

About the Business

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.

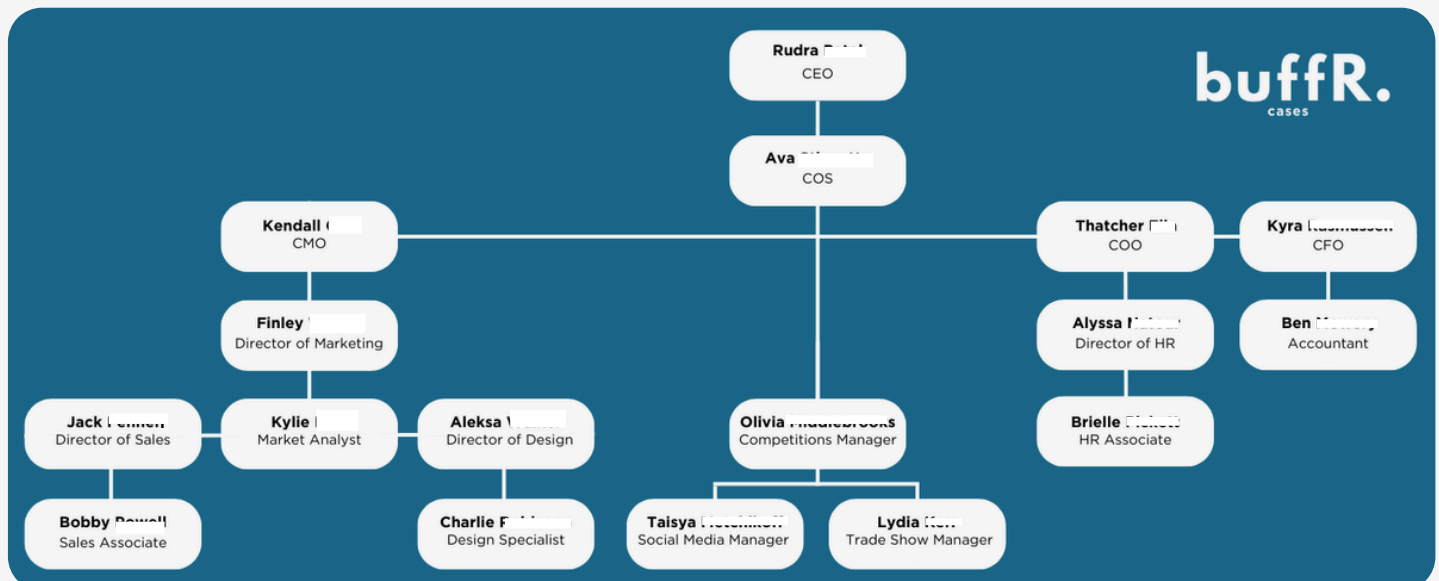


Mission Statement

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

Company Organization

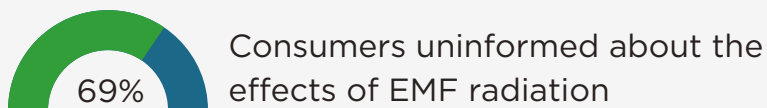
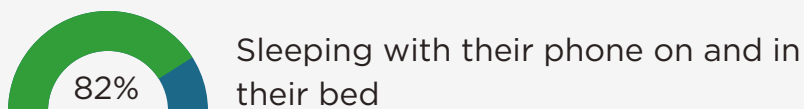
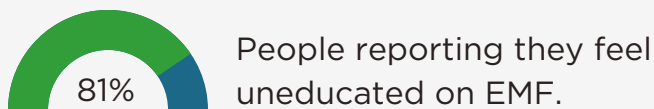
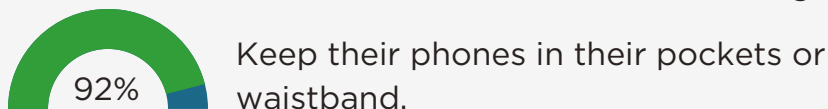
At buffR, we recognize the importance of a well-structured management organization to effectively achieve our goals. We follow a hierarchical structure to establish clear levels of management within the chain of command. Our team consists of 18 employees divided into two departments: Internal Operations and External Marketing.



Sources: "Electromagnetic Fields and Cancer." NCI, www.cancer.gov/about-cancer/causes-prevention/risk/radiation/electromagnetic-fields-fact-sheet. Accessed 8 Nov. 2024.

Business Rationale

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 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.

Company Goals:

We balance using short-term and long-term goals to track progress in the present, while maintaining a clear vision of buffR’s future impact and growth.

Short Term Goals

Goal: Make our brand name known and curate our image in Knoxville’s community.

Strategy: During our educational campaign we will educate local K-12 students and their parents on the effects of EMF radiation.

Goal: Make 1.1 million in the first fiscal year

Strategy: Multiple promotional campaigns including a brand deal with **University of Tennessee Athletics**.

Long Term Goal

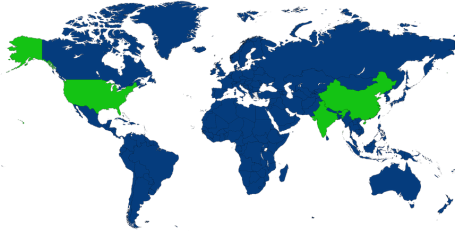
Goal: Expand our phone cases into major retail stores such as Best Buy, Target, Walmart, and Costco. Also, expand our phone cases into cell service providers(Verizon, AT&T, T-Mobile, Mint Mobile, and Google Fi).

Strategy: We will attain these partnerships by building our company image, increasing our sales, and actively networking/making connections with business executives/professionals.

