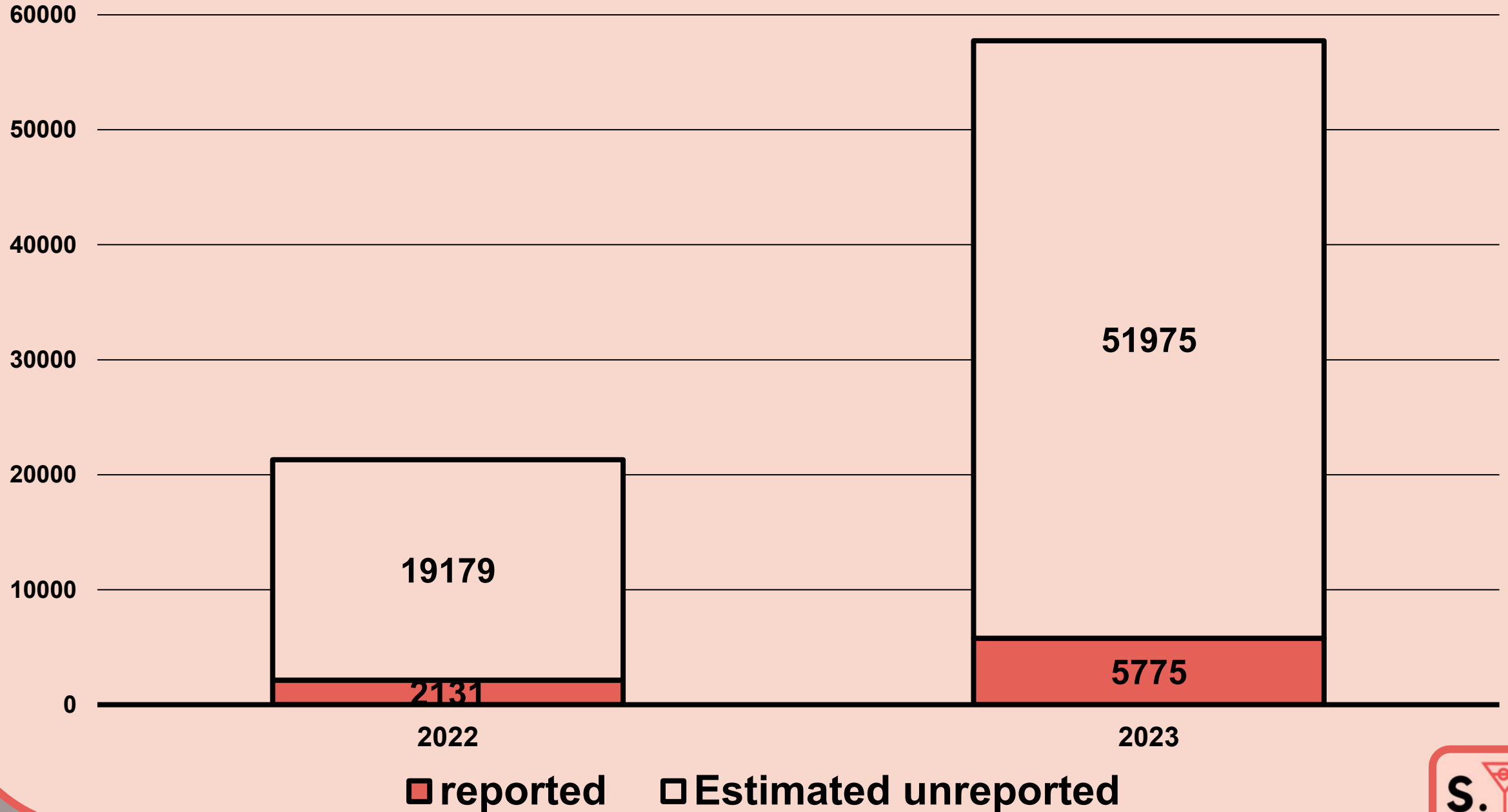




SPIKING IMPACT PREVENTION

Drink spiking incidents in the UK 2022/2023



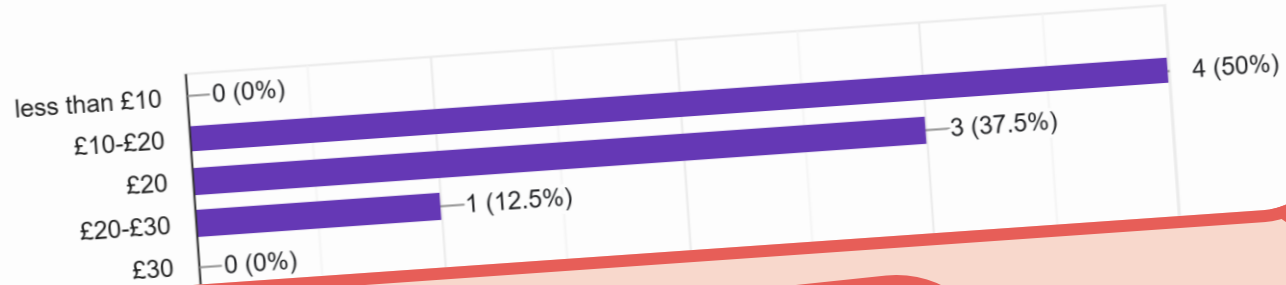
Our team has personal experience...



Market research

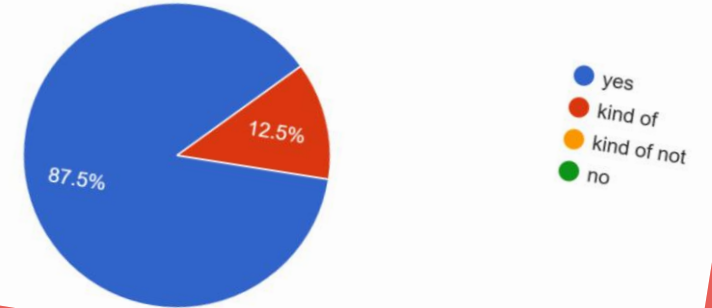
