has competitively priced our phone case at **\$82.99**. One of our primary real-world competitors, Defender Shield, prices its cases at **\$74.99-\$84.99**, but it only offers one style and color, limiting its target market. Another primary competitor, Ocushield, offers a one-style case priced at **\$60.00**. While this price may pull customers towards their brand, they only provide 75% protection compared to our **80% protection**. Gadget Guard, a real-world competitor, offers a case insert priced at **\$59.99**. Although this does allow customers to mix and match cases, they end up spending more than one buffR case if they want the same quality. Additionally, we recently expanded our product line into the inserts and now have them available on our website.



Placement- buffR is offered through the company website, Best Buy, and Cellular Sales, a wireless retailer that sells phones, tablets, laptops, and much more. We have a monthly **\$34,000** contract with Best Buy and a contract for **\$41,495** with Cellular Sales. These contracts promised **\$75,495** coming into buffR's account each month. By putting our cases in these in-person stores, we can prompt our cases to individuals who already utilize devices that release EMF. This introduced a larger audience and will allow for their cases to be promoted in a national branded market. buffR's most successful strategy has been trade shows. At the Southern Region Conference, we made **\$7,220.13** in net profit by promoting our product to the market with the highest phone usage, Gen Z. We used this same strategy in the December 4th online trade show but focused more on the education aspect. By educating the Gen Z market around our community, we earned **\$224,842** in profit. Our partnership with Tennessee Athletics has allowed us to set up a pop-up booth at athletic events. With nearly 100,000 attendants at Tennessee Football games, there is a wide range of customers we can educate and sell our product to.



Jaxon Walker and Brooks Wright



Official case of
The University of
Tennessee
Athletics.



Positioning- buffR holds a unique position in the market as the **only** EMF-reducing phone case designed for both style and protection, inside and outside the Virtual Enterprise world. Using state-of-the-art shielding technology, we offer a health-conscious solution for everyday tech users, **redefining** phone safety. buffR is for everyone, from students and athletes to professionals, providing a sleek, premium product at a competitive price. With a mission to raise awareness about EMF exposure while delivering high-quality, protective phone cases, buffR is setting a new standard for the tech accessory industry.



Ocu-Shield

- One design choice
- EMF reduction



Defender Shield

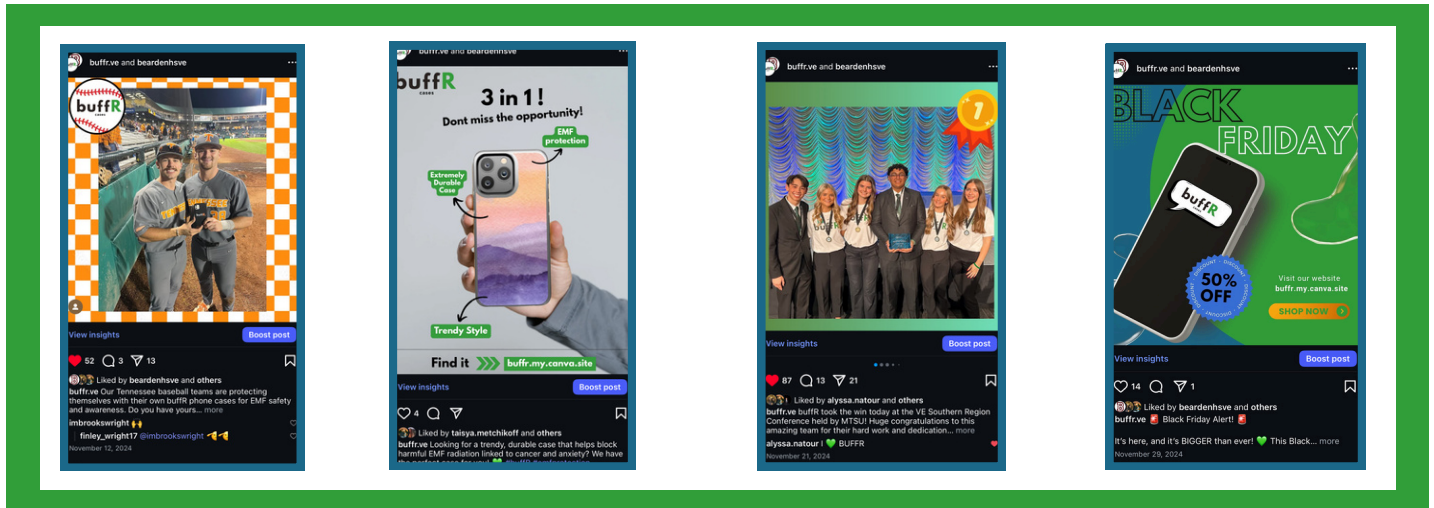
- Bulky design
- Limited color choices
- EMF reduction



buffR.

