

*Business Plan Proposal*

# THE BULLET:

YOUR PERSONAL ALL-IN-ONE SMART MIXED  
DRINK SHAKER

**By:** Bardan Sigdel, Product Innovator and Strategy Advisor at The Bullet Co.

**For:** Consumer Technology Team, 700Venture Group

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To the Investment Strategy Team at 700Venture Group,

We are excited to present our business proposal for The Bullet Co's groundbreaking bar gadget, The Bullet. The vision with our product is to disrupt the mixology industry by introducing this revolutionary "smart" electronic mixed drink shaker that combines unprecedented technology and sleek design in offering a tool that eliminates effort, guesswork and imprecision in crafting any mixed drink. A touch-screen interface in the gadget feeds information into the computer through which users can conveniently look up or upload mixed drink recipes, which then prompts the addition of ingredients tracked through the in-built weighing scale. The Bullet finally automates the ingredient mixing process based on the recipe to deliver the exceptional drink every single time.

For us to bring this revolutionary bar gadget to market and subsequently establish a telling presence in the industry, we are seeking funding to the amount of **\$1,080,000**. This investment will carry us through key business flow steps covering market research, product design, prototype building, infrastructure and material procurement, labor costs, product revision followed by manufacturing as well as marketing and distribution across a projected 51-week period. Following that timeframe, we plan to bring The Bullet to the shelves in the 52<sup>nd</sup> week, or exactly a year, since inception.

Our confidence in The Bullet's desirability in target markets for household consumption as well as its need in certain culinary markets is such that we anticipate this smart mixed drink shaker to gain immediate traction at the set market selling price of \$150 per unit. As such, we project reaching the point of covering all the initial investment (the "breakeven point") by **week 59** in the overall life cycle since idea inception, or a mere two months after we go to market. By the end of **week 60**, our forecast of product sales puts us at a profit of \$151,844, at which point we anticipate returning the invested amount in weekly payments of \$85,000. By the same projection, we conservatively anticipate a total product revenue of **\$2,999,700** by the time The Bullet completes six months since market introduction (75-week-point in the total timeline) and has sold 20,000 units.

Without intending to appear overconfident, we do believe it is almost unheard of in the industry for an untested gadget to promise such profitability within such a short timeline. We expect The Bullet to put itself in a position where it captures an incredible market share and ultimately becomes the household name in the mixology space. We are confident that your investment and expertise would be integral to the projected success of The Bullet Co. and our groundbreaking product. We would be thrilled to have you join as our sole investor so as to share in the potential rewards of this disruption we intend to bring to industry. We welcome the opportunity to discuss our business plan in further detail and address all inquiries you may have.

Sincerely,

Bardan Sigdel  
Product Innovator and Strategy Advisor  
The Bullet Co.