How much would you pay for this product? ~5 items inside, packaged neatly in to a small bag

8 responses



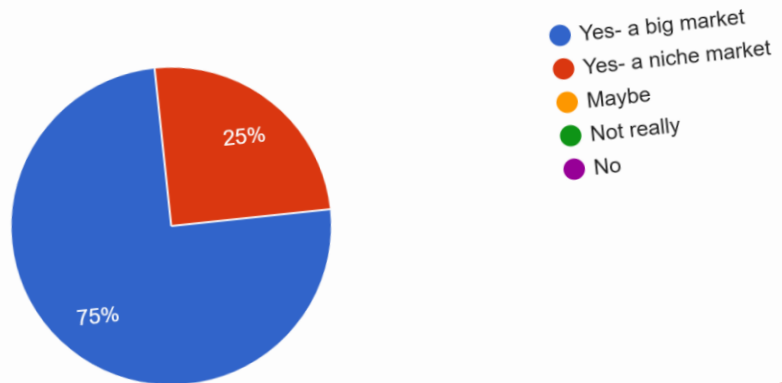
Do you like this product?

8 responses



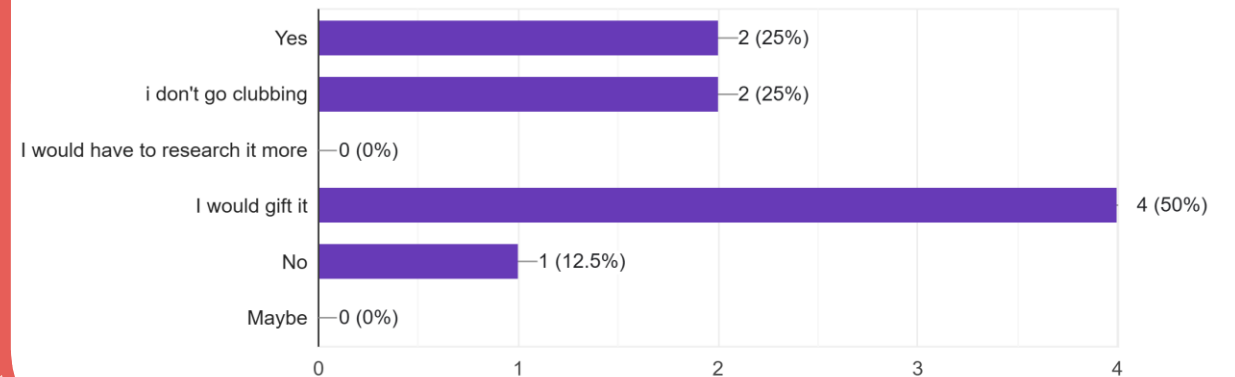
Do you see a market for this product?