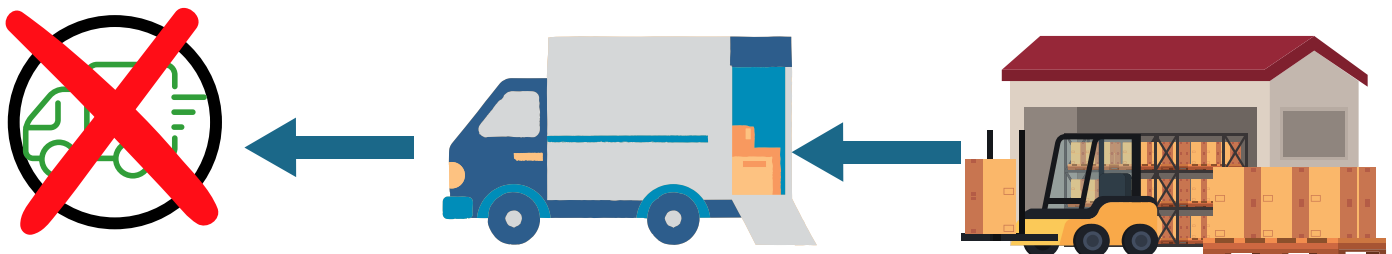
- Bright
- Plenty of colors
- Sleek
- EMF reduced

Promotion- buffR has intentionally placed unique and attractive marketing content and promotions to keep its consumers intrigued. We have applied an email marketing strategy through the website that can significantly increase customer engagement and keep its audience informed with new designs and general information about the product. buffR utilizes the **80/20** rule in our marketing, **80%** of our profit is brought in from **20%** of our marketing. More specifically, the **20%** is our education campaign because in the events we had to educate, such as tradeshow, we brought in over **\$200,000**. Next, we have current partnerships and brand deals to promote our product and increase our brand image. buffR is the official phone case of Tennessee Athletics, and it also advertises its product at Cellular Sales.



Business Risks

Manufacturing risk is one of buffR primary business risks, our reliance on a single manufacturer due to the patented technology in our cases. To relieve these pressures, we purchase **20%** more inventory than we anticipate needing. In the event that complications arise with our primary manufacturer, ALARA Tech, we have a possible alternative manufacturer, Ocu-shield. buffR also faces market risks as customer demands are constantly changing. ALARA manufacturing is out of Salt Lake City, Utah, while Ocu-shield is international.

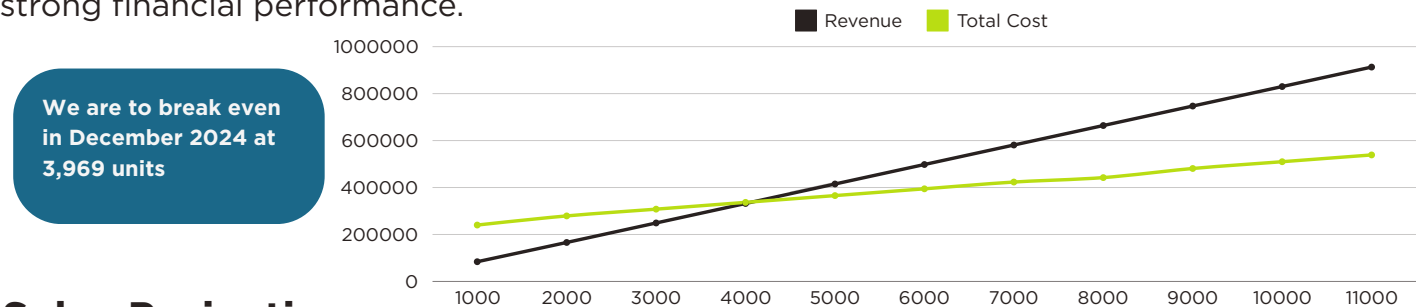


Market Risk is another business risk of buffR's the fluctuating design trends pose challenges for inventory and product restocking. To combat this, buffR leverages ongoing market research and maintains a flexible supply chain that can adjust quickly to changes. In order to appeal to all customers, buffR offers **30 different case designs** and seasonal product drops.

Financial Planning

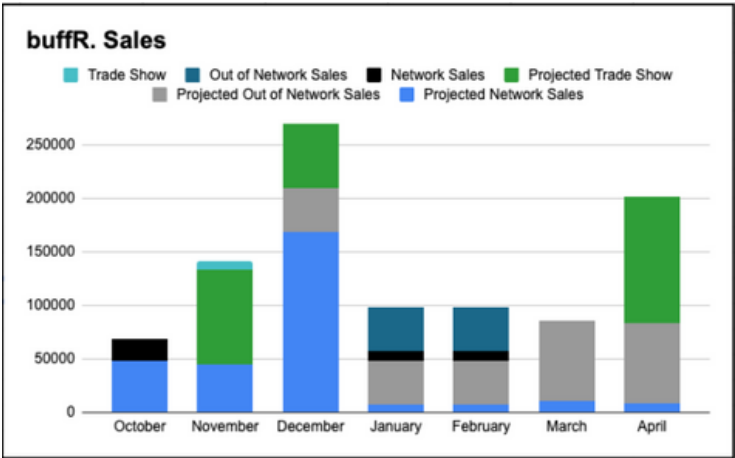
Break Even Analysis

To determine this, we analyze key factors, including our average selling price of **\$82.99** per unit and a cost of goods sold (COGS) of **\$17.67** per unit. This results in an exceptional profit margin of **78.71%**, highlighting our efficient cost management, scalable production processes, and the increasing market demand for our products. Additionally with the use of ALARA Tech’s patented EMF technology we pay them a **5% royalty** on our products. **\$10** dollars for the manufacturing cost, \$4 for the royalty, 3 dollars for the shipping (B2C), and **\$0.67** cents for shipping (B2B). We also sell our cases in bundles of 15 and 35 with a large variety of colors and designs. As of December, we successfully reached our break-even point, selling a total of **3,696 units**. Moving forward, we aim to further optimize our cost structure while scaling operations to maximize revenue and sustain strong financial performance.



