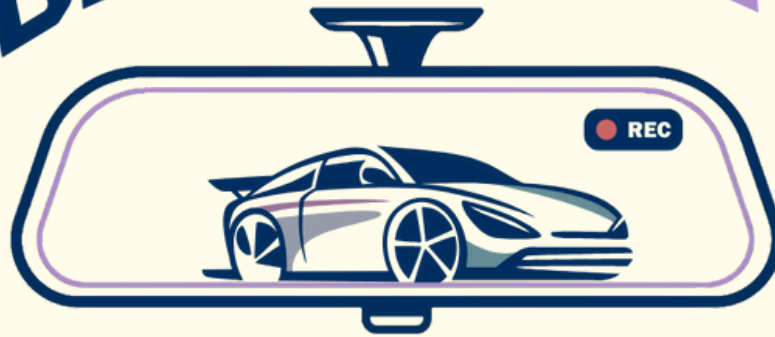


**DRIVE***SMART*



**2024 – 2025**

# ***Business Plan***

**“One Moment of Caution,  
Leads to a Lifetime of Safety”**





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# Executive Summary

**DriveSmart** understands the growing concern that parents have about their teen drivers. According to In-House Market research, over 90% of respondents either know someone or have been involved in an accident(1). Impaired driving, distractions from mobile devices, and a general lack of awareness contribute significantly to these accidents. Young drivers often underestimate the risks associated with unsafe driving behaviors, resulting in tragic consequences. With teens being three times more likely to get into a car accident there is an urgent need for a solution that benefits both parents and teens(2). **DriveSmart** emerges as the innovative solution to the alarming rise in road fatalities and driving hazards. **DriveSmart's** revolutionary dash cameras offer panoramic views and customizable alerts for distractions such as speeding and swerving. Paired with the **DriveSmart** app, which sends real-time alerts to parents, the firm allows drivers to have a safety net while providing parents with peace of mind. This comprehensive solution not only helps young drivers stay safe but also reassures that every loved one will make it home safely.

## Mission Statement

Through innovative technology and high-quality products, **DriveSmart** emphasizes one moment of caution, that leads to a lifetime of safety.

## Product Overview

**DriveSmart** sells advanced dash cameras with AI-Integration and machine learning. This allows drivers to be alerted of unsafe driving behaviors such as phone usage, speeding, and swerving, further protecting drivers on the road. Paired with the **DriveSmart** app, which they get with the purchase of the cameras, parents can track and get real-time alerts of what the vehicle detects. **DriveSmart** gives every driver an extra safety net by providing customizable bundles and individual products in case of any roadside safety emergency. The company sells four bundles, each with their respective products, a dash-cam, and a two-year warranty. **DriveSmart's** products are chosen with care to align with the company's commitment to providing safety to every driver and making the roads a safer place.



## Company Goals

### Short-Term

**DriveSmart** will establish partnerships with local organizations and insurance companies by the end of 2025 to promote the firm's products. This will foster a safer driving community for all individuals.

### Mid-Term

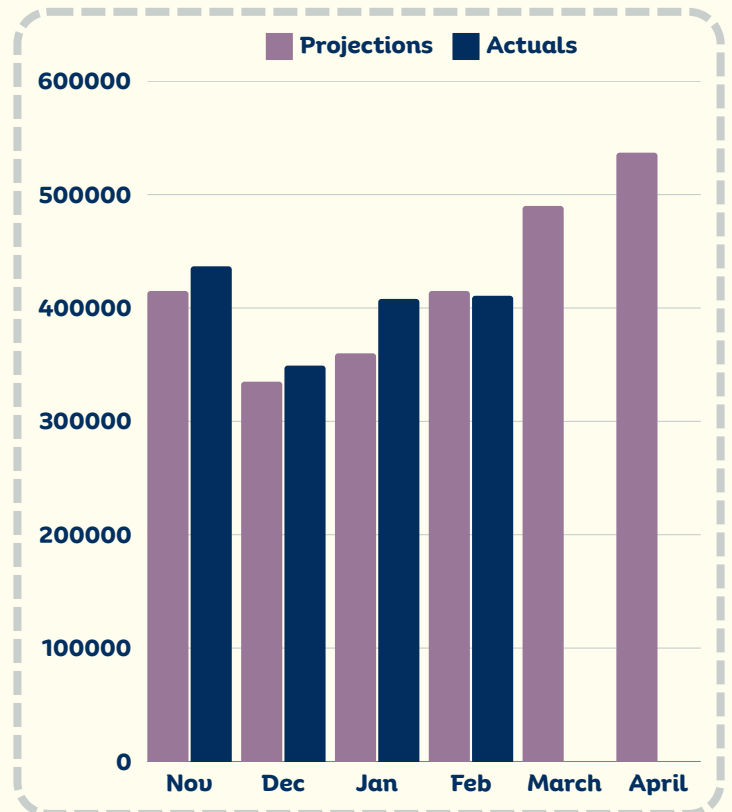
By January 2027, **DriveSmart** will implement its dash cameras and forge partnerships with ride-sharing companies such as Uber and Lyft, providing a safer community and to boost brand recognition.

### Long-Term

In its 5th year and beyond, **DriveSmart** will introduce new feature enhancements into the cameras such as alcohol detection to reduce accidents and deepen its partnership with Mothers Against Drunk Driving.

## Financial Goals

**DriveSmart** began operation in October 2024 as an S Corporation with equity investments totaling \$200,000 and debt financing totaling \$150,000. **DriveSmart** secured two sales contracts with Walmart and Sweet Driving School to put its innovative dashcams in the hands of young teens and the everyday consumer. The average cost of goods for one of **DriveSmart's** products is \$95.54 while the average selling price is \$238.87, resulting in an average gross profit margin of 60%. The company's Fixed Charge Coverage Ratio is sitting at 1.16 reflecting its strengthened ability to cover financial obligations and manage debt more effectively. The company has consistently surpassed sales projections and expects to break even in April 2025. **DriveSmart** has generated an aggregate net profit of \$60,456 as of February 2025, and current sales projections showcase over \$2.6 million in sales by the end of its first fiscal year.



**“One Moment of Caution,  
Leads to a Lifetime of Safety”**

**Sincerely,**

*Diana Rodriguez*, **CEO**





# Business Rationale

## Customer Empathy

Obtaining a driver's license should be a joyous occasion for teenagers and their parents; instead, there is a growing concern for the safety of drivers. According to the Centers for Disease Control, Teens are three times more likely to get into car accidents due to their lack of experience and safe driving habits. Additionally, in-house market research conducted by **DriveSmart**, 90% of respondents have either known someone who has been in a car accident or have been in one themselves.(1) With these alarming statistics, parents are constantly worried as they send their new drivers onto the road.



## Problem Statement

According to the Insurance Institute for Highway Safety in 2022 more than 42,000 people nationwide were killed in accidents.(2) Teens are three times more likely to be involved in a tragic accident, and their inexperience puts their lives in danger every day. Impaired driving, distractions from mobile devices, and a general lack of awareness contribute significantly to these accidents.(3) The U.S. Department of Transportation revealed that in 2022 over 180,000 teens were injured and 2,000 were killed in accidents nationwide.(4) Many young drivers underestimate the risks associated with unsafe driving behaviors, often resulting in tragic consequences; more than 50% of teenagers and young adults who died in crashes in 2021 were not buckled up at the time of the crash.(5) Furthermore, the pressure of social influences can lead teens to engage in risky driving practices, exacerbating the problem. These alarming statistics highlight the urgent need for innovative solutions that **DriveSmart** does to enhance road safety for this vulnerable demographic.



**42,000 killed in car accidents**

## Solution Statement

**DriveSmart** emerges as the innovative solution to the alarming rise in road safety statistics. With the lack of experience new drivers have, **DriveSmart** offers advanced driver assistance dash cameras to alert drivers to potential hazards. These products can notably diminish traffic dangers and offer consumers peace of mind. According to the National Safety Council, with Advanced Driver Assistance Technology, there can be a 60% reduction in car accidents on the roads.(6) These dash cameras offer users real-time alerts that range from speeding to swerving allowing drivers to have a wide variety of caution alerts as they drive. By alerting drivers of potential hazards, new and inexperienced drivers are able to have that added protection as they drive. Through the app, parents or users are able to get these real-time alerts to stay alert of the drivers. **DriveSmart** not only provides drivers with a safety net but provides parents with the peace of mind and reassurance that their loved ones will make it back home.



# Company Goals

## Short Term

### **Goal:** Establish Partnerships With Insurance Companies

- **Strategy:** DriveSmart will collaborate with insurance companies to create mutually beneficial offers such as insurance discounts for parents of teenage drivers using DriveSmart products. These established campaigns will be used to facilitate driver education to both parents and teenagers through DriveSmart's advanced technology, boosting the firm's credibility and creating a positive impact on driver dependability.

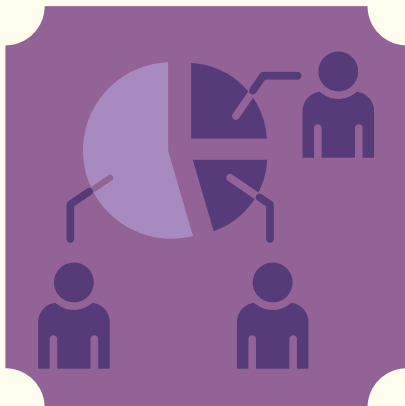


### **Goal:** Strengthen Collaborations With MADD

- **Strategy:** DriveSmart aims to volunteer and prosper a safer community through various fundraisers alongside Mothers Against Drunk Driving(MADD) such as the Walk Like MADD walk-a-thon to encapsulate their mission of promoting safer roads through education and awareness. Together, both DriveSmart and MADD have the power to diminish alcohol-impaired driving with future resources added to DriveSmart's product market.

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## Long Term



### **Goal:** Forge Partnerships with RideSharing Companies

- **Strategy:** DriveSmart aims to reach ride sharing companies in the future to not only diminish fatal statistics but also retain a vital source of evidence in the event of accidents or disputes on the road. Via DriveSmart's advanced units, users of ride sharing companies will be provided with peace of mind all while guaranteeing both ride sharing companies and DriveSmart are positioned as community leaders in driver safety.

### **Goal:** Introduce New Feature Enhancement

- **Strategy:** DriveSmart is proud to launch its newest technology enhancement in the market. Drug, alcohol, and health detection breathalyzers accompanied with a vehicle ignition lock will be integrated into DriveSmart's dash cam software in an effort to reduce the number of alcohol-impaired fatalities. With an estimated BAC (Blood Alcohol Content) level, this future ignition lock will keep DriveSmart ahead of the curve all while maintaining the safety and security of all drivers.
- On a national scale, 32% of all traffic incidents are caused by drunk drivers therefore DriveSmart strives to move forward with the established contracts with MADD and other corporations, deepening community awareness among drunk driving. DriveSmart and MADD will work closely in order to address this urgency.(7)

# About the Business

## Company Overview

**DriveSmart** offers innovative technology and high-quality products that help promote safer driving. With its high-tech dash cameras, the company provides drivers with extra caution as they drive, helping prevent potential hazards. The company has also carefully curated safety products and bundles that are essential in emergency situations to help prepare and establish the safety of its consumers.

**DriveSmart** began operation in October of 2024, with its headquarters located in Central Bakersfield, serving as a joint warehouse and office space. The company filed as an S-Corporation, allowing the company to avoid double taxation, provide limited liability protection, and enable their employees to become shareholders.

**DriveSmart** also offers its consumers an app that allows users to receive real-time alerts and track their drivers. The parents of new drivers aged 16 to 18 are the primary target market for **DriveSmart** as these products provide parents with the ability to send out their new drivers onto the road feeling confident about the return of their teenagers at the end of the day.



