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SIPSENSE



Have A Sense of What You're Sipping



Meet the TEAM



Rishik Puli

Chief Executive Officer



Aaryasinh Vaghela

Chief Operating Officer





Problem

- **11 Million** Women in the US have been assaulted or worse as a result of involuntary consumption of drugs through drinks
- **More than 80%** of Women have reported an imminent need for safer pubs, bars, and restaurants



Sources: Global Drug
Survey 2022, NIH 2023,
ABC News 2023

Solution

Drug sensor system which
is **accurate, reusable,**
discrete, and is connected
to a **multi-functional** app

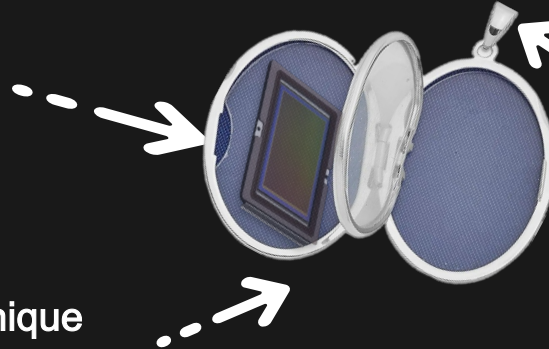


Charm and Benefits



Thin Film Sensor

Primary element of technology basis



Bluetooth



Secondary element of technology basis

Our Dipping Technique
Has covering to maintain sanitation



Sources: Dip Coating 2021, MDPI 2023,
IOPScience 2022, Cadence 2021

App and Benefits

Contacts



Users can choose to trigger emergency contacts



Bluetooth



The charm connects to the app



SIPSENSE

Log Into Your Account

Email

rohanrajeshrai@gmail.com

Password

.....

LOGIN

[FORGOT YOUR PASSWORD?](#)

[Don't Have An Account? SIGN UP](#)