Sales Projections

Our sales projections indicate that buffR is expected to stabilize at an annual sales volume of approximately **65,000 to 70,000** dollars. This steady growth reflects increasing brand awareness, customer retention, and a solidified presence in the EMF-reducing phone case market. While our overall sales remain stable, we have identified notable spikes in demand during the months of November, December, and April, which align with our participation in VE trade shows. These surges directly result from the increased exposure buffR gains at these industry events, where we engage with key retailers, distributors, and consumers. The heightened visibility and direct engagement at VE trade shows drive short-term sales growth, particularly as we capitalize on seasonal shopping trends and growing consumer interest in wellness-focused tech accessories. By strategically leveraging these VE trade shows, we can **maximize** sales opportunities while maintaining a strong baseline of consistent revenue. Our approach moving forward will focus on optimizing our presence at these high-traffic events, strengthening retail and wholesale relationships, and enhancing our digital marketing strategies to sustain momentum throughout the year.



Profit/Loss Summary

buffR has demonstrated strong financial performance since the beginning of the fiscal year, with a projected total revenue of **\$1.058 million** by the end of the period. The company's ability to optimize operational efficiency and maintain a competitive pricing strategy has resulted in a gross profit of **\$707,836** reflecting a **78% gross profit margin**. The cost of goods sold (COGS) is estimated at **\$17.67** per unit, ensuring that buffR can sustain profitability while delivering high-quality products. Strategic marketing initiatives and customer acquisition efforts have played a significant role in achieving these financial targets. Operating expenses for the fiscal year are projected at **\$282,117.21** covering essential business functions such as advertising and marketing (\$120,000), insurance (\$35,000), office supplies and utilities (\$25,000), payroll and salaries (\$200,000), freight and logistics (\$40,000), and rent and lease expenses (\$40,000). These expenses are carefully managed to ensure operational sustainability while supporting growth initiatives. buffR's financial strategy focuses on cost efficiency, strategic partnerships, and investment in product innovation to drive long-term success. After accounting for COGS and operating expenses, buffR expects a gross profit of **\$707,836**, with a **38%** net profit margin resulting in **\$425,745.79** net profit. This strong profitability highlights buffR's ability to maintain financial stability while pursuing expansion opportunities. Moving forward, the company will continue to enhance its market presence, improve operational efficiencies, and leverage strategic investments to sustain profitability and growth in future fiscal years.