## Mission Statement

Through innovative technology and high-quality products, **DriveSmart** emphasizes one moment of caution, that leads to a lifetime of safety.

## Organization

**DriveSmart** is arranged in a hierarchical organizational structure to enhance communication and promote career growth at all levels. The firm utilizes many tools such as its website, email, and monthly newsletters, allowing every voice to be heard, from the frontlines to the executive team. This also encourages a stronger level of teamwork and encompasses a sense of camaraderie among each department. **DriveSmart** consists of 25 employees: 6 executives, 5 directors, 5 managers, and 9 associates, divided into five departments: Finance, Human Resources, Marketing, Sales, and Technology. All employees were hired and placed in their respective departments based on a thorough interviewing process and diligent consideration of their skills. This structured strategy promotes collaboration and personal development, making **DriveSmart** adaptable and challenge-ready, ultimately promoting the firm's mission.



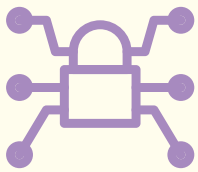
## Strengths

### Continuous Software Updates

**DriveSmart's** dedication to continually update its software allows for the company's products to remain advanced and up-to-date with a constantly evolving technological market. By providing regular software updates, **DriveSmart** keeps its cameras ahead of the latest developments in technology and promotes safer driving habits.



### Advanced Protection



**DriveSmart's** commitment to having cutting-edge technology assists inexperienced drivers in staying protected and alert of distractions while on the road. This technology includes cameras with AI integration and detection sensors, which track the driver's activity inside and outside the vehicle. Additionally, the cameras' customizable distraction alerts serve as a safety net, enabling drivers to make the best decisions when driving.

### Pertains to Any Driver

With young drivers being the most at risk compared to other age groups, **DriveSmart** directs its products to the guardians of adolescent drivers. As the firm aims to reduce accident rates, **DriveSmart** products assist drivers in operating safely. With protective features in place, **DriveSmart** promotes enhanced safety on the road for drivers of all ages and experiences.



### Company Culture



**DriveSmart** fosters an inclusive and supportive workplace by prioritizing Diversity, Equity, and Inclusion (DEI), establishing that every employee feels valued and respected. The company also celebrates Culture Week, where employees explore and learn about different cultures, encouraging shared learning and celebration. This not only strengthens team bonds but enhances innovation and creativity by embracing diverse perspectives.

## Weaknesses

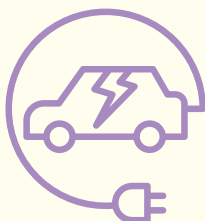
### Data Privacy Concerns

**DriveSmart's** cameras record footage for hazard detection, legal protection, and real-time alerts, which may cause consumers to have concerns about how their data is being used, stored, and shared, causing reluctance towards using the cameras. **DriveSmart** addresses these concerns with clear communication regarding data collection, usage, and storage practices. The company also informs users how their data is protected and kept private through online video webinars and a consumer user agreement, as well as employing security measures to safeguard user data.



### Innovations in New Vehicles

Newer car models are beginning to incorporate technological features, such as Artificial Intelligence integration. Nonetheless, **DriveSmart** provides real-time distraction alerts, live notifications for guardians, and incentives for safer driving. **DriveSmart** incorporates these improvements through the company's interactive app, which delivers distraction prevention detections, rewards for safe driving habits, and a more affordable price tag in comparison to newer car models. **DriveSmart** emphasizes the unique features of its products through targeted marketing which stresses the importance of additional safety when driving. No matter what car a customer drives, the addition of a **DriveSmart** camera contributes useful protection.

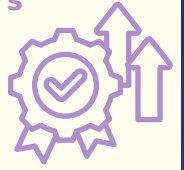




# Opportunities

## Continued Improvement of Systems

As technology advancements continue to appear, so does the improvement of **DriveSmart's** products, allowing the company to withstand changes in the industry over time. Genpact predicts that by 2025, firms who have adopted AI(Artificial Intelligence) will be 10 times more efficient and have twice the market share than those that have not.(1) **DriveSmart** is aware of this amazing opportunity and plans to expand its use of AI for uses such as GPS navigation.



## Collaboration with Ride-Sharing Companies



**DriveSmart** sees an opportunity to collaborate with companies that employ drivers like Uber or Lyft. This would improve the safety of all passengers through the company's advanced dash cameras. This partnership would allow these companies to maximize the safety of their customers, improve driver dependability, and reduce legal liabilities, all while enhancing **DriveSmart's** product credibility and trust among consumers.

## Working with Insurance Companies

Collaborating with insurance companies will allow **DriveSmart** to utilize its products for real-world usage and safety. By sharing monthly driving reports, insurance companies will incentivize their drivers with discounts for consistently practicing safe driving habits. This partnership would improve the credibility of the company cameras, and provide insurance companies with real-world driving data.



# Threats

## Teens Aversion to Have This Technology



Teens, whose parents purchase **DriveSmart's** products, may be reluctant to implement **DriveSmart's** safety products into their cars, as they may believe it's pointless or prefer to rely on their own judgment, rather than trusting technology. To mitigate this, the **DriveSmart** app that engages teens with point systems and rewards for safe driving behavior, further incentivizing and engaging teens in safe driving habits.

## Intense Competition

**DriveSmart** faces the rapidly expanding car-safety tech market, where established companies and emerging start-ups are creating similar products. The company may find it difficult to stand out from the competition and hold onto market share. To address this, the company focuses on continuous improvements, updates, and unique features in our products. **DriveSmart** is constantly researching the market and plans to develop new features as a long-term goal



## Economic Downturns



Economic downturns may cause consumers to become more frugal with their money and prioritize necessities over **DriveSmart's** safety technology, which they may perceive as unnecessary. The company's sales would be greatly impacted by the change in consumer spending, especially the higher-priced items. To counter this, the company offers payment plans, as well as highlighting the long-term savings that come with utilizing **DriveSmart** technologies.




# External Environment

## Competitive Analysis

### Real World Competitors

**Pruveeo:** One of **DriveSmart's** main competitors is Pruveeo, a small business that aims to provide a more detailed understanding of vehicles surroundings with their dash cams and technology. Although Pruveeo offers technical availabilities like loop recordings, radar motion detection, and quality night vision, **DriveSmart** faces a unique opportunity that highlights the firm's mission by prioritizing real-time distraction alerts. **DriveSmart** addresses driver distractions with customizable settings such as a ding, a light or a voice that ultimately enhances driver safety. Additionally, **DriveSmart's** real-time alerts are linked aside the company's app that further notify the guardians behind the app. This installment ensures that not only drivers but the parents and their teenagers are aware of their children's unsafe driving habits, obtaining secure and safe roads.

**Vantrue:** Vantrue, another online dash cam organization also recognizes a similar outreach to diminish road accidents through technological advancements. Likewise, Pruveeo and VanTrue's dash cams are up to par with each other, making them **DriveSmart's** main competitors. VanTrue also offers features such as GPS navigation and panoramic views however, **DriveSmart** thrives in the tech market for safety issued products through encrypted reward systems all while highlighting the firm's advanced features. With **DriveSmart's** dash cams, consumers can accumulate an abundance of points for every safe driving habit that can later be incentivized through a spectrum of benefits including insurance deductions for parents. These points are recorded through the app including a weekly or bi-weekly report of the driver's performance on the road, solidifying peace of mind at all times.

Company	Distraction Prevention	Reward Systems	A.I. Integration	App Based
	✓	✓	✓	✓
	✗	✗	✓	✓
	✗	✗	✓	✓



## Indirect Real-World Competitors -----

**Life360:** **DriveSmart** has recognized a potential indirect competitor. Life360 is a location-based service that allows smartphone users to track family members through the use of an app. The app is designed to detect car crashes, speeding, roadside assistance, and driving summary/reports.

**DriveSmart** and Life360 both recognize the importance of an individual's safety in a vehicle however, users of Life360 have given testimonials where over 40% of alerts and GPS navigations are inaccurate, leaving users dissatisfied and skeptical. **DriveSmart** is proud to launch its technological app that provides maximum reliability and accuracy.

**DriveSmart's** app serves its clientele several beneficial aspects that keep the company ahead of the curve, including daily, bi-weekly reports and live footage of their driving using quality-tested AI-integration and real-time alerts. The firm also addresses this understanding through its advanced technological bundles that are manufactured through a credible source and offer several other enhancements, such as roadside assistance and comfort, that set the company apart from Life360.

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**Audi:** Audi Media Center, an automotive organization focused on electric vehicles, positions itself as a leader by incorporating renewable energy into its detection systems. Audi enhances safety with advanced technologies such as ultrasonic sensors, LiDAR, and cameras to monitor the vehicle's surroundings and traffic. However, some features, like the driver assistance system and Audi pre-sense, have been reported to malfunction at times.

**DriveSmart** sees this as an opportunity to differentiate itself in the market by offering unique features that aren't available in all vehicles, including Audi. Leveraging AI-integrated systems and providing weekly driving reports, **DriveSmart's** dash cams offer drivers audible alerts and visible warnings about potential dangers nearby. This proactive approach aims to help drivers recognize unfamiliar threats and respond quickly, further emphasizing **DriveSmart's** mission to improve road safety. Through these innovations, **DriveSmart** strives to offer a more reliable safety solution for drivers, addressing gaps in existing vehicle technologies.

### Indirect Competitors



**Life360**

**40% of false crash  
detections**

**Limited Features**

**Users left dissatisfied  
and skeptical**



**Audi**

**Reported  
malfunctions**

**Inaccurate Alerts**

**For higher income  
individuals**

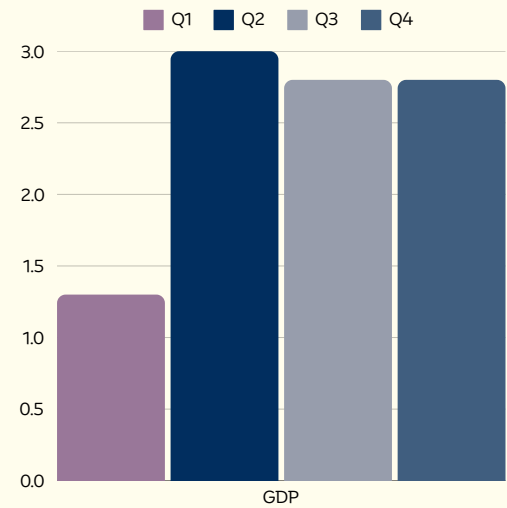
### Virtual World Competitors

**DriveSmart** faces a unique opportunity within the Virtual Enterprise market. The company finds that no virtual competition exists. However, all operating businesses at trade shows pose an indirect threat to the firm regardless of product line. Each company aims to attract potential customers and a broad spectrum of customer reach. To mitigate this, **DriveSmart** embeds unique marketing tactics that guarantee a broader availability in clientele. By utilizing premium sales, eye-catching booths, car simulators, small car souvenirs, business cards, and prized raffles, the firm projects a maximum profit in trade show sales all while building lasting connections with consumers.

