

Calmē: Fueling Focus in a Burnt-Out Generation

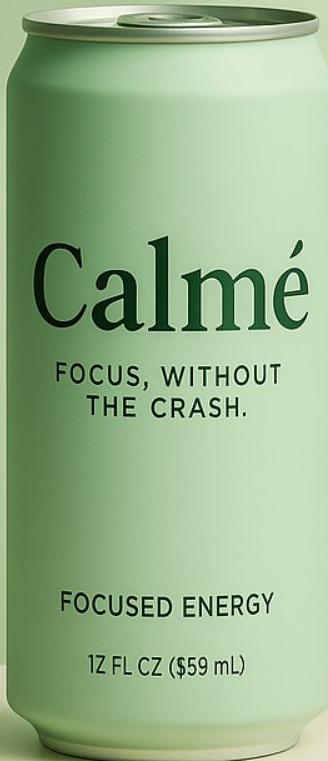
MAVERICK MARKETING
INTELLIGENCE
COMPETITION 2025

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Calmé

The Energy Crisis



A survey by Deloitte (2024) shows that 40% of Gen Z members experience persistent anxiety and stress

Rise of Energy Drinks

CAGR of
approximately 7.1%
from 2025 to 2033

Nova 1 Advisor, U.S. Energy
Drinks Market Report
2024-2033

NOVA1ADVISOR U.S. Energy Drinks Market Revenue 2023-2033 (USD Billion)