Description	Projected October	Actual October	Projected November	Actual November	Projected December	Actual December	Projected January	Actual January	Projected February	Actual February	Projected March	Projected April	Projected Totals	Actual Totals
Revenue														
Units Sold	550.00	226.00	1,500.00	94.00	1,900.00	3,454.00	650.00	91.00	650.00	32.00	675.00	1,900.00	7,825.00	5,797.00
Network Sales	\$48,840.00	\$20,068.80	\$44,400.00	\$799.20	\$168,720.00	\$4,795.20	\$7,370.40	\$8,080.00	\$7,370.40	\$2,841.60	\$10,400.00	\$8,880.00	\$295,980.80	\$45,464.80
Out of Networks Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$41,495.00	\$41,495.00	\$41,495.00	\$41,495.00	\$41,495.00	\$41,495.00	\$75,195.00	\$75,195.00	\$274,875.00	\$199,680.00
Trade Show sales	\$0.00	\$0.00	\$88,800.00	\$7,548.00	\$80,000.00	\$260,450.40	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$118,345.00	\$287,145.00	\$386,343.40
Angel Investors/Seed Money	\$200,000.00	\$200,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$200,000.00	\$200,000.00
Total Revenue	\$248,840.00	\$220,068.80	\$133,200.00	\$8,347.20	\$290,215.00	\$306,740.60	\$48,865.40	\$49,575.00	\$48,865.40	\$44,336.60	\$85,595.00	\$202,420.00	\$1,058,000.80	\$831,488.20
Total Gross Profit	\$232,660.00	\$214,762.00	\$97,980.00	\$6,140.08	\$124,108.00	\$225,615.28	\$42,458.00	\$5,944.12	\$42,458.00	\$2,090.24	\$44,091.00	\$124,108.00	\$707,863.00	\$578,659.72
Expenses														
Contract Labor	\$42,399.56	\$42,399.56	\$42,399.56	\$42,399.56	\$42,399.56	\$42,399.56	\$42,399.56	\$42,399.56	\$42,399.56	\$42,399.56	\$42,399.56	\$42,399.56	\$296,796.92	\$254,397.36
Costs of Goods Sold	\$9,718.50	\$3,993.42	\$26,505.00	\$1,660.98	\$33,573.00	\$61,032.18	\$11,485.50	\$1,607.97	\$11,485.50	\$565.44	\$11,927.25	\$33,573.00	\$138,267.75	\$102,432.99
Tooling Costs	\$112,000.00	\$112,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$112,000.00	\$112,000.00
Monthly Bills														
Payroll Tax	\$13,862.80	\$13,862.80	\$13,862.80	\$13,862.80	\$13,862.80	\$13,862.80	\$13,862.80	\$11,749.95	\$11,749.95	\$11,749.95	\$11,749.95	\$11,749.95	\$90,701.05	\$76,838.25
Advertising	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$1,400.00	\$1,200.00
Sales Tax	\$17,418.80	\$15,404.82	\$9,324.00	\$584.30	\$20,315.05	\$21,471.84	\$3,420.58	\$3,470.25	\$3,420.58	\$3,103.56	\$5,991.65	\$14,169.40	\$74,060.06	\$58,204.17
Trade Show Costs	\$0.00	\$0.00	\$150.00	\$150.00	\$150.00	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00	\$450.00	\$450.00
Transportation	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$1,750.00	\$1,500.00
Shipping	\$1,435.50	\$589.86	\$3,915.00	\$245.34	\$4,959.00	\$9,014.94	\$1,696.50	\$237.51	\$1,696.50	\$83.52	\$1,761.75	\$4,959.00	\$20,423.25	\$15,130.17
Business Insurance	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$1,750.00	\$1,500.00
Office Equipment and Supplies	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$2,100.00	\$1,800.00
Rentals	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$7,500.00	\$6,000.00
401k	\$7,428.15	\$7,428.15	\$7,428.15	\$7,428.15	\$7,428.15	\$7,428.15	\$7,428.15	\$6,876.15	\$6,876.15	\$6,876.15	\$6,876.15	\$6,876.15	\$50,341.05	\$42,912.90
Health Insurance	\$3,780.00	\$3,780.00	\$3,780.00	\$3,780.00	\$3,780.00	\$3,780.00	\$3,654.00	\$3,654.00	\$3,654.00	\$3,654.00	\$3,654.00	\$3,654.00	\$25,956.00	\$22,302.00
Worker Compensation	\$0.00	\$0.00	\$0.00	\$0.00	\$847.99	\$847.99	\$847.99	\$716.79	\$716.79	\$716.79	\$716.79	\$716.79	\$3,846.35	\$2,998.36
Telecom	\$0.00	\$0.00	\$0.00	\$0.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$400.00	\$320.00
Electric	\$0.00	\$0.00	\$0.00	\$0.00	\$32.00	\$32.00	\$32.00	\$32.00	\$32.00	\$32.00	\$32.00	\$32.00	\$160.00	\$128.00
Gas	\$0.00	\$0.00	\$0.00	\$0.00	\$231.95	\$231.95	\$231.95	\$231.95	\$231.95	\$231.95	\$231.95	\$231.95	\$1,159.75	\$927.80
Water	\$0.00	\$0.00	\$0.00	\$0.00	\$23.94	\$23.94	\$23.94	\$23.94	\$23.94	\$23.94	\$23.94	\$23.94	\$119.70	\$95.76
Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,596.33	\$1,596.33	\$0.00	\$0.00	\$1,596.33	\$1,596.33
Total Operating Expenses	\$44,925.25	\$42,065.63	\$39,459.95	\$27,050.59	\$54,210.88	\$59,423.61	\$33,777.91	\$29,572.54	\$30,981.86	\$29,051.86	\$33,618.18	\$45,143.18	\$282,117.21	\$232,307.41
Income														
Gross Margin Percentage	96.09%	98.19%	80.10%	80.10%	88.43%	80.10%	76.50%	96.76%	76.50%	98.72%	73.14%	80.10%	\$81.55	90.77%
Net Operating Income	\$187,734.75	\$172,696.37	\$58,520.05	-\$20,910.51	\$69,897.12	\$166,191.67	\$8,680.09	-\$23,628.42	\$11,476.14	-\$26,961.62	\$10,472.82	\$78,964.82	\$425,745.79	\$346,352.31
Net Income	\$187,734.75	\$172,696.37	\$58,520.05	-\$20,910.51	\$69,897.12	\$166,191.67	\$8,680.09	-\$23,628.42	\$11,476.14	-\$26,961.62	\$10,472.82	\$78,964.82	\$425,745.79	\$346,352.31

Balance Sheet

Our balance sheet reflects a strong financial position, with total assets and liabilities exceeding **\$350,000**. The **\$150,000** secured from Angel Investors has been strategically allocated to cover the tooling costs for our manufacturer, ensuring efficient production scalability and product quality. This investment has been instrumental in optimizing our supply chain, strengthening our market position, and laying the foundation for sustainable growth. To ensure buffR’s finances are meticulously tracked and kept up to date, we utilize **QuickBooks** for accurate bookkeeping, financial reporting, and expense management. This allows us to maintain transparency, streamline cash flow management, and make informed financial decisions. Additionally, we made the strategic decision not to request a loan, as the Angel Investors’ investment fully covered our tooling costs. This approach has allowed us to avoid debt, maintain financial flexibility, and focus on sustainable growth without the burden of loan repayments.

buffR.	
Balance Sheet	
As of March 13, 2025	
	TOTAL
▼ ASSETS	
▼ Current Assets	
▼ Bank Accounts	
Bearden Entrepreneurship (Budget Checking) (1860) - 1	221,208.75
Total Bank Accounts	\$221,208.75
▼ Accounts Receivable	
Accounts Receivable (A/R)	34,000.00
Total Accounts Receivable	\$34,000.00
▼ Other Current Assets	
Angel Investors	150,000.00
Total Other Current Assets	\$150,000.00
Total Current Assets	\$405,208.75
▼ Fixed Assets	
Furniture and Fixtures	413.64
Total Fixed Assets	\$413.64
▼ Other Assets	
401k	-3,714.72
Total Other Assets	\$ -3,714.72
TOTAL ASSETS	\$401,907.67
► LIABILITIES AND EQUITY	\$401,907.67