# Current Economic Conditions

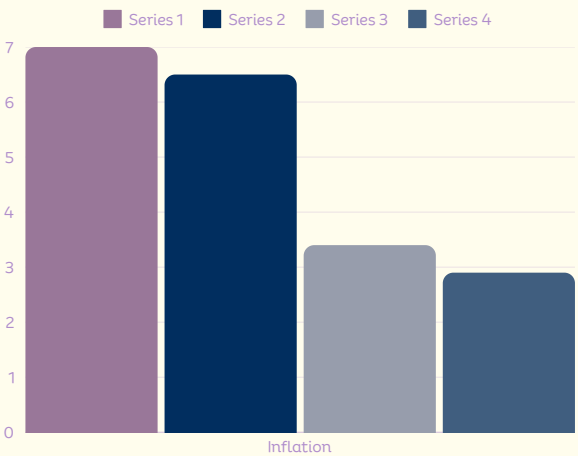
## The Real GDP:

The gross domestic product (GDP) is an important indicator of the economy's current condition that directly affects consumer purchasing choices. According to the U.S. Bureau of Economic Analysis, the real GDP saw a 2.3% increase in the fourth quarter. (1) With this increase it is in the ideal spot of 2-3% that indicates a sustainable and consistent economy. However, there is a lot of uncertainty in the current markets affecting consumers purchasing power. The firm's commitment to promoting safety and reducing high accident rates with advanced technology helps the company stand out in the VE and real-world markets.



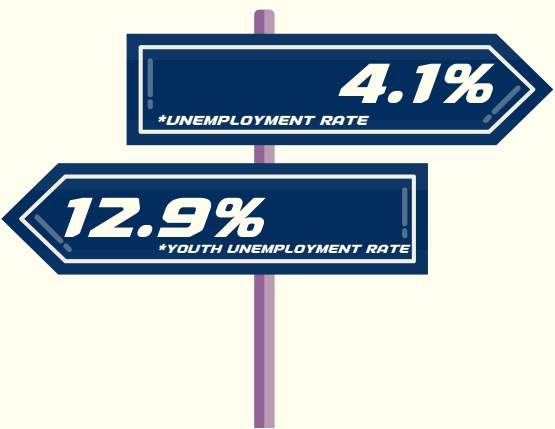
## Inflation Rate:

Inflation has been a key factor in influencing consumer spending. As of January 2025, inflation is at 3%, showing a rise in prices and causing consumers' purchasing power to moderately slow down(2). This increase is likely to continue as the implementation of the tariffs. This potentially will cause trade wars, driving higher inflation rates and causing consumer confidence to decline. The firm is confident that, with a stable job market and consistent GDP growth, consumers will continue to allocate their disposable income towards innovative companies like **DriveSmart**.



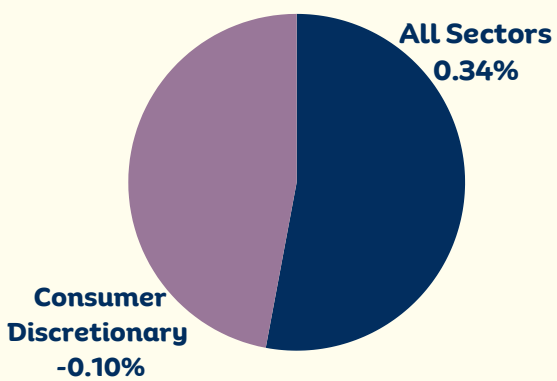
## Unemployment Rate:

As of February 2025, the unemployment rate is at 4.1%, reflecting a stable job market. Stable labor conditions generally raise consumer confidence, which can result in higher spending. (16) According to the Bureau of Labor Statistics, youth unemployment is 12.9%, highlighting challenges for younger workers entering the workforce and has seen a 1.1% increase since January. Despite these challenges and the increase in youth unemployment, the job market remains stable, opening up many opportunities for the company to maximize.(3)



## Consumer Discretionary Spending:

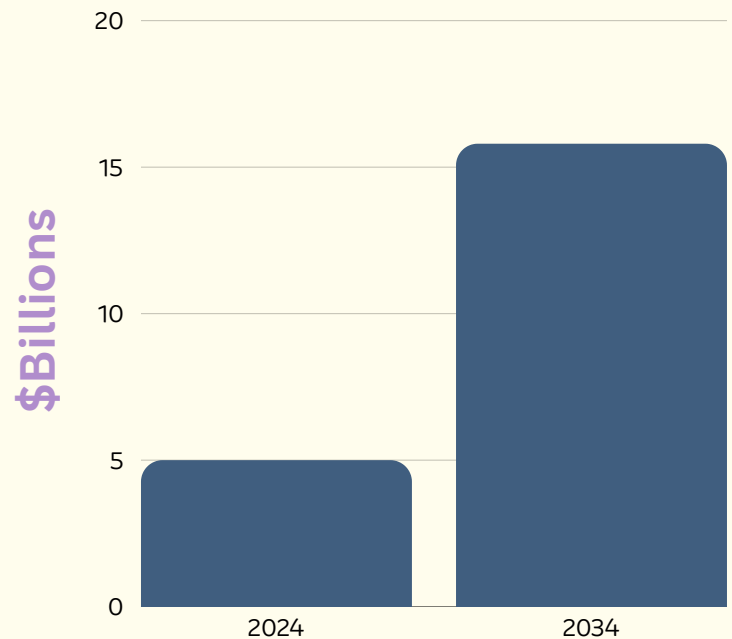
According to Bloomberg, all sectors have increased by 0.34%, while consumer discretionary spending has decreased by -0.10% (4). With consumer discretionary spending on the decline and all sectors showing positive performance, the company remains confident that once the economy adjusts after the implementation of the new tariffs, a strong rebound in growth is anticipated. This rebound is expected to be particularly evident in consumer discretionary spending, which serves as a key indicator of the economy's direction. As these sectors constantly evolve, **DriveSmart** can capitalize on the rising demand for innovative safety products in a safety-conscious market.



## Real World Analysis

**DriveSmart** resides in the safety and dash camera industry, which prioritizes everyone's safety on the road. This industry, alongside the tech industry, has been growing rapidly within the past decade. "The dashcam industry is expected to advance at a CAGR of 18.5% from \$5.17 billion in 2024 to \$15.8 billion by 2034". The need for new advancements in technology combined with the growing concern of drivers is factoring into the growing dash camera industry. Additionally, with the growing need for dashcam footage for insurance claim settlements, **DriveSmart** can capitalize on partnerships with insurance companies. This anticipated growth aligns with **DriveSmart's** vision, presenting exciting opportunities for the company to expand and thrive in the years to come.(5)

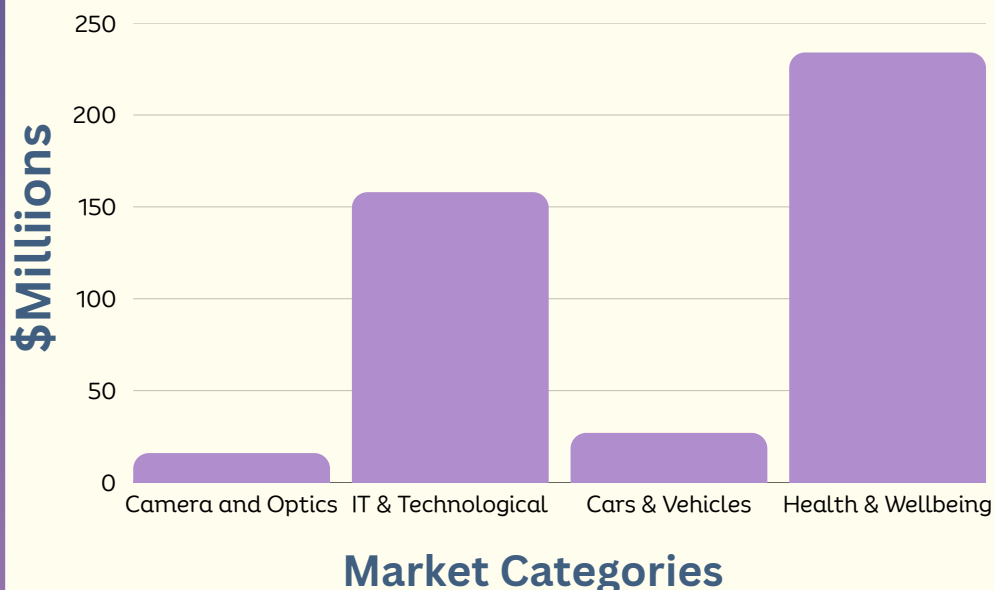
## Dashcam Market Projections



## Virtual Analysis

Within the Virtual Enterprise market, **DriveSmart** primarily falls within the camera, IT, and technological industries. Both of these markets combined had an average income volume of about

## VE Industry Sales



"\$87,094,828". By falling under multiple markets, **DriveSmart** can successfully attract a wide range of consumers in multiple markets. Additionally, the subcategories health, wellbeing, and vehicles are some of the categories with the most transitions. From June 2020 to January 2025, the health and wellbeing category has had "\$14,823". With **DriveSmart** offering drivers and parents peace of mind as they drive, the company is able to attract consumers within this market to help ease their minds improve their mental health, and provide them with a safety net as they drive. (6)

## Primary Target Market

**DriveSmart** has identified the parents and guardians of teen drivers as their primary target market. Research has proven that more than half of all parents typically express more concern about their teen's driving capabilities than the teens themselves.(1) Additionally, in 2019, distractions were the leading cause of car accidents, resulting in 3,142 deaths, 9% of those people were from the ages of 15 to 19.(2) Aware of these staggering statistics and such issues, most grandparents feel apprehensive about their grandkids driving as well. Furthermore, since grandparents have had more time to build financial stability, they typically have more disposable income than most parents. This enables them to purchase more products **DriveSmart** has to offer for their grandchildren's safety. Due to these concerning figures, that highlight the emotional burden set upon the parents of teens, **DriveSmart** sees a key opportunity to provide these families a suitable solution that will be most beneficial for them. **DriveSmart** offers families a powerful solution that will prioritize their children's safety, and consequently, provide them peace of mind in light of their worries about teen driving.



## Secondary Target Market



**DriveSmart's** secondary market is composed of businesses that pertain to driving. In 2022, 1,369 workers driving or riding in a company motor vehicle died in the U.S.(3) This striking statistic contributed to 25% of all work-related deaths that year, resulting in businesses losing over \$2 billion dollars. **DriveSmart** aims to reduce these staggering statistics by offering businesses advanced driver assistance dash cameras that enhance driver safety, ultimately encouraging a culture of responsibility that protects not just employees, but their families and communities.

## Buyer Persona

**Ashley  
Gonzales**



- 42 years old
- High School teacher
- Mom of a soon-to-be teen driver
- Gonzales is afraid for her daughter's safety on the road



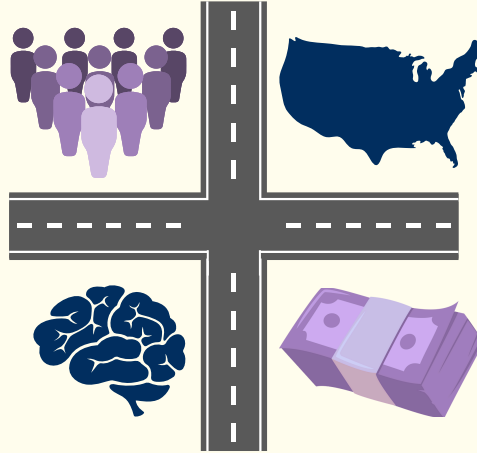
# Marketing Segmentation

## Demographic

- ⦿ All Races and Genders
- ⦿ Guardians seeking peace of mind

## Psychographic

- ⦿ Safety, responsibility, and mentorship
- ⦿ Teen accidents, distracted driving, and child independence



## Geographic

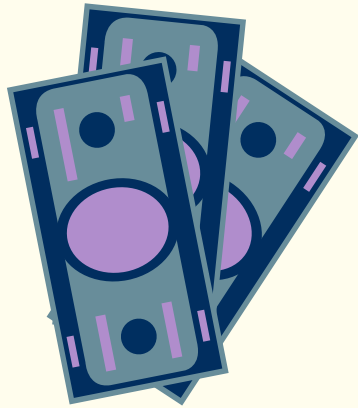
- ⦿ Western United States
- ⦿ Eastern United States

## Socioeconomic

- ⦿ Middle Class
- ⦿ \$56,000-\$169,000

## Socioeconomic:

**DriveSmart** primarily targets middle-income families that own vehicles that do not possess advanced driver assistance technology. The median household income ranges anywhere from \$56,000 to \$169,000 depending on where the family lives in the United States.(4) Families with similar incomes most likely do not own a car that is safe for their teens, which is why these families benefit most from **DriveSmart**. With middle-class families of teens as the primary market, **DriveSmart** appeals to families with more disposable income. In addition, grandparents are inclined to have more disposable income than millennial parents, who also want to achieve the ultimate goal of safety for their grandchildren.