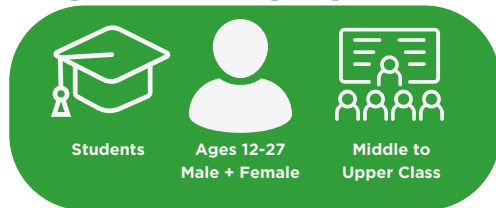
Marketing Plan

Target Market:

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

5 P's of Marketing:

Product & Price:

buffR's product is an EMF reducing phone case. Our cases are priced at 82.99, which includes the cost of shipping to consumers.

Promotion:

buffR is endorsed as the official phone case of Tennessee Athletics to promote our cases and further educate consumers about the dangers of EMF. We run multiple social media accounts such as Instagram, TikTok, X, and Facebook.

Place & Position:

buffR is offered through the US. Sales and the company website.
buffR positions itself on the premium end of the market as a health-conscious product, providing consumers with education on EMF.

Risks:

Supplier Risks- Single supplier poses significant risks, such as production delays, shipping issues, or quality problems, which can lead to stockouts.

Solution- To address the risks, we implement a strategy of purchasing 20% extra inventory as safety stock.

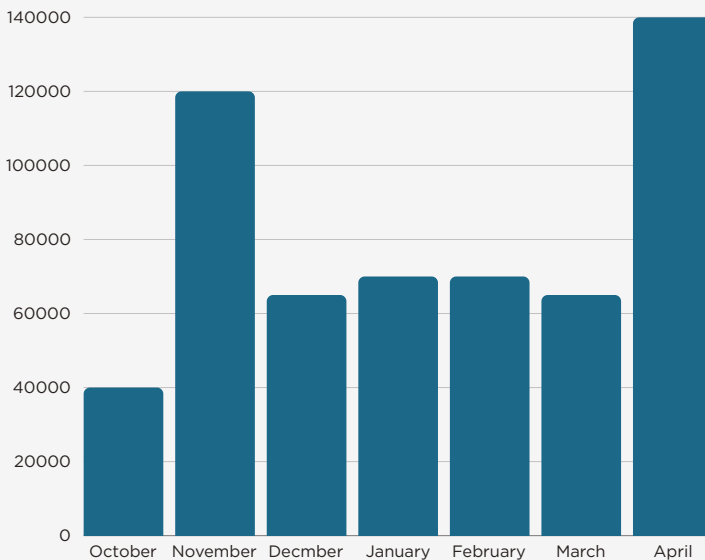
Market Risk- Frequent changes in demand and trends, especially among younger users, can create inventory and restocking challenges.

Solution- We use ongoing market research, a flexible supply chain, and 30 rotating case designs to adapt quickly to trends and appeal to all age groups.

Financial Highlights

Balance Sheet

The balance sheet provides information on how our company is performing financially. This reports how we handle our assets and liabilities. Our Angel Investors gave us \$150,000. We will use this money towards educating children at schools, inventory, salaries, and our advertising.



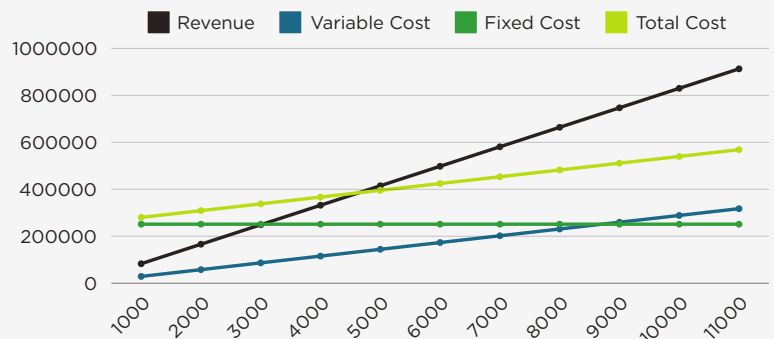
Balance Sheet As of November 8, 2024	
	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Bearden Entrepreneurship (Budget Checking) (1860) - 1	-65,366.76
Total Bank Accounts	\$ -65,366.76
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Angel Investors	150,000.00
Total Other Current Assets	\$150,000.00
Total Current Assets	\$84,633.24
Fixed Assets	
Furniture and Fixtures	413.64
Total Fixed Assets	\$413.64
TOTAL ASSETS	\$85,046.88
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
Payroll	55,043.78
Rent	1,500.00
Utilities	320.00
Total Long-Term Liabilities	\$56,863.78
Total Liabilities	\$56,863.78
Equity	
Opening balance equity	93,549.86
Retained Earnings	
Net Income	-65,366.76
Total Equity	\$28,183.10
TOTAL LIABILITIES AND EQUITY	\$85,046.88

Sales Projections

Our company generates an average of \$81,000 in sales monthly. We anticipate a significant increase, reaching up to \$140,000, due to Virtual Enterprise trade shows in November and April. .

Break-Even Overview

Throughout the fiscal year, we project to break-even in December with 3,696 units sold. Our average selling price per unit is \$82.99, with an average cost of goods at \$17.67, resulting in a profit margin of 78.71%. This high profit percentage reflects our strong financial performance.



Sales Revenue	\$923,146
Cost of Goods Sold	\$135,000
Gross Profit	\$788,146
Operating Expenses	\$356,298
Net Income	\$431,848

For the fiscal year ending April 30, 2025

Profit and Loss Summary

For buffR, the profit and loss (P&L) statement shows our revenue from EMF-reducing phone cases, priced at \$82.99 each, against our cost of goods sold (COGS) of \$17 per unit, yielding a 65% profit margin. This margin allows us to cover expenses like marketing and product development while maintaining financial stability.