Accrual basis Thursday, March 13, 2025 05:54 PM GMT-04:00

Appendix

Business Rational

1. "Electromagnetic Fields." World Health Organization, World Health Organization, www.who.int/health-topics/electromagnetic-fields. Accessed 8 Nov. 2024.
2. "Alara Tech." *Atom Studios US*, atomstudios.com/pages/alara-tech#:~:text=Alara%20reduces%20exposure%20to%20potentially,at%20which%20your%20phone%20transmits. Accessed 8 Nov. 2024.
3. "Electromagnetic Fields and Cancer." NCI, www.cancer.gov/about-cancer/causes-prevention/risk/radiation/electromagnetic-fields-fact-sheet. Accessed 8 Nov. 2024.
4. Zoom Call with the Chief scientist at ALARA Tech.
5. <https://defendershield.com/pages/emf-health-effects>

External Environment

6. <https://www.bls.gov/news.release/pdf/cpi.pdf?>
7. <https://usafacts.org/answers/what-is-the-current-inflation-rate/country/united-states/>
8. <https://strategicmetalsinvest.com/silver-prices>
9. <https://tradingeconomics.com/united-states/unemployment-rate>
10. <https://www.bea.gov/data/gdp/gross-domestic-product>
11. <https://straitsresearch.com/report/mobile-phone-accessories-market>
12. <https://defendershield.com/collections/all>
13. https://www.ocushield.com/?srsltid=AfmBOopPigzUdNI1_1d-HjgV_-7PBW70NhBL4eKVKLXiz4qxYJFoVy5v
14. <https://pelacase.com/>

Marketing plan

15. Roe, Sam. "We Tested Popular Cellphones for Radiofrequency Radiation. Now the FCC Is Investigating." *Chicago Tribune*, Chicago Tribune, 14 June 2024,
16. www.chicagotribune.com/2019/08/21/we-tested-popular-cellphones-for-radiofrequency-radiation-now-the-fcc-is-investigating/.
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18. YouTube, YouTube, www.youtube.com/watch?app=desktop&v=ggQdPDPqv8k. Accessed 11 Jan. 2025.
19. Belluz, Julia. "A Comprehensive Guide to the Messy, Frustrating Science of Cellphones and Health." *Vox*, 16 July 2018, www.vox.com/2018/7/16/17067214/cellphone-cancer-5g-evidence-studies.

Bank Statement

Select a firm:
buffR

Account summary

Account details

Bill payment

Funds transfer

Scheduled transactions

Payees

U.S. Network Bank Manual

Overview of the VEI Banking System

National Office Bank Accounts

Account details

Account: buffR (Budget Checking) - 631301380

Period: from 03/13/2024 until 03/13/2025 Show Download account details (Excel)

Date	Name/Description/Acct#	Ref#	Amount	Balance
March 12, 2025	Bella Adams (US016143), Knoxville, TN VE Checkout transaction #973712 03/12/2025 09:57 AM CT Acct #631320873	8157134	\$444.00	\$168,247.58
March 12, 2025	Holly Pike (US016143), Knoxville, TN VE Checkout transaction #973711 03/12/2025 09:57 AM CT Acct #631320830	8157132	\$444.00	\$167,803.58
March 12, 2025	Halle Bibee (US016143), Knoxville, TN VE Checkout transaction #973709 03/12/2025 09:55 AM CT Acct #631320962	8157128	\$887.99	\$167,359.58
March 12, 2025	Flynn Klug (US016143), Knoxville, TN VE Checkout transaction #973707 03/12/2025 09:55 AM CT Acct #631320881	8157124	\$266.40	\$166,471.59
March 12, 2025	Ariel Dickman (US016143), Knoxville, TN VE Checkout transaction #973706 03/12/2025 09:54 AM CT Acct #631320954	8157122	\$2,663.98	\$166,205.19
March 12, 2025	Caitlyn Arabo (US016143), Knoxville, TN VE Checkout transaction #973705 03/12/2025 09:54 AM CT Acct #631320903	8157120	\$887.99	\$163,541.21
March 12, 2025	Mya Thurston (US016143), Knoxville, TN VE Checkout transaction #973703 03/12/2025 09:53 AM CT Acct #631366490	8157116	\$444.00	\$162,653.22
March 12, 2025	Sama Abdulhussain (US016143), Knoxville, TN VE Checkout transaction #973702 03/12/2025 09:53 AM CT Acct #631320857	8157114	\$2,219.98	\$162,209.22

Angel investments

buffR.
8352 Kingston Pike
Knoxville, TN 37919
Phone: (865) 539-7800
Fax: (865) 539-7800

buffR.

CASES

Pilot FLYING J

Contract

This agreement is effective as of September 12, 2024 between Pilot Flying J and buffR and ends on April 30, 2024. *The parties hereby agree to the following terms and conditions:*

Pilot Flying J hereby agrees to provide \$585,000 to buffR in the amount of \$83,571.43 per month over the next 7 months.

buffR hereby agrees to provide their signature for 5% of their profit monthly from October 1, 2024, until the loan amount is paid back in full along with an additional month to allow contract negotiation.

Terms and Conditions: This contract agreement may not be canceled without the written consent of both parties. The period of this contract is for monthly payments of \$83,571.43 made by Pilot Flying J on the 1st of each month from October 2024 to April 2024.