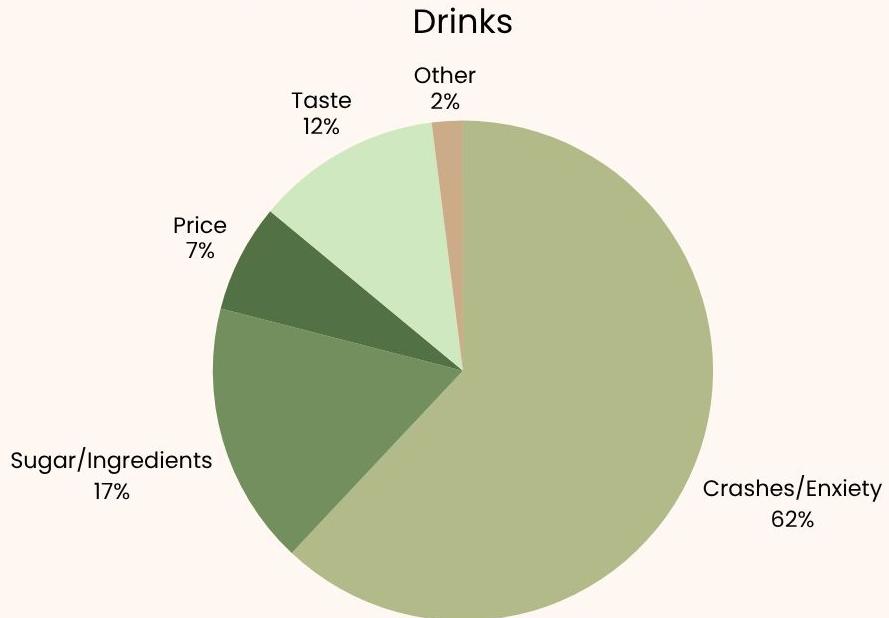


Source: www.novaoneadvisor.com

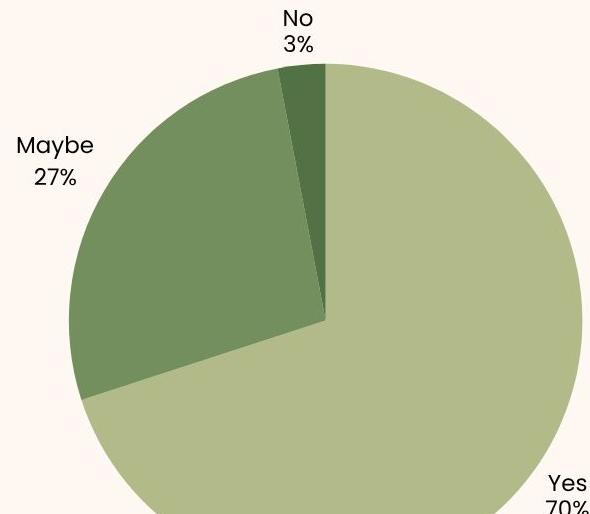
Calmé

Falling Short – Survey Data

Top Complaints About Energy Drinks



Interest in a Better Alternative



Competitive Landscape: The Status Quo

Name	Yearly Revenue (2024)	Caffeine Content	Branding Focus
Redbull	11.7 Billion	148 mg	High-performance, Adventure
Monster	7.49 Billion	160 mg	Hyper Intensity, Edgy
Celcius	1.36 Billion	200 mg	Fitness, Optimal performance
Bang	846 Million	300 mg	High Stimulation, Loud
Rockstar	739 Million	160 mg	Party, Hustle culture

The Opportunity

Controlled Energy

- Energy that is steady and reliable
- Avoids spikes, crashes, and dependency cycles
- Supports multi-role lifestyles: students, young professionals, wellness-conscious consumers

Messaging That Resonates

- Honest, relatable, and culturally relevant
- Moves away from chaotic, performative, or hyper-stimulating brand tones



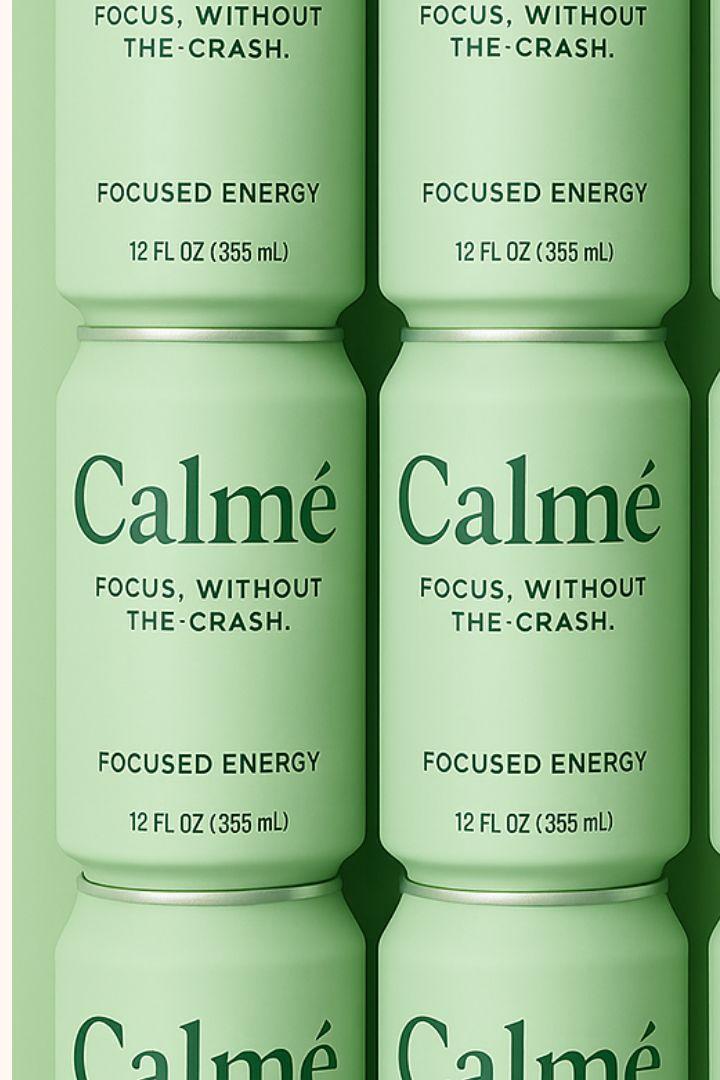


Calmē: Designed for Gen Z

- The Calmē Formula: 50 mg caffeine, L-theanine, and B vitamins
- Functional benefit: provide steady, predictable cognitive focus without jitters and no crashes
- Calmē is the face of anti-hustle, positioning itself as the complete opposite of every other brand in the category.

