



BREATH PROTECT

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Problem

100,000 people are involved in drunk driving accidents per year.

230 children are killed from DUI accidents.

Most people don't know their limits.



Purpose

Breathalyzer

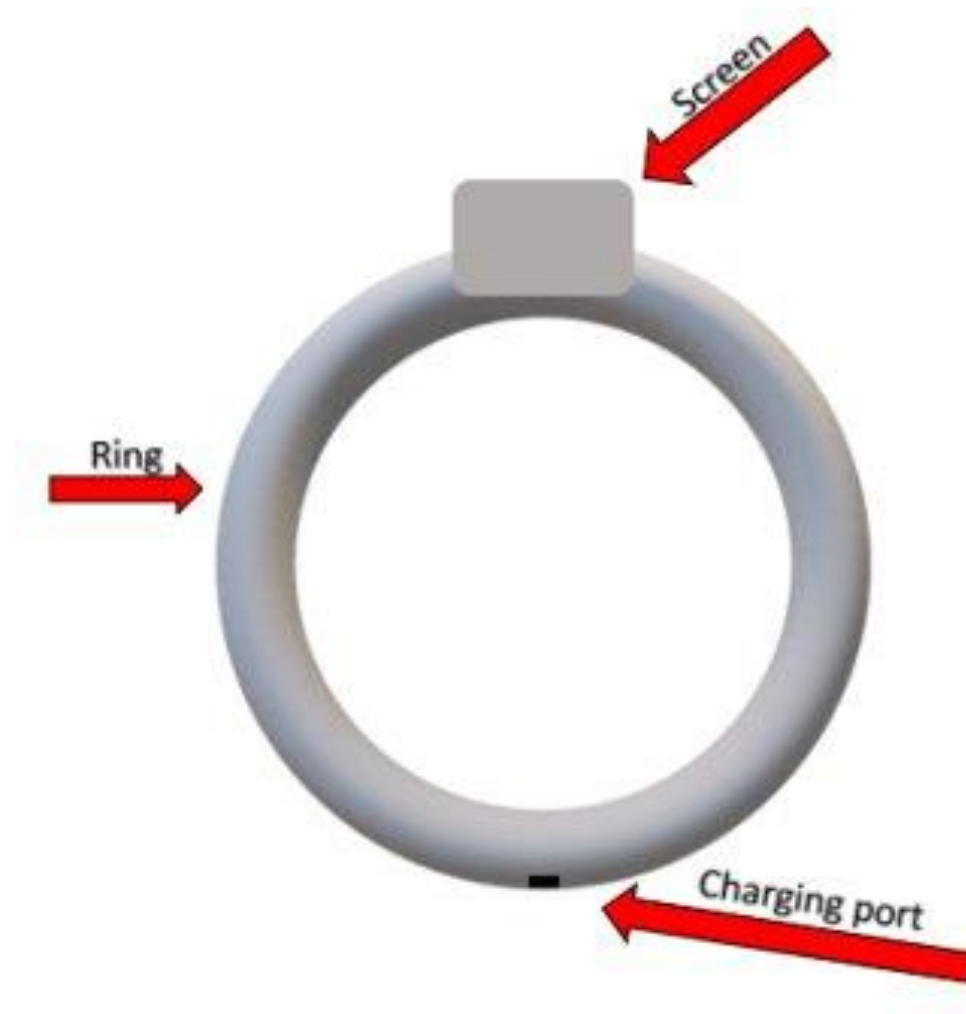
LED Light Indicator

Rechargeable Battery

Safe Lock Control

Bluetooth

Waterproof



Benefits

Can save your
life or someone
else's life.

Could Stop you
from going
to jail.

More discrete

Ours is \$75



Target Market & Competition

Our target market
is ages 16-34.

People who drink

Our
competitor's price
is \$131

Attributes	Breath Protect	Cannabix Tech	Hound Labs	BACtrack S8o
Discrete	X			
Rechargeable- battery	X	X	X	X
Bluetooth	X			
Affordable	X			

Production, Partners & Advertising

Billboards

Social Media

Commercials

Uber

BAC track Breathalyzers

Tiffany & Co.

Toyota





THANK YOU!
ANY QUESTIONS