On October 1, 2024, Pilot Flying J will start regular payments of \$83,571.43 for each month remaining until the end of the contract on April 30, 2024. buffR will begin sales October 1, giving 5% of monthly profit to Pilot Flying J. buffR will continue giving Pilot Flying J of their monthly profit until the loan amount is paid back in full along with an additional month to allow contract negotiation.

The signatures below represent the authority to fully execute this agreement.

buffR Representative

Pilot Flying J Representative

9/13/24

PrintedName, Title

Date

9/12/24

PrintedName, Title

Date

*Please note, this is for educational purposes only. No real money will be exchanged

September 5, 2024

Virtual Enterprise International
122 Amsterdam Avenue
New York, NY 10023

FunFlicks

OUTDOOR MOVIE

Please accept this letter of support as my intention to invest \$50,000 in BuffR. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company. I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.

2. Reviewed company projections and assumptions.

3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, BuffR will prepare and send me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

Please note, that this is a **virtual** investment. All money will be placed in a virtual bank account. Thank you.

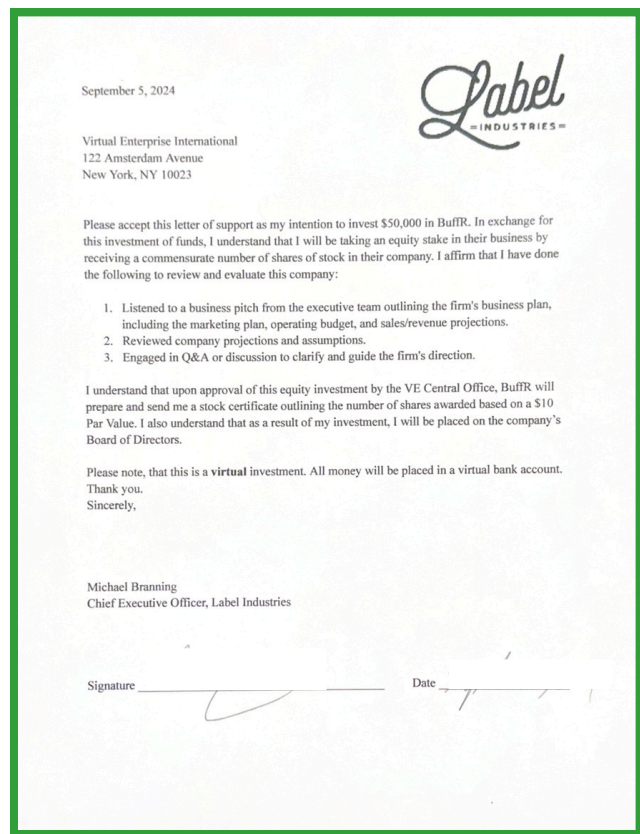
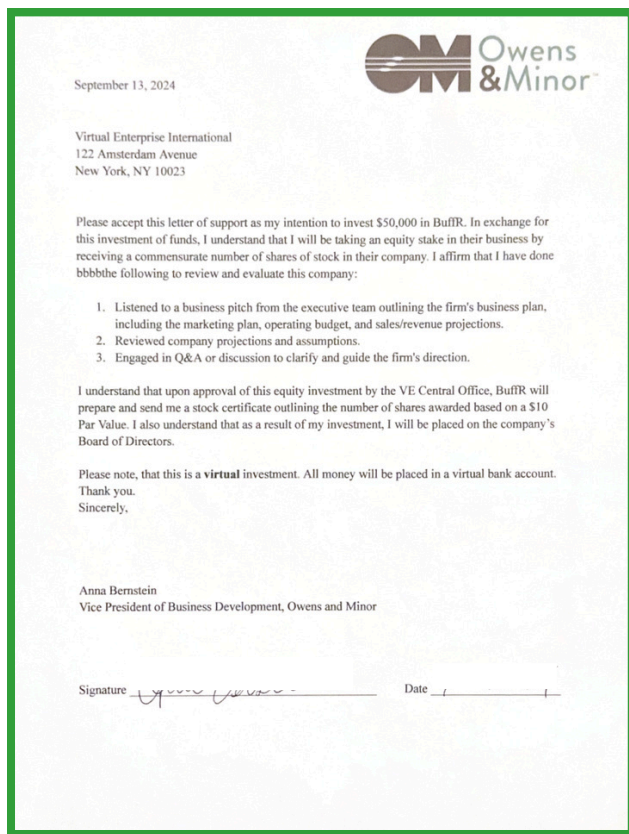
Sincerely,