8 responses



Would you buy this product?

8 responses



We found:

- Inaccessible
- Expensive
- Big and bulky
- All the components were in different places



So we created...

The S..P Kit!

Anti-spiking
Covers

Carry Bag

Spike Test
Strips

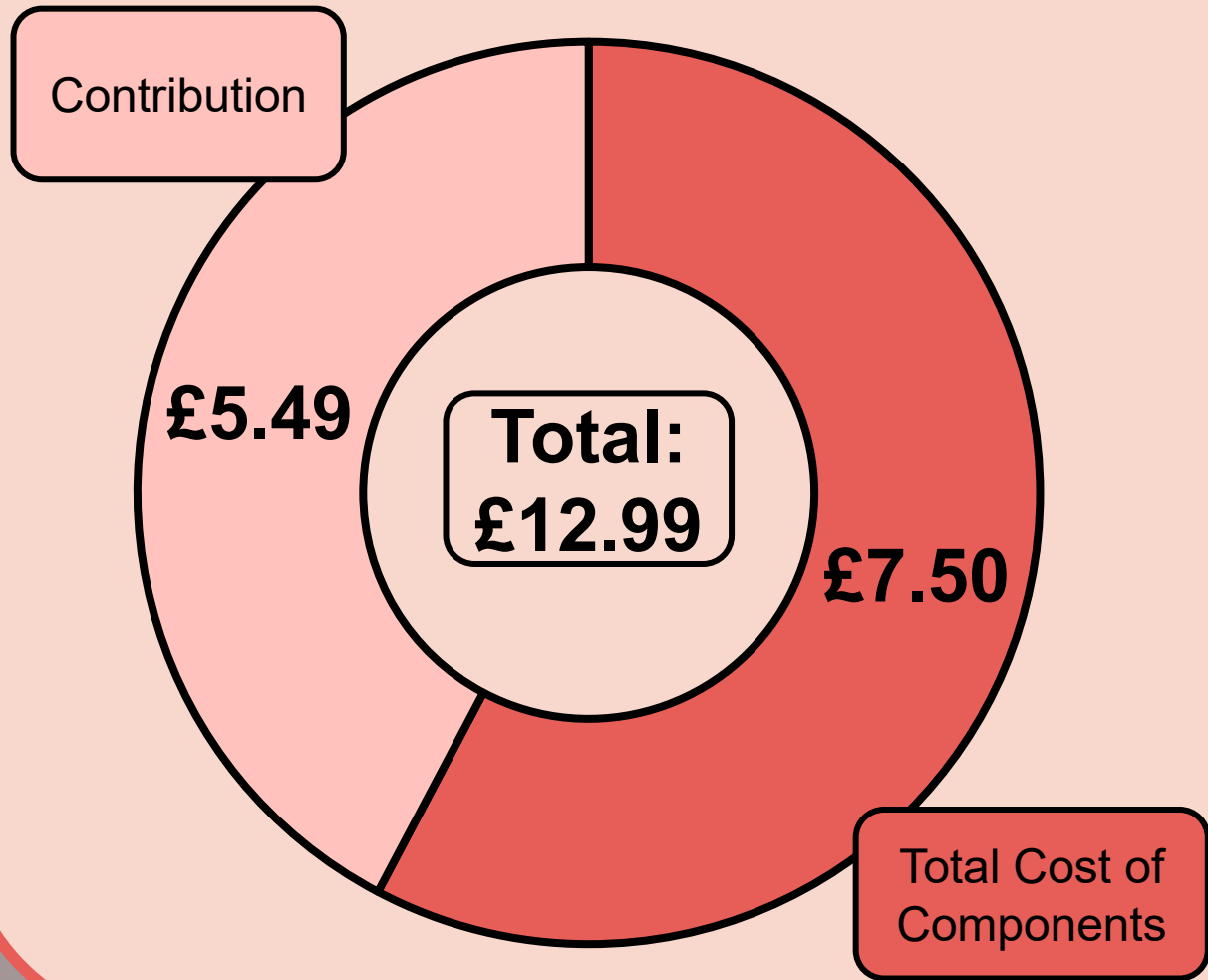
Additional
option-
Personal
Attack Alarm