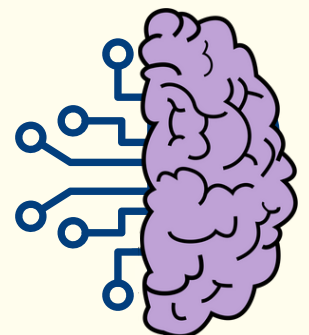
## Geographic:

**DriveSmart** prioritizes selling products across the United States through its e-commerce website, ensuring that each customer receives the most effortless experience at **DriveSmart**. By focusing on domestic sales, customers will have faster delivery times, lower shipping costs, quality customer support, simple returns, and many more. Additionally, having the facilitated warehouse stationed in Central California allows for more accessible products to be shipped out to surrounding areas. The number of fatal vehicle crashes in the United States has grown from 36,835 in 2018 to 42,795 in 2022.(5)

**DriveSmart's** exclusive focus on domestic sales guarantees the nation's level of safety rise by supplying quicker access to items that enhance protection.

## Psychographic:

**DriveSmart** caters to families that are constantly concerned about their teenagers' safety as they drive. With the lack of experience young drivers possess, the roads can be even more dangerous for them. The company offers the families of these drivers a solution that will increase their children's safety in real-time as they drive. Using **DriveSmart's** cameras, families can be notified immediately if the driver is in the process of doing anything potentially dangerous. Most teens feel agitated to drive, according to a survey of 600 teens, and 28% of those teens have skipped certain activities in the past to avoid driving.(6) **DriveSmart** will provide these frightened teens and their families an alternative as they deal with building confidence on the road.

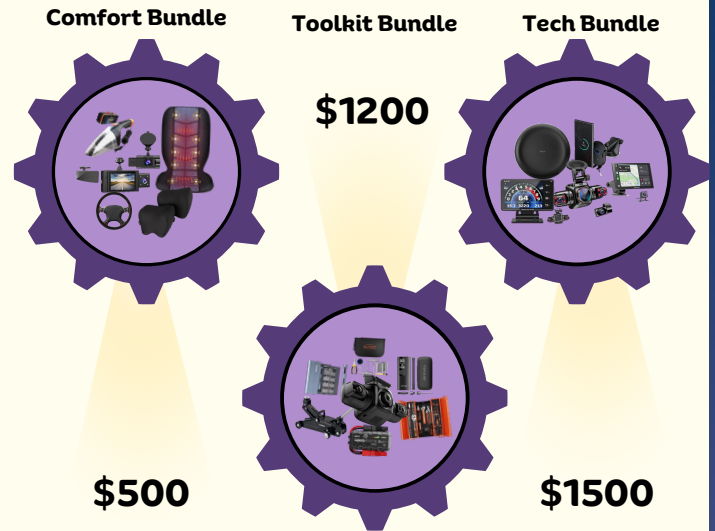


## Products

**DriveSmart** provides a wide selection of items to enhance adolescent drivers' safety. Every safety product and bundle is tailored towards specific driver needs and potential situations a driver may encounter, providing a safer community. Some products include advanced driver assistance dash cameras, GPS navigators, self-defense kits, and steering wheel locks. The advanced cameras offer new and enhanced features like panoramic views and real-time distraction alerts to mitigate distracted driving.

While each camera uses safety warnings and alerts for situations such as swerving or speeding, the panoramic and all-in cameras include add-ons and sensors to set all around your vehicle, to have a complete and clear view of potential threats. All of these products can be found in curated bundles such as the tech bundle, toolkit bundle, and human safety kit bundle. This wide range of products allows customers to choose the best possible safety products to suit their needs. By consistently upgrading technology, **DriveSmart** delivers the most recent developments in car safety to its customers. Families and parents who value their new driver's safety will find **DriveSmart** to be a helpful option due to its versatile catalog, increased driver confidence, and vital prevention features.

## Bundles



## Pricing

### Cameras



**DriveSmart** offers a variety of high-tech products that assist drivers in practicing safe driving habits. The company sells cameras that range in price from \$250 to \$650, with the highest-priced camera, All-In, providing features that offer maximum safety. The dash cameras, upon purchase, come with a 90-day warranty, which extends to 2 years if purchased within a bundle. **DriveSmart** bundles and safety kits range between \$500 and \$1,500, and include various tools, cameras, and systems for increased protection in various driving situations.

In addition, the company offers breathalyzers available for individual purchase for \$100 and anti-theft goods starting at \$65, contributing to **DriveSmart's** teen safety mission. **DriveSmart** places these reasonable prices with the aim of reaching

guardians of adolescent drivers of all incomes. Start-up companies typically have profit margins from 60-70%. With this in mind, **DriveSmart** chose 60%, allowing the company to move quickly towards its break-even point while remaining affordable for the middle class. With a profit margin of 60%, the company stays competitive with other start-up companies. This large selection of products and prices, allows customers to purchase items designed to keep them safe on the road.



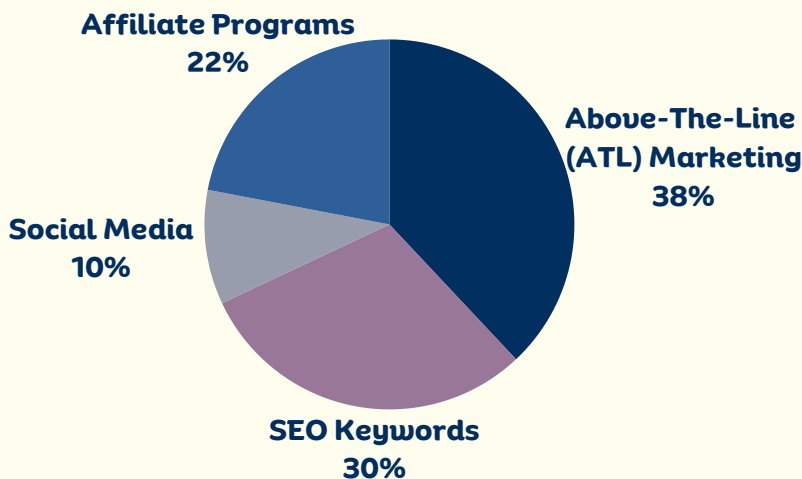
## Placement

**DriveSmart's** revenue streams include its out-of-network contracts, its user-friendly e-commerce website, and its involvement in VE trade shows. By having a website, the company is able to reach consumers throughout the United States. The out-of-network contract with Walmart provides the company with storefronts and an additional e-commerce website. In addition, trade shows generate 36.3% of **DriveSmarts** revenue, with the company's driving simulator attracting potential consumers. The **DriveSmart** simulator is present at every trade show where potential customers can experience the dash cameras working in real-time. The simulator offers special gadgets such as glasses customers can put on, which recreates the vision of a drunk driver. With the use of this exhilarating simulator, potential buyers learn the true dangers of un-responsible driving in an engaging way.



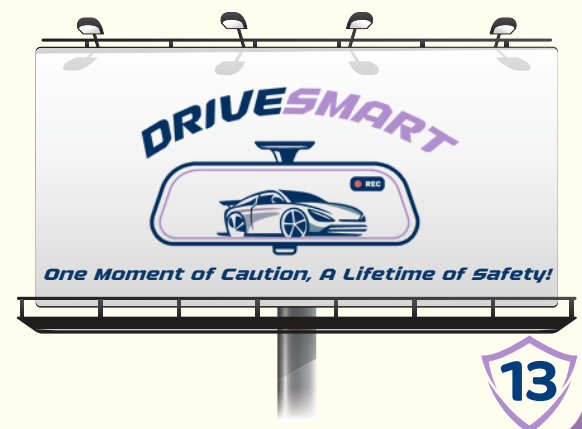
## Promotion

**DriveSmart** is aware of how essential promotion is for the company and its products, ultimately boosting the success of **DriveSmart**. The marketing budget is based on the expected sales volume, that is derived from monthly projections of web sales. The firm allocates 38% of its marketing budget on above-the-line (ATL), 22% affiliate programs, 30% on search engine optimization (SEO) keywords, and 10% on social media.



### *ATL Marketing*

Above-The-Line marketing are marketing strategies consisting of billboards, TV commercials, radio ads, and newspapers. ATL marketing's objective is to use mass media marketing techniques to reach a large audience, deriving the name Above-The-Line. This form of advertising will be seen by parents along with grandparents who desire to increase the safety of their teenage drivers. Furthermore, **DriveSmart** will be able to expand into further markets in this way by acquiring its secondary market, which consists of businesses.





## Affiliate Programs

It may be difficult for parents to trust a company to look after their teens on the road. From the perspective of parents, entrusting their children's lives to a company could be catastrophic if they do not choose wisely. This pre-developed trust between parents and credible corporations will facilitate and ease, further guaranteeing an investment into **DriveSmart** by parents.

The firm has three affiliate programs including American Automobile Association (AAA), Akai Driving School, and Kern Driving School. These partnerships can build brand recognition but more importantly, the trust between parents and the company. As awareness about **DriveSmart** increases overtime and products are in the marketplace, its reputation in helping consumers gain confidence will ripple nationwide.

## SEO Keywords

Research shows that more than half of all customers are heavily influenced to buy a certain product through suggestions they see online.(7) Interested consumers can be attracted to **DriveSmart's** company website by searching up specific words regarding **DriveSmart**. SEO keywords such as "Drive," "Smart," "Safety," and "Camera" are utilized and will assist in the process of families discovering **DriveSmart** on search engines and Walmart's ecommerce website.

## Social Media

The average adult in the United States uses social media for about 2 hours.(8) In these 2 hours, social media can be used as a tool for solving problems concerning day-to-day activities. With this, **DriveSmart** will be supplying informative educational videos on their online platforms such as Facebook that are dominant among parents, and platforms such as Instagram that are more dominant among teens. Videos will include tips surrounding **DriveSmart's** products and its operation. Outside of the purchase of verification badges and investments in YouTube promotions, **DriveSmart** is aware of the significance of attaining organic customers. The company does not prioritize buying views but rather building relationships and trust with its customers.



## Positioning

**DriveSmart** positions itself as a safety company that enhances and fosters responsible driving habits among new and upcoming teen drivers. **DriveSmart** was founded to provide families with peace of mind that they lacked prior to using the company's products. These products contain high cutting-edge technology that will guarantee them to operate as intended. Customers that utilize **DriveSmart's** products will increase the safety of their young teen drivers, in turn building the future to be abundant of more responsible drivers all while maintaining affordable product costs.