Alert Contacts



App alerts pre-chosen contacts with the user's location if drink is comprised



Add Companions

Location sharing with friends and family to notify in emergency



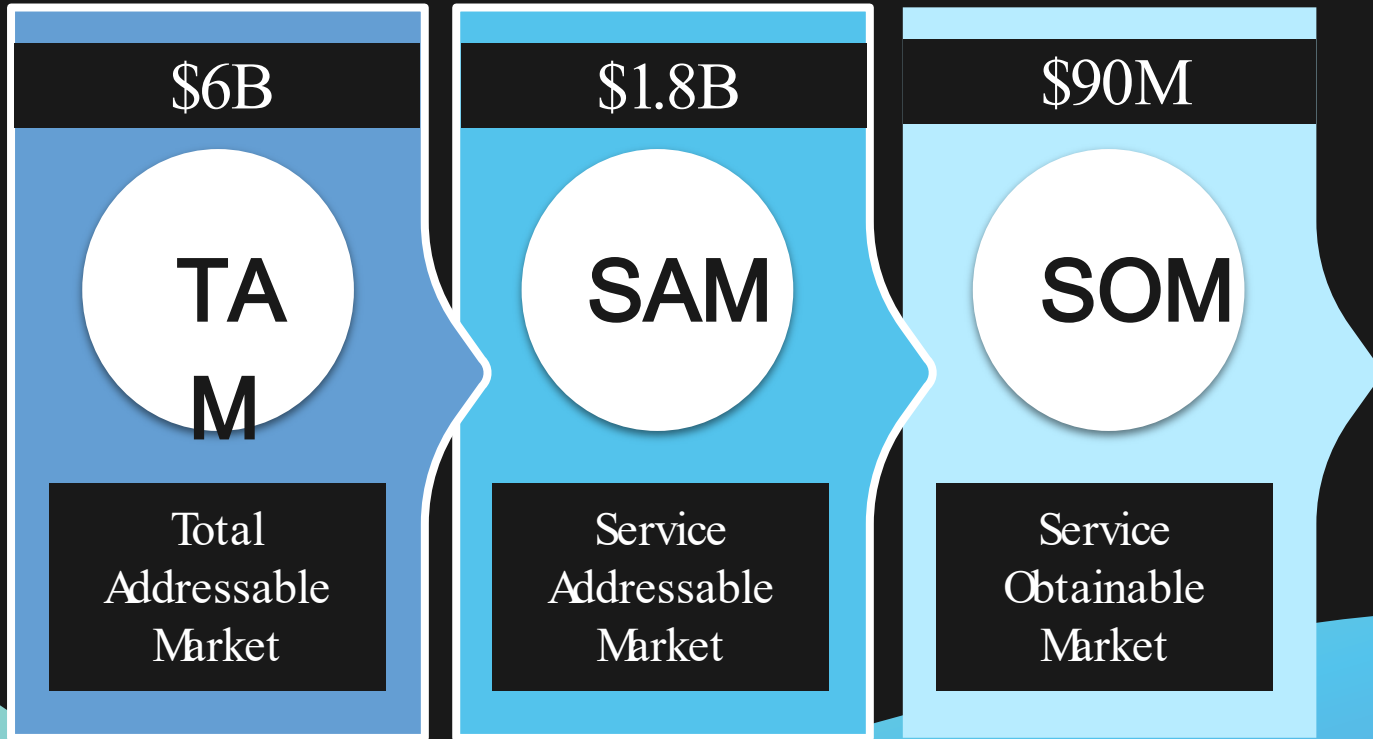
Validation

“The idea is **excellent** , I see that many people need and would use this product. As a professional, I see this technology as very **practical and accurate** at pinpointing specific molecules in drugs. Nowadays I see that our current drug detection technology is backward, but I strongly believe that this can **revolutionize** the industry.”

Dr. Venu Gopal Bandi Research Professor at
Department of Surgery, Perelman School of
Medicine **University of Pennsylvania**



Market Size

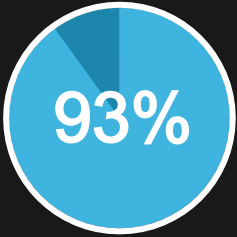


High School/College Student Survey Results

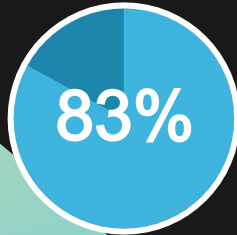
2460 responses, October 2024#ebruary 2025