Eric Bernstein
President of FunFlicks and Streamline Group, LLC

Signature

Date

buffR. | Business Plan 19



Shareholder distributions

buffR. Shareholders

Fun Flicks- 5000 shares

Label Industries- 5000 shares

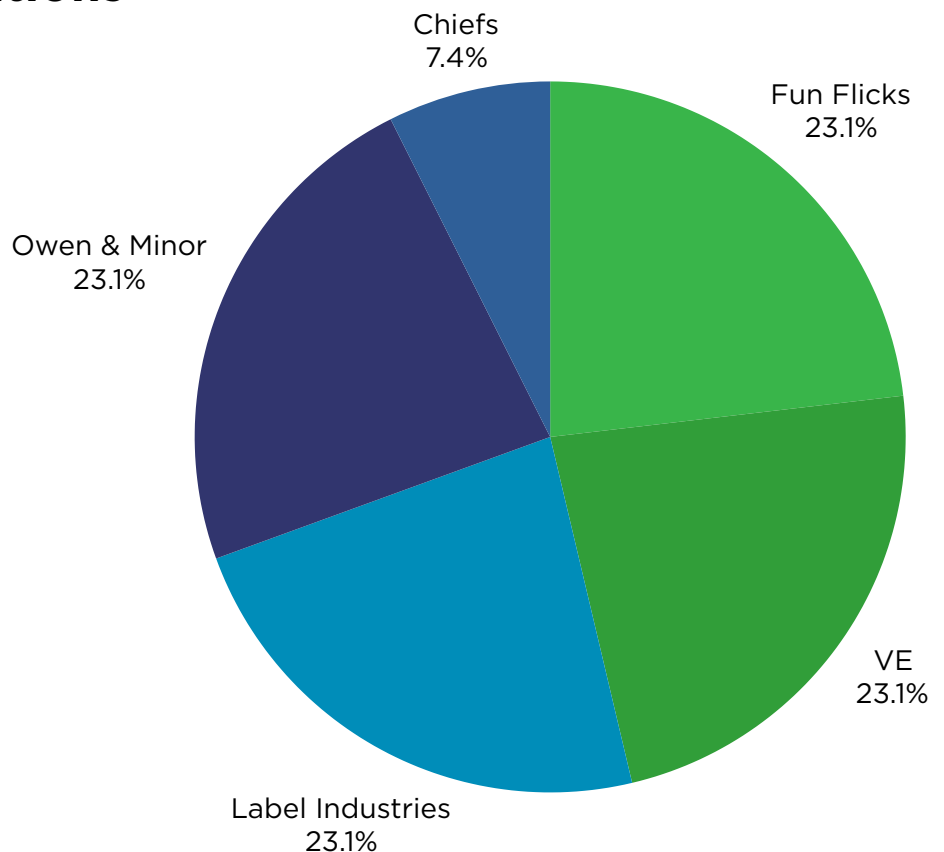
Owen & Minor- 5000 shares

Rudra Patel- 400 shares

Kendall Ceo- 400 shares

Ava Stinnete- 400 shares

Thatcher Ella- 400 shares



Out of networks sales contracts- Cellular Sales

buffR.

8352 Kingston Pike
(865) 249-1424
rudra.beardenv@gmail.com

Business Contract

This agreement is effective as of **October 1, 2024**, between **Cellular Sales** and **buffR**, from **October 1, 2024**. The parties hereby agree to the following terms and conditions:

DESCRIPTION OF SERVICE/SUPPLIES:

Cellular Sales hereby agrees to purchase the items below, supplied by buffR.

Item 001	Quantity	Unit Price (\$)	Extended Price (\$)
Cases			
Pink Leopard	50	\$2.99	4149.50
Green Aura	50	\$2.99	4149.50
Cotton Candy Zebra	50	\$2.99	4149.50
Textured Blush	50	\$2.99	4149.50
Baseball Stitching	50	\$2.99	4149.50
Hole In One	50	\$2.99	4149.50
Pink Hearts	50	\$2.99	4149.50
Spring Garden	50	\$2.99	4149.50
Shark Teeth	50	\$2.99	4149.50
Blue Flow	50	\$2.99	4149.50
Total (Items 001-004)			\$ 41,495

buffR.

TERMS AND CONDITIONS - This contract agreement may be canceled with 90 days (or other terms) written notice. The period of this contract is (can be for a one-time purchase, or for monthly purchases for one year or more) from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

buffR. guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. buffR. hereby agrees to honor the firm-fixed prices stated above during the period of the contract agreement with no consideration for economic price adjustments. (unless other terms are agreed upon)

CANCELLATION - The Contract may not be canceled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.

RENEWABLE OPTIONS - During the final period of this agreement, either party may offer to negotiate optional years.

CORPORATE COMMITMENT - By signing this agreement, the Cellular Sales, hereby agrees to offer the expertise of its officers as advisors to buffR. This mentoring will assist in the successful operations of buffR., thus protecting your valued investment in our product.

The signatures below represent the authority to fully execute this agreement.

Signature of Cellular Sales

Date

10/1/2024

Printed Name / Title

Phone Number

Signature of Cellular Sales Representative

Date

10/1/2024

buffR.

Printed Name / Title

Manager, Product

Phone Number

(805) 300-4244

Signature of buffR.

Date

09/30/24

Printed Name and Title

Phone Number

865-249-1424

Out of networks sales contracts- Best Buy

buffR.

8352 Kingston Pike
(865) 249-1424
rudra.beardenve@gmail.com

BUSINESS CONTRACT

This agreement is effective as of March 1st, 2025, between Best Buy and buffR.

The parties hereby agree to the following terms and conditions:

DESCRIPTION OF SERVICE/SUPPLIES

Best Buy hereby agrees to purchase the items below, supplied by buffR.

Item	Quantity	Unit Price (\$)	Extended Price (\$)
Pink Leopard	50	82.99	4,149.50
Green Aura	50	82.99	4,149.50
Cotton Candy Zebra	50	82.99	4,149.50
Textured Blush	50	82.99	4,149.50
Baseball Stitching	50	82.99	4,149.50
Hole In One	50	82.99	4,149.50
Pink Hearts	50	82.99	4,149.50
Spring Garden	50	82.99	4,149.50
Shark Teeth	50	82.99	4,149.50
Blue Flow	50	82.99	4,149.50

Total Contract Value: \$34,000.00

buffR.