# Risk Management Strategies

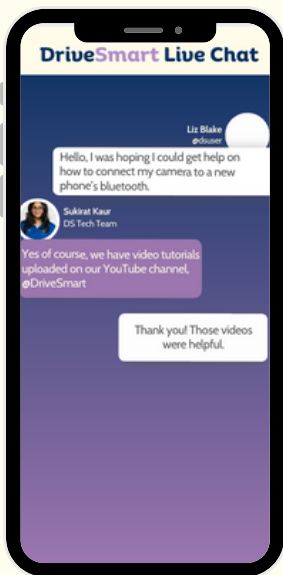
**DriveSmart** is committed to fostering strong, transparent relationships with its consumers, prioritizing both transparency and compliance in all business operations. To mitigate potential risks, the company has proactively engaged legal experts to verify full compliance with state and federal regulations.

At the heart of **DriveSmart's** approach to consumer trust is data privacy. The company addresses any concerns head-on by clearly outlining its data practices in the consumer user agreement. This agreement specifies that all data collected through its products is securely stored on an encrypted cloud server located in Central Bakersfield, California, accessible only to **DriveSmart**. However, it's important to note that **DriveSmart** does not actively monitor or interact with this data unless necessary for updates or enhancements. As part of regular product improvements, such as dash-cam updates, consumers are required to sign the agreement upon purchase and again with each software update. These updates reflect **DriveSmart's** ongoing commitment to adapting to new laws and maintaining compliance.

## User Agreement



## Consumer Communication



To further promote transparency and consumer empowerment, **DriveSmart** provides easy access to information about the data collected and consumer rights through the app and website. In terms of security, **DriveSmart** has implemented robust firewalls and two-step authentication for both the app and server to prevent potential breaches. The company also offers a live chat feature on its website to answer any questions and address concerns, reinforcing its commitment to open communication. Within the app, users can easily manage their privacy settings, giving them the ability to opt in or out of data-sharing preferences, track their data usage, and monitor how their information is being utilized. **DriveSmart** also sends timely notifications in the event of any changes to its data practices or security protocols, establishing that users are always informed.

To further reduce potential liabilities, **DriveSmart** has secured comprehensive liability insurance coverage, including General Liability, Product Liability, Errors & Omissions (E&O), and Cyber Breach. As a start-up, the company allocates up to \$25,000 annually for additional insurance, depending on the specific risks and needs. These strategic measures position **DriveSmart** to effectively navigate unforeseen challenges while maintaining the trust and confidence of its consumers.

## Insurances

**General Liability**

**Errors & Omissions**

**Product Liability**

**Cyber Breach**

## Business Risks

**DriveSmart** recognizes the risk of having a single manufacturer, leading to supply chain disruptions making it difficult to keep products consistently available. The company mitigates this by establishing contracts with back-up manufacturers, selected based on client feedback and alignment with the firm's values. **DriveSmart** has also identified product malfunctions as a potential business risk. To prevent product malfunctions, **DriveSmart** performs rigorous quality control and hazard detection simulation to authenticate that all dash-cams comply.

The growing rate of technology in the industry has also been identified as a potential risk. With technology constantly evolving, the industry remains highly competitive. As of 2025, it is experiencing a compound annual growth rate (CAGR) of 7.7%. By 2029, this is expected to increase to 8.2%, reaching an estimated value of \$13,176.84 billion as of 2025 at 7.7%, and in 2029 it is estimated to reach 8.2% or \$13,176.84 billion.(9) **DriveSmart** notably diminishes this by establishing a Research and Development team that is consistently looking into market trends to understand possible enhancements that the company can implement in the long term.



## Corporate Social Responsibility

**DriveSmart** prides itself in helping its community prosper. With this in mind, **DriveSmart** has committed to donating 5% of its net income monthly to MADD, Mothers Against Drunk Driving. MADD is a foundation that focuses on ending impaired driving for good, as well as supporting the victims of car accidents. By also volunteering in fundraisers, **DriveSmart** can continue growing its partnership with MADD to end high accident rates.

The firm also hosts roadside safety workshops in partnership with the local California Highway Patrol to further promote safe driving. Combining advocacy and education, **DriveSmart** funds Safe Street Grants to promote safer schools and a safer community. This unique blend of advocacy, education, and direct action sets **DriveSmart** apart, establishing a meaningful impact on road safety.

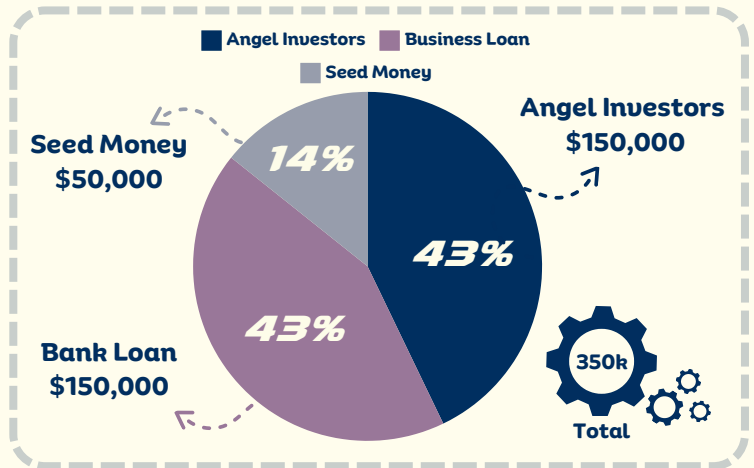




# Financial Planning

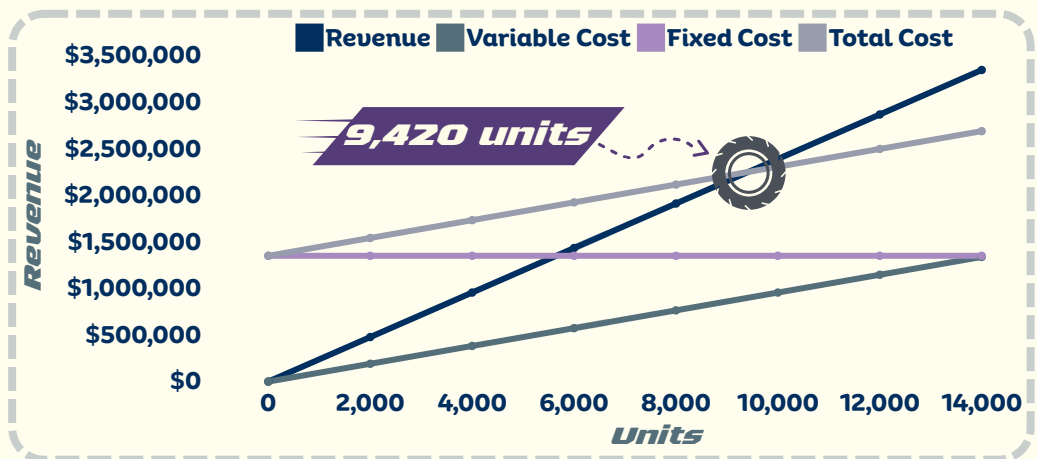
## Financial Highlights

Within its first month of operation, **DriveSmart** secured \$50,000 in seed funding, raised \$150,000 from three angel investors, and acquired a \$150,000 loan, bringing its total startup capital to \$350,000. **DriveSmart** used this funding to cover payroll, rent, utilities, office equipment, initial inventory, and manufacturing expenses, allowing **DriveSmart** to successfully launch its business. The company chose to secure the loan for a fixed interest rate of 10% and a term of 5 years because as revenue projections indicate, profits should be sufficient to meet payment obligations. **DriveSmart** notes that while a variable interest rate loan would have started at 9%, The Federal Reserve has steadily raised the federal funds rate to counter rising inflation and find a balance. This directly influences the prime rate and causes fluctuations in variable loan rates, which is why this uncertain economic outlook prompted the company to apply at a fixed rate. However, if this rate declines significantly, **DriveSmart** will explore refinancing options to improve its loan. Alongside its start-up capital, **DriveSmart** plans to develop a steady stream of revenue within the first couple of months of operations through out-of-network sales contracts. These contracts are established with Sweet Driving School and Walmart, totaling \$200,000 a month in sales revenue. The contracts began in November and will continue through the fiscal year ending in April 2025.



## Break-Even Analysis

**DriveSmart** can assess its profitability by conducting a break-even analysis of its revenue and total expenses. The average selling price of \$238.87 per unit was calculated by dividing total revenue by the total number of products sold (21). The company partners with manufacturers Samsara and TechData, providing additional technology to embed within the cameras to boost functionality. After taking into account manufacturing costs and the range of products the company offers, the average cost of goods (COGS) per unit was found to be \$95.54. This allows **DriveSmart** to calculate the variable costs by multiplying the COGS by a variable number of units sold. A unit is defined as a product or multiple, that equates to \$238.87 in sales. **DriveSmart's** projected annual fixed costs including various expenses amount to \$1,350,126. With these figures, the company achieves a 60% profit margin, reflecting the firm's thorough approach to ensuring accuracy in forecasting its fiscal performance. **DriveSmart** is projected to break even at \$2,250,084.40 or 9,420 units sold. **DriveSmart** anticipates reaching this milestone on an accumulated gross profit basis in April 2025, demonstrating its ability to balance operational costs and sales performance effectively.



# Profit and Loss Statement

	Actual Oct '24	Actual Nov '24	Actual Dec '24	Actual Jan '25	Actual Feb '25	Actual Total	Projected Mar '25	Projected Apr '25	Projected Total	Oct '2024 - April '25 Total
<b>Income</b>										
Business Contract	0	200,000	200,000	200,000	200,000	800,000	200,000	200,000	400,000	1,200,000
Trade Shows	0	170,885	77,596	128,818	126,152	503,451	200,000	240,000	440,000	943,451
Web Sales	0	65,873	71,582	79,179	84,629	301,264	90,000	97,000	187,000	488,264
<b>Gross Sales</b>	<b>0</b>	<b>436,758</b>	<b>349,179</b>	<b>407,997</b>	<b>410,781</b>	<b>1,604,714</b>	<b>490,000</b>	<b>537,000</b>	<b>1,027,000</b>	<b>2,631,714</b>
<b>Cost of Goods Sold</b>	<b>0</b>	<b>175,970</b>	<b>143,443</b>	<b>159,976</b>	<b>163,244</b>	<b>642,632</b>	<b>203,546</b>	<b>215,659</b>	<b>419,205</b>	<b>1,061,837</b>
<b>Total Gross Profit</b>	<b>0</b>	<b>260,788</b>	<b>205,736</b>	<b>248,021</b>	<b>247,536</b>	<b>962,082</b>	<b>286,454</b>	<b>321,341</b>	<b>607,795</b>	<b>1,569,877</b>
<b>Total %</b>		<b>59.71%</b>	<b>58.92%</b>	<b>60.79%</b>	<b>60.26%</b>	<b>59.95%</b>	<b>58.46%</b>	<b>59.84%</b>	<b>59.18%</b>	<b>59.65%</b>
<b>Expenses</b>										
<b>Sales &amp; Marketing</b>										
Advertising & Promotion	0	25,906	27,158	30,473	34,681	118,218	35,000	38,000	73,000	191,218
Customer Relations	0	1,820	960	1,100	1,450	5,330	2,000	2,350	4,350	9,680
Trade Shows/Travel	0	8,150	1,975	1,400	2,650	14,175	2,900	27,800	30,700	44,875
Website	1,000	700	700	700	700	3,800	700	700	1,400	5,200
<b>General &amp; Administrative</b>										
Accounting & Legal	2,000	1,000	1,000	1,000	1,000	6,000	1,000	2,000	3,000	9,000
Application Expenses	2,000	2,300	700	700	700	6,400	700	700	1,400	7,800
Charitable Donation	0	2,875	1,000	1,672	2,174	7,721	3,770	3,950	7,720	15,441
Depreciation	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	2,000	7,000
Insurance	7,426	14,852	14,852	14,852	14,852	66,835	14,852	14,852	29,705	96,540
Lease (Rent)	2,290	4,580	4,580	4,580	4,580	20,610	4,580	4,580	9,160	29,771
Maintenance & Supplies	1,625	750	750	750	750	4,625	750	750	1,500	6,125
Payroll (Net)	36,442	72,885	72,885	72,885	72,885	327,982	72,885	72,885	145,770	473,752
Payroll Taxes	17,229	34,458	34,458	52,365	34,458	172,968	34,458	34,750	69,208	242,176
401K - Employer Match	2,347	4,695	4,695	4,695	4,695	21,126	4,695	4,695	9,389	30,515
Research and Development	6,500	4,200	4,500	4,900	5,650	25,750	5,900	6,250	12,150	37,900
Security	1,185	165	165	165	165	1,845	165	165	330	2,175
Shipping (Outbound)	0	17,597	14,344	15,998	16,324	64,263	20,355	21,566	41,921	106,184
Utilities	2,675	5,350	5,350	5,350	5,350	24,075	5,350	5,350	10,700	34,775
<b>Total Expenses</b>	<b>83,720</b>	<b>203,283</b>	<b>191,072</b>	<b>214,585</b>	<b>204,064</b>	<b>896,724</b>	<b>211,059</b>	<b>242,343</b>	<b>453,402</b>	<b>1,350,126</b>
<b>Operating Income (EBIT)</b>	<b>(83,720)</b>	<b>57,505</b>	<b>14,664</b>	<b>33,437</b>	<b>43,472</b>	<b>65,359</b>	<b>75,395</b>	<b>78,998</b>	<b>154,392</b>	<b>219,751</b>
Loan Interest	0	1,250	1,234	1,218	1,201	4,903	1,185	1,168	2,353	7,255
Franchise Tax						0		3,296	3,296	3,296
<b>Final Net Income</b>	<b>(83,720)</b>	<b>56,255</b>	<b>13,430</b>	<b>32,219</b>	<b>42,271</b>	<b>60,456</b>	<b>74,210</b>	<b>74,533</b>	<b>148,744</b>	<b>209,199</b>
<b>(EBITDA)</b>	<b>-82,720</b>	<b>58,505</b>	<b>15,664</b>	<b>34,437</b>	<b>44,472</b>	<b>70,359</b>	<b>76,395</b>	<b>79,998</b>	<b>156,392</b>	<b>226,751</b>

