

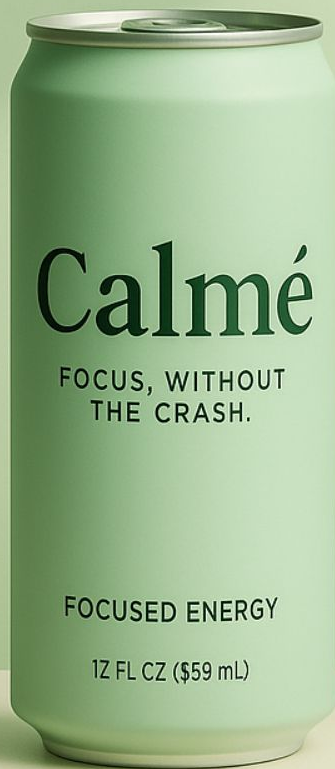
# Calmē: Fueling Focus in a Burnt-Out Generation

MAVERICK MARKETING  
INTELLIGENCE  
COMPETITION 2025

Abdullah Moghal  
Yousuf Riaz



# 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)

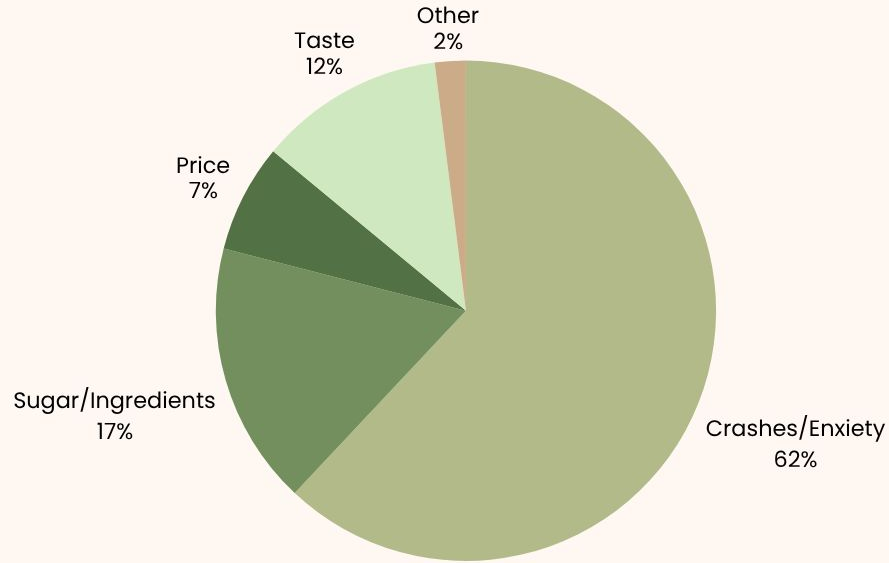


Source: [www.novaoneadvisor.com](http://www.novaoneadvisor.com)

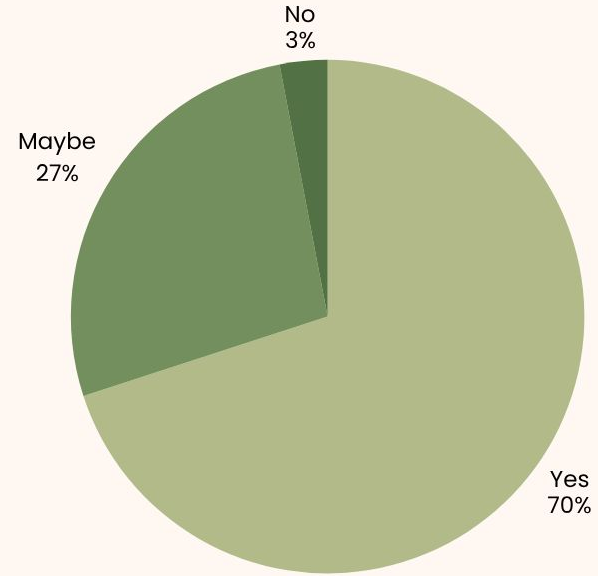
# Calmé

# 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.

#1




Liquid Death, Still Mountain Water, 8-Pack (King Size 19.2oz Cans), Real Mountain Source, Natural Minerals & Electrolytes  
★★★★★ 35,078  
\$11.23

#2




Essentia Water Bottled, Ionized Alkaline Water-99.9% Pure, Infused With Electrolytes, 9.5 pH Or Higher With A Clean, Smooth Tast...  
★★★★★ 37,869  
\$14.23

#3

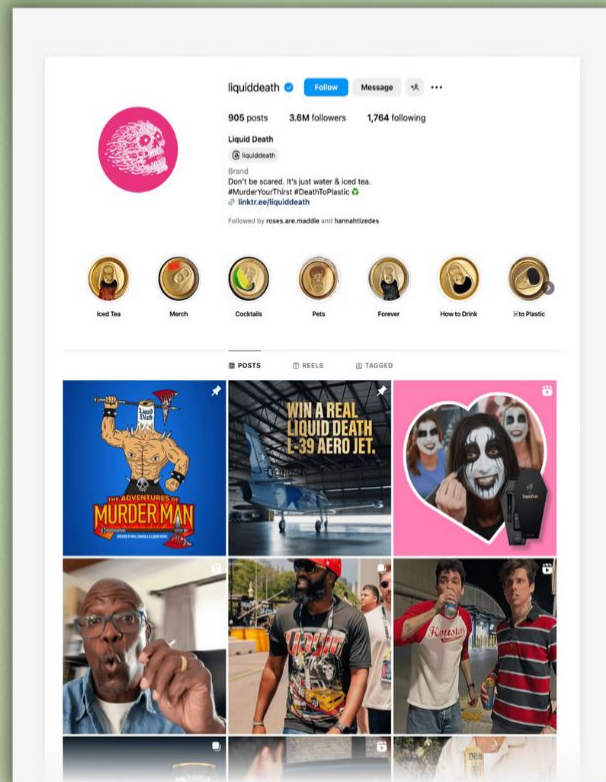


evian Natural Spring Water, PH Balanced with Natural Electrolytes, 33.8fl oz./1L Bottles (pack of 12)  
★★★★★ 28,396  
\$21.64

#4



Pure Life, Purified Water, 8 Fl Oz, Plastic Bottled Water, 24 Pack  
★★★★★ 40,084  
\$4.99



# 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.

Calmé  
FOCUS, WITHOUT  
THE CRASH.

FOCUSED ENERGY

12 FL OZ (355 mL)

Calmé  
FOCUS, WITHOUT  
THE CRASH.

Thank you!