SIGNATURES

Signed on: March 1st, 2025

Signature of Best Buy Representative: _____

Printed Name / Title: Amber Wilson Shift Lead


Phone Number: _____

Signature of buffR. Representative: _____

Printed Name / Title: Rudra Patel

Phone Number: _____

Lease Agreement

 **VIRTUAL ENTERPRISES INTERNATIONAL**

Lease Agreement

This lease agreement is made and entered between Virtual Enterprises International, subsequently referred to as the "Landlord", and buffR., subsequently referred to as the "Tenant". The start date of this lease is 10/1/2024 for a continuing firm, or 11/1/2024 for a first-year firm. This lease terminates on 6/30/2025. The tenant agrees to pay the amount of \$115.00 on the first business day of each month electronically through the VE Network Bank to VE Realty Acct #630907080. If payment is not received by the 5th of the month, a late fee of \$50 will be imposed and must be paid on the first day of the subsequent month.

The tenant is responsible for all utilities, including but not limited to electricity, heat, and telecom usage. Utilities must also be paid on the first of each month to account VE Utilities Acct #630907072. If payment of utilities is not received by the 5th of the month, a late fee of \$50 will be imposed and must be paid on the first day of the subsequent month.

The tenant is responsible for procuring Workers' Compensation Insurance for all employees, since this is a state requirement and protects the employee and the landlord from potential litigation in the event of an injury on the job. This insurance may be purchased from a Virtual Enterprise firm registered as an insurance agent, or company. If the tenant purchases this insurance from the VE Central Office insurance company, the premiums must be paid to VE Insurance Acct #630907153. This insurance must be purchased no later than 12/31/2024.

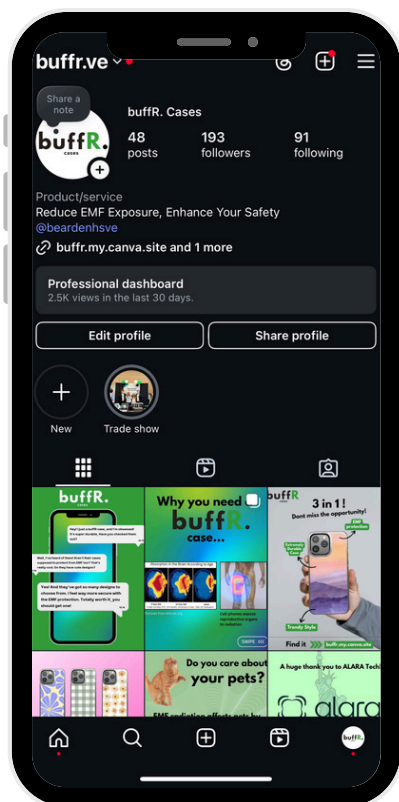
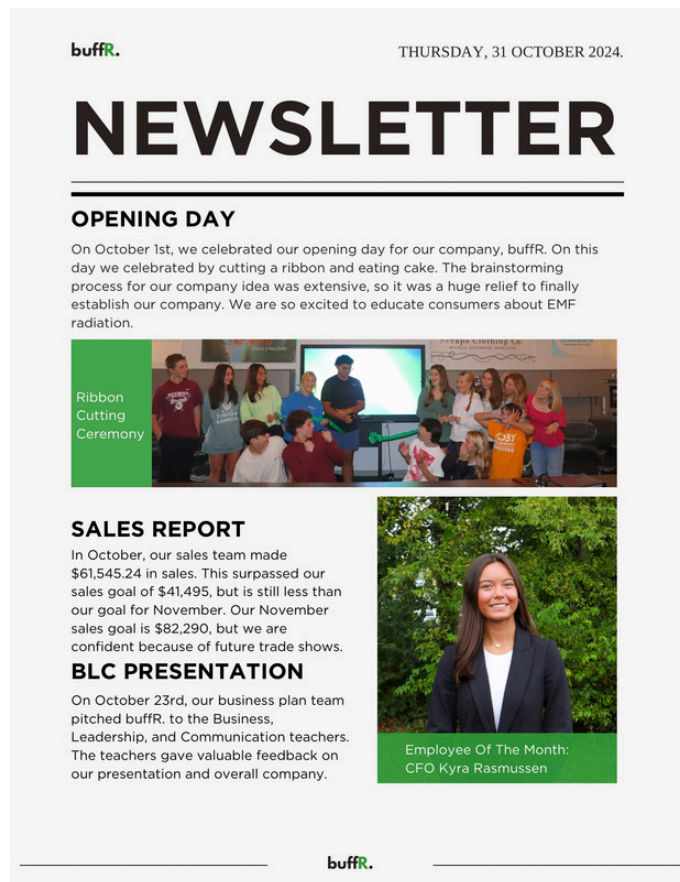
The tenant is responsible for procuring General Liability insurance for the business, which protects the tenant and the landlord from litigation arising from accidents, or any other claims against the tenant based upon a variety of circumstances that arise. The policy must indicate that the landlord is named as a "loss payee" and the policy must be in the amount no less than \$500,000. This insurance may be purchased from a Virtual Enterprise firm registered as an insurance agent, or company. If the tenant purchases this insurance from the VE Central Office insurance company, the premiums must be paid to VE Insurance Acct #630907153. This insurance must be purchased no later than 12/31/2024.

Signature of Tenant Authorized Officer (School Admin) _____

Date 10-16-24

For educational purposes only

Marketing Examples



Instagram: @buffr.ve



MTUS Trade show



Tennessee baseball Promotion