\*DriveSmart has 25 employees    \*DriveSmart has insurances for both company liabilities and employee benefits

## P&L Summary

**DriveSmart's** Profit and Loss statement reflects actual data from mid-October through February and predicted data for March and April of 2025. In the first month of operations, profit was low due to start-up expenses and lack of revenue. According to the VE curriculum, profits and expenses are not recorded from May through September to allow for a summer break and provide more time for developing the company's startup. **DriveSmart** projects to achieve a strong total gross revenue of \$2,631,714 for the first fiscal year. After deducting the cost of goods sold of \$1,061,837, the company is left with a total gross profit of \$1,569,877, maintaining its average gross margin percentage of 60%. **DriveSmart's** expenses for the company total \$1,350,126, however, the company's out-of-network contracts cover 75% of payroll, payroll taxes, and cost of goods sold, relieving the company of a dramatic decline in profit. Ending its first fiscal year, **DriveSmart** is projected to have an operating income of \$219,751 before non-operation expenses like its loan interest and franchise tax. Per the VE curriculum, **DriveSmart** is expected to pay \$3,296 in annual taxes for the first year of operations resulting in a final net income of \$209,199. Franchise tax rates were determined due to the annual minimum state of California franchise tax of \$800 or 1.5% of the company's net income. To further demonstrate the company's financial performance, **DriveSmart** has also listed a (Earnings Before Interest, Taxes, Depreciation, and Amortization) line to provide a clear picture of the company's operating profitability to its investors.



# Balance Sheet

**DriveSmart's** Balance Sheet as of February 28, 2025, presents a comprehensive comparison of its assets, liabilities, and equity, offering a snapshot of the company's financial standing. Current assets consist of primarily 3 main categories: checking inventory and accounts receivable, totaling \$684,235 in net assets. While **DriveSmart's** inventory seems low, this amount was left at the end of February, and the company has already placed orders in preparation for the anticipated sales in March. Another key component in the company's assets is its appreciation which includes furniture, fixtures, computers, and office equipment. Depreciation is calculated monthly over a 5-year period (60 months) Moving on, **DriveSmart's** liabilities total \$416,676 from current payable liabilities and the company's long-term bank loan liability, which is currently being paid off in monthly increments of \$3,187.06. Equity is valued at \$267,559 involving shareholder contributions and the company's aggregate net income tab. To uphold its equity financing, **DriveSmart** has established an agreement with its investors alongside providing the company's Debt-to-Equity ratio. A ratio of 1:1.56 shows that the company has \$1.56 of debt for every dollar in equity. As a start-up company entering its second quarter, **DriveSmart** sees this ratio decreasing in the months ahead. This ratio coupled with liquidity ratios demonstrates the company's ability to liquidate assets to meet short-term obligations if necessary. This insight allows investors to see a clear picture of **DriveSmart's** financials, enabling them to make strategic decisions and optimize their investment strategies.

Balance Sheet	
As of FEBRUARY 28, 2025	
ASSETS	
Current Assets	
Checking	407,611
Inventory	21,624
Accounts Receivable	200,000
<b>Total Current Assets</b>	<b>629,235</b>
Fixed Assets	
Furniture & Fixtures	15,000
Less Accumulation Depreciation	-1250
Equipment - Office & Computers	30,000
Less Accumulation Depreciation	-2500
Equipment- Production	15,000
Less Accumulation Depreciation	-1250
<b>Total Fixed Assets</b>	<b>55,000</b>
<b>NET ASSETS</b>	<b>684,235</b>
LIABILITIES	
Current Liabilities	
Accounts Payable	30,095
Accruals:	
Payroll Tax Payable	34,458
Salaries Payable	72,885
Sales Tax Payable	132,389
401K Payable	4,695
<b>Total Current Liabilities</b>	<b>274,521</b>
Long Term Liabilities	
Bank Loan	142,154
<b>Total Liabilities</b>	<b>416,676</b>
EQUITY	
SHAREHOLDERS' stock, \$10 par value * 20,000 shares	200,000
Net Income	67,559
<b>Total Equity</b>	<b>267,559</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>684,235</b>



**Debt to  
Equity**



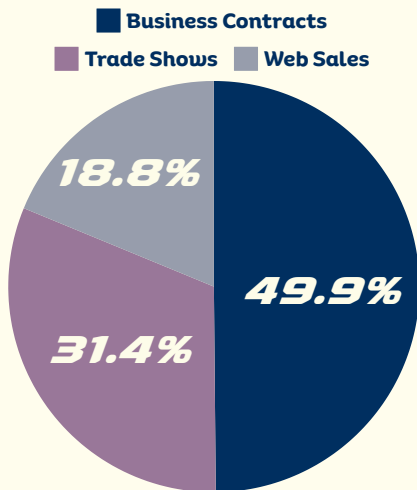
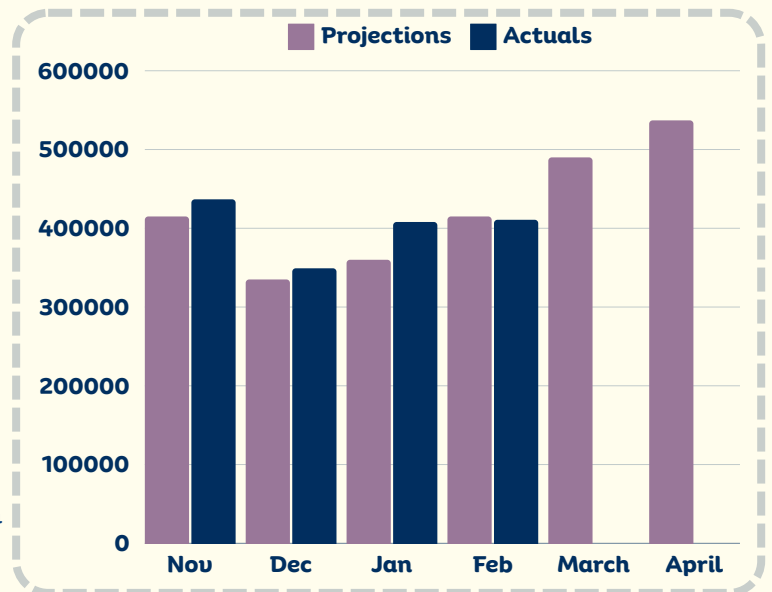
**Current  
Ratio**



**Quick  
Ratio**

## Sales Projections

**DriveSmart** is projecting a total of \$2,631,714 in gross sales revenue for the fiscal year of October 2024 to April 2025. These projections are derived from the company's out-of-network contracts and VE Market Insight tradeshow data. Using this data will outline **DriveSmart's** tradeshow schedule and enhance the company's plan to increase its online presence by launching targeted marketing campaigns and offering holiday discounts. These strategies paired together have provided a substantial boost to revenue as **DriveSmart** has exceeded sales projections in all months of operation so far. As of February 2025, the company has achieved gross revenue of \$1,604,714, exceeding projections by \$79,715, showcasing the company's ability to succeed financially. This was achieved by **DriveSmart's** out-of-network contracts which began in November alongside participating in 6 tradeshows: three in November, one in December, another in January, and finally one in February. These three streams of revenue currently reflect 49.9% of sales from out-of-network sales, 31.4% from tradeshows, and 18.8% from web sales.



## Sales Around the U.S.

\*Through the VE Market

## Cash Budget

**DriveSmart's** cash budget reflects a comprehensive report of the actual financial cash flow from October through February as well as projections for March through April. This allows the company to determine whether it has enough liquidity or cash to pay its expenses. Although

**DriveSmart** saw a major decrease in cash for October, actuals and projections show this will quickly be made up. **DriveSmart's** positive cash flow ensures that the company can continue operating without generating debt. By the end of the fiscal year, **DriveSmart** will be able to pay a portion of the 5-year start-up loan with the remaining liquidity pegged for future company advancements.

	Actual Oct '24	Actual Nov '24	Actual Dec '24	Actual Jan '25	Actual Feb '25	Projected Mar '25	Projected Apr '25	Oct '2024 - April '25 Total
Beginning Balance	0	267,281	322,599	335,076	366,326	407,611	480,818	517,629
<b>Receipts of Cash</b>								
Bank Loan	150,000	0	0	0	0	0	0	150,000
Investors Proceeds	200,000	0	0	0	0	0	0	200,000
Sales	0	436,758	349,179	407,997	410,781	490,000	537,000	2,631,715
Sales Tax Received (8.25%)	0	36,033	28,807	33,660	33,889	40,425	44,303	217,116
Total Receipts	350,000	472,791	377,986	441,657	444,670	530,425	581,303	3,198,831
Beginning Balance + Cash	350,000	740,071	700,585	776,733	810,995	938,036	1,062,120	5,378,541
<b>Total Payments</b>	<b>82,719</b>	<b>417,472</b>	<b>365,509</b>	<b>410,407</b>	<b>403,385</b>	<b>457,218</b>	<b>544,492</b>	<b>2,681,202</b>
Ending Balance	267,281	322,599	335,076	366,326	407,611	480,818	517,629	
Net Increase or Decrease in Cash	(82,719)	55,318	12,477	31,250	41,285	73,207	36,811	167,629

## Bank Statement

\*As of February 28, 2025

## US Network Bank

## Account summary

Account	Account no	Balance
DriveSmart (Budget Checking)	631304738	\$407,610.80

## Business Contracts

## Walmart



(661) 398-3100  
DriveSmart06@gmail.com

## Business Contract

This agreement is effective as of **November 1st, 2024**, between **DriveSmart** and **Walmart** from **April 30th, 2025**. The parties hereby agree to the following terms and conditions:

## DESCRIPTION OF SERVICE/SUPPLIES:

Walmart hereby agrees to purchase the items below, supplied by DriveSmart, monthly until the fulfillment of the term.