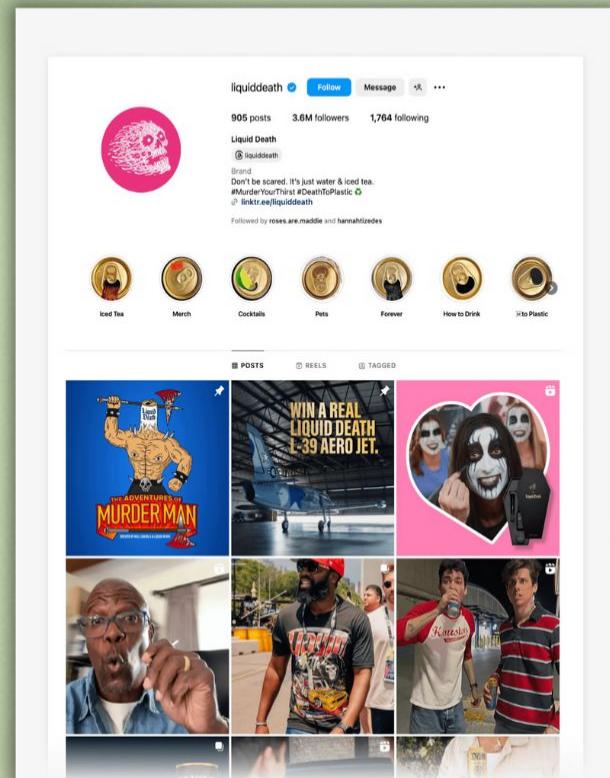
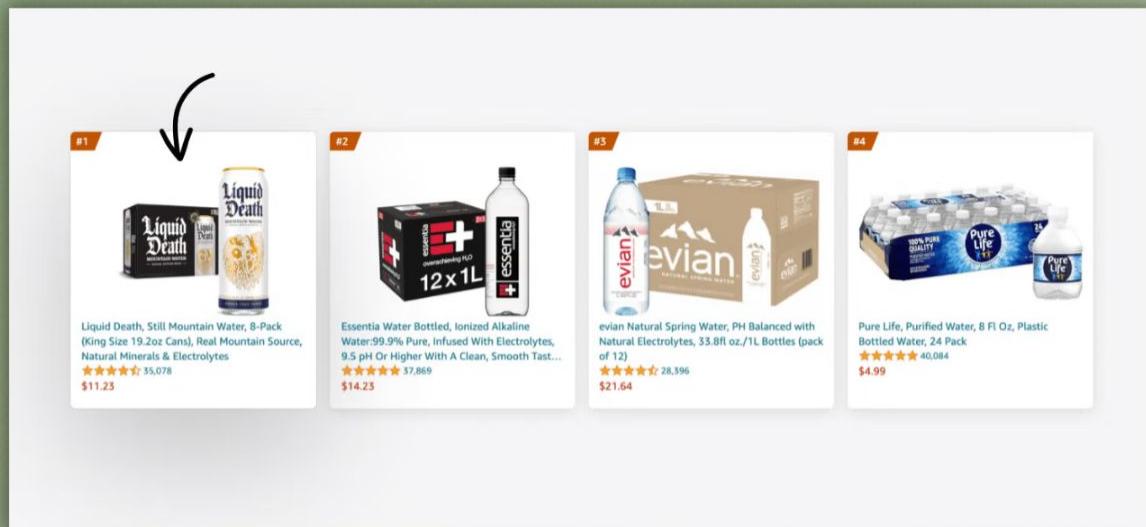
Target Market & Product Fit

- Primary target market: Active Achievers (Gen Z students in high school and college who are balancing school, jobs, social life, and constant digital stimulation.)
- Secondary target market: wellness seekers (young adults who prioritize clean ingredients, mindfulness, and sustainability)
- What Calme offers:
 - Safe for late hours / multi-role lifestyles
 - Wellness Alignment
 - Emotional Resonance



The Liquid Death Playbook

Liquid Death is valued at \$1.4 billion, generating \$333M in 2024, up 27% YoY.



Why Now?

- Mental health is a priority
- Anti-hustle and 'quiet quitting' are mainstream attitudes.
- Consumers want cleaner, calmer, cognitive-focused functional products.
- The energy and focus beverage category has seen minimal change in the last 10 years



Join the Calmé Movement

Energy without chaos.

FOCUSED ENERGY
12 FL OZ (355 mL)

Thank

Thank you!