Have been spiked or know a person who has been



Are concerned for their friends and family getting spiked



Say there is a need for our product



Marketing Strategies



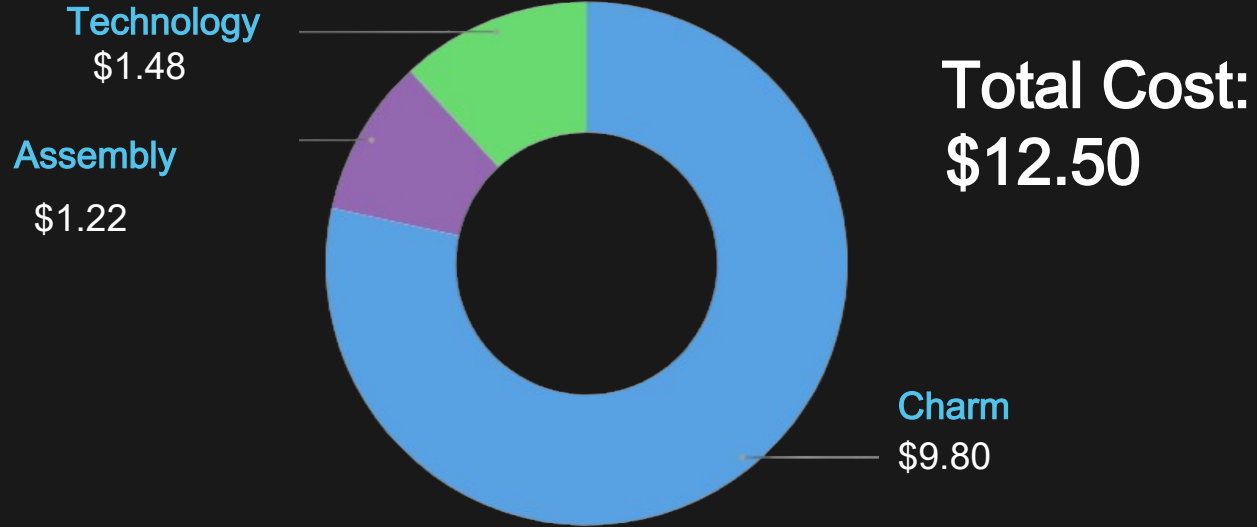
Social Media



Universities



Cost Breakdown Per Charm



Pricing Breakdown Per Charm

Charms will be sold for **\$48.99** giving us
a 75% profit margin

As we **manufacture** at **scale** our **prices**
go **down**



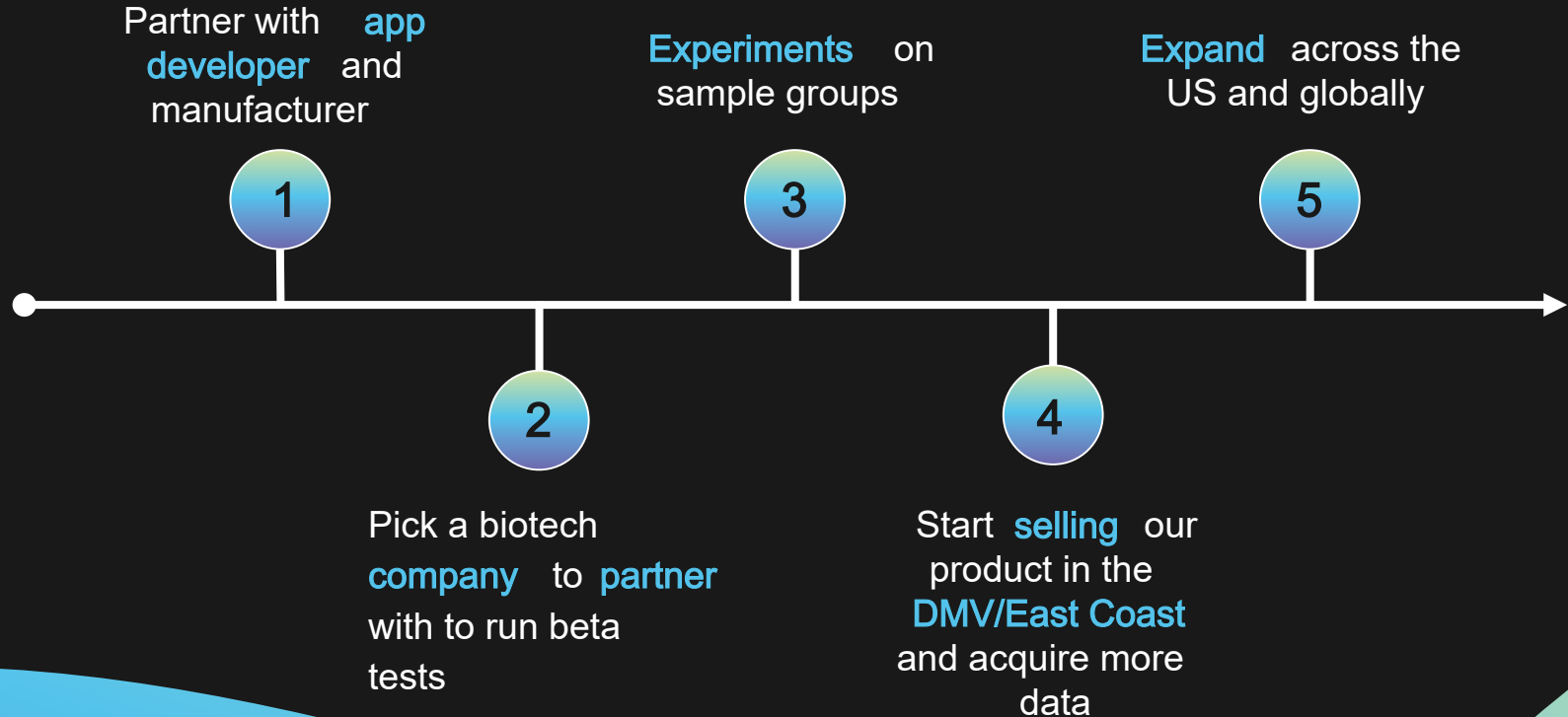
Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Products Sold	2,000	15,000	36,000	65,000	100,000
Revenue	\$98,000	\$735,000	\$1,764,000	\$3,185,000	\$4,900,000
Production Costs	\$25,000	\$187,500	\$450,000	\$812,500	\$1,250,000
Distribution Costs	\$5,000	\$37,500	\$90,000	\$162,500	\$250,000
App Development and Maintenance Costs	\$60,000	\$10,000	\$30,000	\$50,000	\$100,000
Advertising Costs	\$29,400	\$220,500	\$529,200	\$955,500	\$1,470,000
Net Profit	-\$21,400	\$294,500	\$664,800	\$1,204,500	\$1,830,000



VALUES OFFERED	SipSense	DrinkSafe	Test My Drink	Check Your Drink
Reusable	✓	✓	✗	✗
Convenient	✓	✗	✗	✗
Discrete	✓	✗	✗	✗
Immediate Action	✓	✗	✗	✗
Accuracy level	High	N/A	Medium	High

Next Steps



Manufacturing + Patent

----- Forwarded message -----

From: Gu Zhang <gzhang@foxconn.com>
Date: Tue, Apr 16, 2024 at 3:34 PM
Subject: Re: Potential Manufacturer Partnership
To: Rishik Puli <rishikpuli@gmail.com>

Hi Mr. Puli,

We have received your information and are extremely interested in discussing further details with you. Please let me know about the next steps and lets set up a meeting soon.

Sincerely,

Gu Zhang

Senior Manager at Product for Youth Program
Hon Hai Technology Group (Foxconn)



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PATENT AND TRADEMARK OFFICE

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www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
63/633,727	04/13/2024 2:01:13 PM ET	-

Title of Invention

SipSense Sensor

Application Information

APPLICATION TYPE	Utility - Provisional Application under 35 USC 111(b)	PATENT #	-
CONFIRMATION #	7252	FILED BY	Rishik Puli
PATENT CENTER #	65082978	FILING DATE	-
CUSTOMER #	-	FIRST NAMED INVENTOR	Rishik Puli



SUMMARY

- App that pairs with physical charm
- Detects drugs like GHB and ketamine in drinks
- Features like emergency contacts, tracking, and more
- Revenue: Charm sales