Product	Quantity	Unit Price (\$)	Extended Price (\$)
All In Camera	55	\$520.00	\$28,600.00
Assistant Camera	50	\$200.00	\$10,000.00
Comfort Bundle	30	\$400.00	\$12,000.00
Human Safety Car Bundle	25	\$600.00	\$15,000.00
Panoramic Camera	35	\$280.00	\$9,800.00
Roadside Safety Tool Kit	65	\$60.00	\$3,900.00
Self Defense Keychain	60	\$32.00	\$1,920.00
Smart Breathalyzer	65	\$80.00	\$5,200.00
Steering Wheel Lock	60	\$52.00	\$3,120.00
Tech Bundle	20	\$1,200.00	\$24,000.00
Tool Kit Bundle	15	\$960.00	\$14,400.00

**Total** **\$786,000; \$128,000 monthly**

**Total** **\$786,000; \$128,000 monthly**

**TERMS AND CONDITIONS** - This contract agreement may be canceled with 90 days written notice. The period of this contract is for monthly purchases for the fiscal year of 2024-2025 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.


DriveSmart guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. DriveSmart 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, Walmart, hereby agrees to offer the expertise of its officers as advisors to DriveSmart. This mentoring will assist in the successful operations of DriveSmart, thus protecting your valued investment in our product.

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

  
Signature of Walmart (Representative)

Hector Hinojosa, Systems Area Manager  
Printed Name / Title

  
Signature of DriveSmart (Representative)

Damian Hernandez, CFO  
Printed Name / Title

10/22/2024  
Date

Phone Number

10/22/2024  
Date

Phone Number

# Sweet Driving School



(661) 398-3100  
DriveSmart06@gmail.com

## Business Contract

This agreement is effective as of **November 1st, 2024**, between **DriveSmart** and **Sweet Driving School** from **April 30th, 2025**. The parties hereby agree to the following terms and conditions:

### DESCRIPTION OF SERVICE/SUPPLIES:

**Sweet Driving School** hereby agrees to purchase the items below, supplied by **DriveSmart**, monthly until the fulfillment of the term.

Product	Quantity	Unit Price (\$)	Extended Price (\$)
All In Camera	25	\$520.00	\$13,000.00
Assistant Camera	25	\$200.00	\$5,000.00
Comfort Bundle	20	\$400.00	\$8,000.00
Human Safety Car Bundle	20	\$600.00	\$12,000.00
Panoramic Camera	15	\$280.00	\$4,200.00
Roadside Safety Tool Kit	40	\$60.00	\$2,400.00
Self Defense Keychain	30	\$32.00	\$960.00
Smart Breathalyzer	40	\$80.00	\$3,200.00
Steering Wheel Lock	30	\$52.00	\$1,560.00
Tech Bundle	10	\$1,200.00	\$12,000.00
Tool Kit Bundle	10	\$960.00	\$9,600.00
<b>Total</b>			<b>\$432,000; \$72,000 monthly</b>

### Total

**\$786,000; \$128,000 monthly**

**TERMS AND CONDITIONS** - This contract agreement may be canceled with 90 days written notice. The period of this contract is for monthly purchases for the fiscal year of 2024-2025 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.

DriveSmart guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. DriveSmart 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, Walmart, hereby agrees to offer the expertise of its officers as advisors to DriveSmart. This mentoring will assist in the successful operations of DriveSmart, thus protecting your valued investment in our product.

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

  
Signature of Walmart (Representative)

10/22/2024  
Date

Hector Hinojosa, Systems Area Manager  
Printed Name / Title

Phone Number

  
Signature of DriveSmart (Representative)

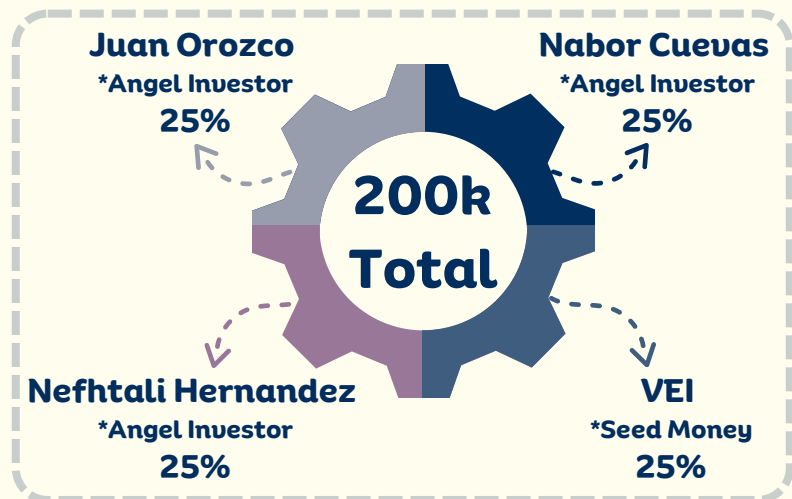
10/22/2024  
Date

Damian Hernandez, CFO  
Printed Name / Title

(661) 398-3100  
Phone Number

## Shareholder Distributions

**DriveSmart's** shareholder agreement states that shareholders are paid through profit distributions and that each investor would receive 5,000 shares based on a \$10 par value of the company's common stock. In this agreement, each shareholder added a clause that stated \$10,000 or 20% of their investment would be paid back while the remaining cash would be reinvested into the company. This agreement was established based on initial projections for the year, but the company is willing to renegotiate if need be. Alongside this agreement, each of **DriveSmart's** shareholders has also signed an agreement stating they will pay any necessary taxes on profits from their shareholder distributions.



## DriveSmart's Shareholders

- Juan Orozco (5,000 Shares)
- Nabor Cuevas (5,000) Shares
- Nefhtali Hernandez (5,000 Shares)
- VE International (5,000) Shares



**Cuevas  
Transport LLC**



EST. 2023

Cuevas Transportation LLC

10/1/2024

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Teri Jones:

Please accept this letter of support as my intention to invest \$50,000 in DriveSmart. 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, DriveSmart will prepare and send to 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.

Sincerely,

**Nabor Cuevas-Hernandez**  
CEO

**HARBOR  
FREIGHT**

Harbor Freight Tools

10-08-2024

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Teri Jones:

Please accept this letter of support as my intention to invest \$50,000 in DriveSmart. 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, DriveSmart will prepare and send to 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.

After reviewing the proposition I believe in the future success of this company. I am thrilled to become a partner of yours and look forward to the expansion efforts we have planned.

Sincerely,

**Juan Orozco**  
Business Systems Lead



SubZero Constructors INC

10/11/2024

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Teri Jones:

Please accept this letter of support as my intention to invest \$50,000 in DriveSmart. 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, DriveSmart will prepare and send to 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.

Sincerely,

**Nefhtali Hernandez**  
Superintendent Assistant/Foreman



# Loan Amortization Table

No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Revised Balance Outstanding
1	150,000	1250.00	151,250.00	3187.06	1937.06	148,062.94
2	148062.94	1233.86	149,296.80	3187.06	1953.20	146,109.74
3	146109.74	1217.58	147,327.33	3187.06	1969.48	144,140.27
4	144140.27	1201.17	145,341.44	3187.06	1985.89	142,154.38
5	142154.38	1184.62	143,339.00	3187.06	2002.44	140,151.94
6	140151.94	1167.93	141,319.88	3187.06	2019.12	138,132.82
7	138132.82	1151.11	139,283.93	3187.06	2035.95	136,096.87
8	136096.87	1134.14	137,231.01	3187.06	2052.92	134,043.95
9	134043.95	1117.03	135,160.99	3187.06	2070.02	131,973.93
10	131973.93	1099.78	133,073.71	3187.06	2087.27	129,886.66
11	129886.66	1082.39	130,969.05	3187.06	2104.67	127,781.99
12	127781.99	1064.85	128,846.84	3187.06	2122.21	125,659.78
13	125659.78	1047.16	126,706.95	3187.06	2139.89	123,519.89
14	123519.89	1029.33	124,549.22	3187.06	2157.72	121,362.17
15	121362.17	1011.35	122,373.52	3187.06	2175.71	119,186.46
16	119186.46	993.22	120,179.68	3187.06	2193.84	116,992.62
17	116992.62	974.94	117,967.56	3187.06	2212.12	114,780.51
18	114780.51	956.50	115,737.01	3187.06	2230.55	112,549.95
19	112549.95	937.92	113,487.87	3187.06	2249.14	110,300.81
20	110300.81	919.17	111,219.99	3187.06	2267.88	108,032.93
21	108032.93	900.27	108,933.20	3187.06	2286.78	105,746.15
22	105746.15	881.22	106,627.37	3187.06	2305.84	103,440.31
23	103440.31	862.00	104,302.31	3187.06	2325.05	101,115.25
24	101115.25	842.63	101,957.88	3187.06	2344.43	98,770.83
25	98770.83	823.09	99,593.92	3187.06	2363.97	96,406.86
26	96406.86	803.39	97,210.25	3187.06	2383.67	94,023.19
27	94023.19	783.53	94,806.72	3187.06	2403.53	91,619.66
28	91619.66	763.50	92,383.16	3187.06	2423.56	89,196.10
29	89196.10	743.30	89,939.40	3187.06	2443.76	86,752.35
30	86752.35	722.94	87,475.28	3187.06	2464.12	84,288.23
31	84288.23	702.40	84,990.63	3187.06	2484.65	81,803.57
32	81803.57	681.70	82,485.27	3187.06	2505.36	79,298.21
33	79298.21	660.82	79,959.03	3187.06	2526.24	76,771.97
34	76771.97	639.77	77,411.74	3187.06	2547.29	74,224.68
35	74224.68	618.54	74,843.22	3187.06	2568.52	71,656.17
36	71656.17	597.13	72,253.30	3187.06	2589.92	69,066.24
37	69066.24	575.55	69,641.80	3187.06	2611.50	66,454.74
38	66454.74	553.79	67,008.53	3187.06	2633.27	63,821.47
39	63821.47	531.85	64,353.32	3187.06	2655.21	61,166.26
40	61166.26	509.72	61,675.98	3187.06	2677.34	58,488.92
41	58488.92	487.41	58,976.33	3187.06	2699.65	55,789.27
42	55789.27	464.91	56,254.18	3187.06	2722.15	53,067.13
43	53067.13	442.23	53,509.35	3187.06	2744.83	50,322.30
44	50322.30	419.35	50,741.65	3187.06	2767.70	47,554.59
45	47554.59	396.29	47,950.88	3187.06	2790.77	44,763.82
46	44763.82	373.03	45,136.86	3187.06	2814.02	41,949.80
47	41949.80	349.58	42,299.38	3187.06	2837.48	39,112.32
48	39112.32	325.94	39,438.26	3187.06	2861.12	36,251.20
49	36251.20	302.09	36,553.30	3187.06	2884.96	33,366.24
50	33366.24	278.05	33,644.29	3187.06	2909.00	30,457.24
51	30457.24	253.81	30,711.05	3187.06	2933.25	27,523.99
52	27523.99	229.37	27,753.36	3187.06	2957.69	24,566.30
53	24566.30	204.72	24,771.02	3187.06	2982.34	21,583.96
54	21583.96	179.87	21,763.83	3187.06	3007.19	18,576.77
55	18576.77	154.81	18,731.58	3187.06	3032.25	15,544.52
56	15544.52	129.54	15,674.06	3187.06	3057.52	12,487.00
57	12487.00	104.06	12,591.06	3187.06	3083.00	9,404.00
58	9404.00	78.37	9,482.37	3187.06	3108.69	6,295.31
59	6295.31	52.46	6,347.77	3187.06	3134.60	3,160.72
60	3160.72	26.34	3,187.06	3187.06	3160.72	(0.00)
<b>Totals</b>		<b>41,223.40</b>		<b>191,223.40</b>	<b>150,000.00</b>	

## Loan Information

- Loan Amount (Principal) --- \$150,000
- Annual Interest Rate --- 10%
- Term of Loan in Years --- 5
- # of Payments per Year --- 12
- Payment Type --- (End Of Period)
- Monthly Payment --- \$3,187.06

## Loan Summary

- Rate (Per Period) --- 0.8333%
- Number of Payments --- 60
- Total of Payments --- \$191,223.40
- Total Interest --- \$41,223.40





# Consumer User Agreement



## DRIVE SMART

### USER AGREEMENT

**1. INTRODUCTION** This User Agreement ("Agreement") is entered into between DriveSmart and the purchaser or user of DriveSmart products and services, hereafter referred to as "You" or "Your."

This Agreement outlines the terms of use related to DriveSmart products and services, including but not limited to dash cams and safety devices.

**2. SERVICES AND PRODUCTS** DriveSmart provides advanced dash cams and safety products designed to promote road safety. DriveSmart products may include GPS navigators, steering wheel locks, and customizable camera bundles.

**3. PAYMENT** You agree to pay for the products and services sold by DriveSmart. All sales are final, except as specified in DriveSmart's refund policy.

**4. WARRANTY** a) Dash cams come with a 90-day warranty covering software malfunctions only. This does not include physical damage, user-inflicted damage, or hardware malfunctions. b) If the dash cam was purchased as part of a bundle, the warranty is extended to three (3) years.

**5. DATA PRIVACY AND FOOTAGE STORAGE** a) **Data Collection:** DriveSmart collects and stores footage recorded by your dash cam for system functionality purposes. b) **Storage Policy:** Footage is stored within DriveSmart's system until your allocated storage is full, at which point older footage is automatically deleted to make room for new recordings. c) **Data Access:** Under no circumstances will any DriveSmart employee or affiliate have access to your recorded footage. d) **Law Enforcement Requests:** DriveSmart does not provide footage to law enforcement agencies for investigation purposes unless legally required to do so via a subpoena.

**6. REFUND POLICY** a) Dash cams may be returned within 30 days of purchase for store credit only. b) Refunds do not apply to accessories, add-ons, or software purchases.

**7. LIABILITY** a) **Limitation:** DriveSmart's total liability under this Agreement, whether arising from breach of contract, negligence, or any other cause, will be limited to the amount You have paid DriveSmart in the 12 months preceding the claim. b) **Exclusions:** DriveSmart is not liable for indirect, consequential, or special damages, including but not limited to lost profits, lost revenue, or lost data. c) **Indemnity:** You agree to indemnify and hold DriveSmart harmless from any claims, damages,

losses, and costs arising out of misuse of DriveSmart products and services or breach of this Agreement.

**8. INTELLECTUAL PROPERTY** All intellectual property rights related to DriveSmart's products and services remain with DriveSmart. Any rights not expressly granted in this Agreement are reserved.

**9. PRODUCT USAGE DISCLAIMER** DriveSmart products do not guarantee the prevention of car accidents. Dash cams and other safety devices are designed to assist in promoting safer driving habits but cannot eliminate all risks associated with driving. DriveSmart is not responsible for any accidents, damages, or injuries that may occur while using DriveSmart products.

**10. TERMINATION** Either party may terminate this Agreement with 30 days' written notice. Upon termination, You are responsible for payment of all products and services received up to the date of termination.

**11. GOVERNING LAW AND JURISDICTION** This Agreement will be governed by and interpreted in accordance with the laws of the State of California. Any disputes arising from this Agreement will be resolved in the courts of California.

**12. MISCELLANEOUS** a) **Entire Agreement:** This Agreement constitutes the entire agreement between the parties and supersedes all prior understandings, written or oral, relating to its subject matter. b) **Amendments:** No modification of this Agreement will be valid unless in writing and signed by both parties. c) **No Waiver:** A delay or omission by either party to exercise any right under this Agreement will not be considered a waiver of that right.

**13. SIGNATURES** By signing below, both parties acknowledge that they have read, understood, and agree to be bound by this Agreement.

#### DriveSmart

Signature: *Diana Rodriguez*  
Email: [info@drivesmart.com](mailto:info@drivesmart.com)  
Timestamp: [MM/DD/YYYY]

#### User Agreement Acknowledgment

Signature: [User Name]  
Email: [User Email]  
Timestamp: [MM/DD/YYYY]



## Executive Summary

- (1) In-House Market Research
- (2) Teen Drivers: Get the Facts | Transportation Safety | Injury Center | CDC.  
[cdctransportation.org/www.cdc.gov/transportationsafety/teen\\_drivers/teendrivers\\_factsheet.html#:~:text=The%20risk%20of%20motor%20vehicle,be%20in%20a%20fatal%20crash](https://cdctransportation.org/www.cdc.gov/transportationsafety/teen_drivers/teendrivers_factsheet.html#:~:text=The%20risk%20of%20motor%20vehicle,be%20in%20a%20fatal%20crash).

## Business Rationale

- (1) In-House Market Research
- (2) “Fatality Facts 2022: State by State.” IIHS-HLDI Crash Testing and Highway Safety, [www.iihs.org/topics/fatality-statistics/detail/state-by-state](https://www.iihs.org/topics/fatality-statistics/detail/state-by-state).
- (3) [cdctransportation.org/www.cdc.gov/transportationsafety/teen\\_drivers/teendrivers\\_factsheet.html#:~:text=The%20risk%20of%20motor%20vehicle,be%20in%20a%20fatal%20crash](https://cdctransportation.org/www.cdc.gov/transportationsafety/teen_drivers/teendrivers_factsheet.html#:~:text=The%20risk%20of%20motor%20vehicle,be%20in%20a%20fatal%20crash).
- (4) United States. Department of Transportation. National Highway Traffic Safety Administration. National Center for Statistics and Analysis. Traffic Safety Facts 2022 Data: Young Drivers. 1 July 2024, [rosap.nhtl.bts.gov/view/dot/78014#tabs-2](https://rosap.nhtl.bts.gov/view/dot/78014#tabs-2).
- (5) [cdctransportation.org/www.cdc.gov/transportationsafety/teen\\_drivers/teendrivers\\_factsheet.html#:~:text=The%20risk%20of%20motor%20vehicle,be%20in%20a%20fatal%20crash](https://cdctransportation.org/www.cdc.gov/transportationsafety/teen_drivers/teendrivers_factsheet.html#:~:text=The%20risk%20of%20motor%20vehicle,be%20in%20a%20fatal%20crash).
- (6) <https://injuryfacts.nsc.org/motor-vehicle/occupant-protection/advanced-driver-assistance-systems/data-details/>
- (7) Alcohol-Impaired Driving | Office of Traffic Safety. [www.ots.ca.gov/grants/alcohol-impaired-driving/#:~:text=Alcohol%20impaired%20driving%20remains%20one,deaths%20in%20California%20\(32%25\)](https://www.ots.ca.gov/grants/alcohol-impaired-driving/#:~:text=Alcohol%20impaired%20driving%20remains%20one,deaths%20in%20California%20(32%25)).

## SWOT

- (1) Genpact. “AI Evolution in 2025: Three Key Predictions for Enterprises.” Genpact, 18 Dec. 2024, [www.genpact.com/insight/three-ai-predictions-for-2025](https://www.genpact.com/insight/three-ai-predictions-for-2025).

## External Environment

- (1) <https://www.bea.gov/data/gdp/gross-domestic-product>
- (2) <https://www.bls.gov/news.release/pdf/cpi.pdf>
- (3) <https://www.bls.gov/news.release/pdf/empst.pdf>
- (4) <https://www.bloomberg.com/markets/sectors/consumer-discretionary>
- (5) Prophecy Market Insights. Dashboard Camera Market Size, Share, by Technology (Basic and Advanced), by Product Type (Single-Lens and Multi Lens), by Vehicle Type (Passenger Cars and Commercial Cars), and by Region (North America, Europe, Asia Pacific, Latin America, and Middle East and Africa) – Market Trends, Analysis and Forecast Till 2034. 1 May 2023, [www.prophecymarketinsights.com/market\\_insight/Global-Dashboard-Camera-Market-By-2210](https://www.prophecymarketinsights.com/market_insight/Global-Dashboard-Camera-Market-By-2210).
- (6) Categories Overview | Market Insights - Virtual Enterprises. [insights.veinternational.org/categories](https://insights.veinternational.org/categories).

### Marketing Plan

- (1)AutoInsurance.com. "Teens and Distracted Driving: 2022 Report." Autoinsurance.com, 24 Sept. 2024, [www.autoinsurance.com/research/teen-distracted-driving](http://www.autoinsurance.com/research/teen-distracted-driving).
- (2)"Distracted Driving Risk Factors." Distracted Driving, 25 Apr. 2024, [www.cdc.gov/distracted-driving/risk-factors/index.html?utm\\_source=chatgpt.com](http://www.cdc.gov/distracted-driving/risk-factors/index.html?utm_source=chatgpt.com).
- (3)"About Motor Vehicle Safety at Work." Motor Vehicle Safety at Work, 16 May 2024, [www.cdc.gov/niosh/motor-vehicle/about/index.html?utm\\_source=chatgpt.com](http://www.cdc.gov/niosh/motor-vehicle/about/index.html?utm_source=chatgpt.com).
- (4)Motor Vehicle Safety at Work, 16 May 2024, [www.cdc.gov/niosh/motor-vehicle/about/index.html?utm\\_source=chatgpt.com](http://www.cdc.gov/niosh/motor-vehicle/about/index.html?utm_source=chatgpt.com).
- (5)<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813428>
- (6)"Driving Anxiety Is Affecting California Teen Confidence." Aceable, [www.aceable.com/blog/driving-anxiety-affecting-california-teen-confidence/#:~:text=If%20getting%20behind%20the%20wheel,2022%20National%20Driving%20Anxiety%20study](http://www.aceable.com/blog/driving-anxiety-affecting-california-teen-confidence/#:~:text=If%20getting%20behind%20the%20wheel,2022%20National%20Driving%20Anxiety%20study)
- (7)Statista. "Consumers Who Bought an Item After Seeing It on Social Media 2023, by Country." Statista, 16 Jan. 2025, [www.statista.com/statistics/1275520/purchases-due-to-social-media-promoted-content-worldwide/#:~:text=In%20a%202023%20survey%2C%20approximately,on%20a%20social%20media%20platform](http://www.statista.com/statistics/1275520/purchases-due-to-social-media-promoted-content-worldwide/#:~:text=In%20a%202023%20survey%2C%20approximately,on%20a%20social%20media%20platform).
- (8)Ortiz-Ospina, Esteban. "The Rise of Social Media." Our World in Data, 18 Sept. 2019, [ourworldindata.org/rise-of-social-media?utm\\_source=chatgpt.com](http://ourworldindata.org/rise-of-social-media?utm_source=chatgpt.com).
- (9)"The Rise of Social Media." Our World in Data, 18 Sept. 2019, [ourworldindata.org/rise-of-social-media?utm\\_source=chatgpt.com](http://ourworldindata.org/rise-of-social-media?utm_source=chatgpt.com).