Bottle Toppers

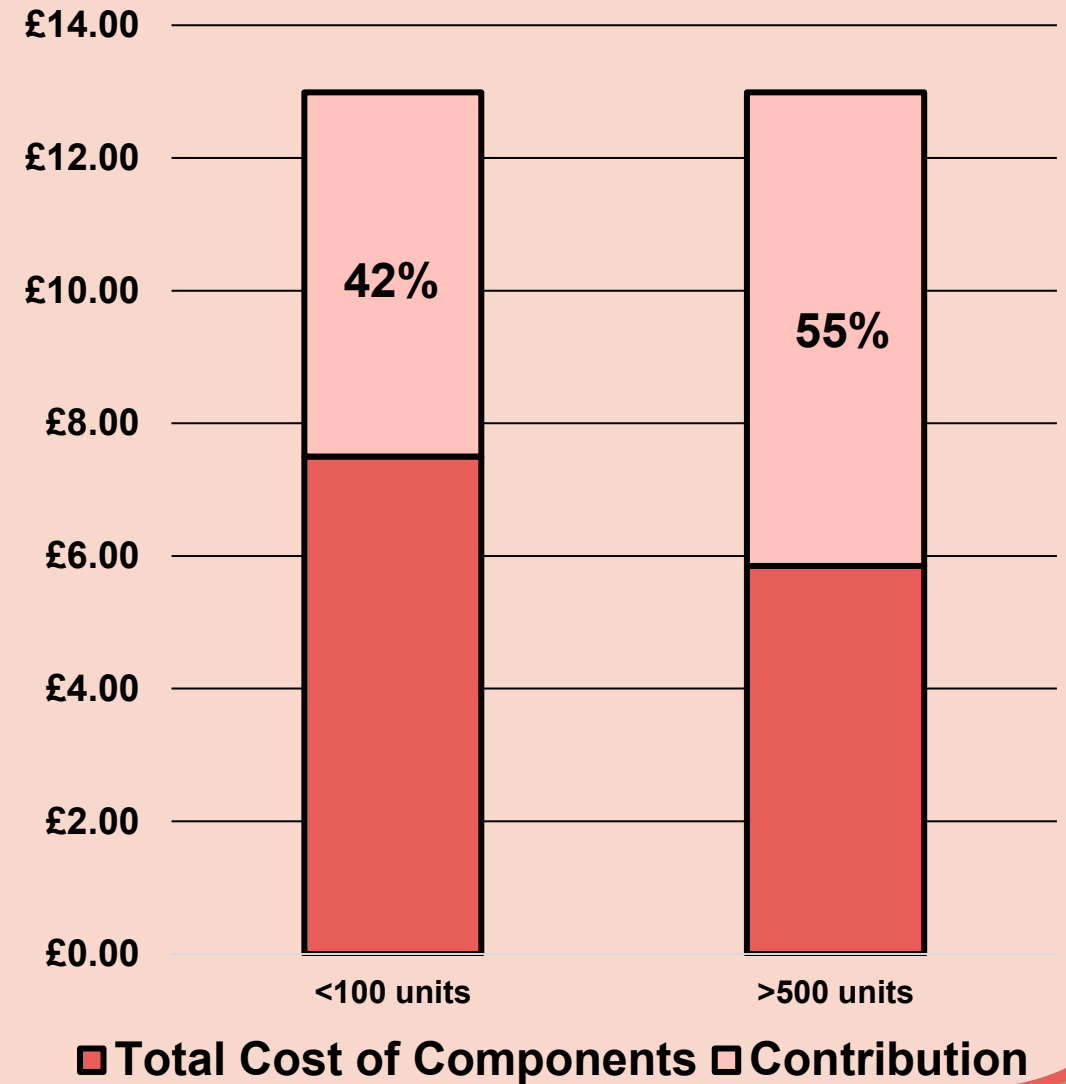
Drink Cover Scrunchie



Current costs



Future



We went to ITG:



DiamondBOX



Stoke trade fair:

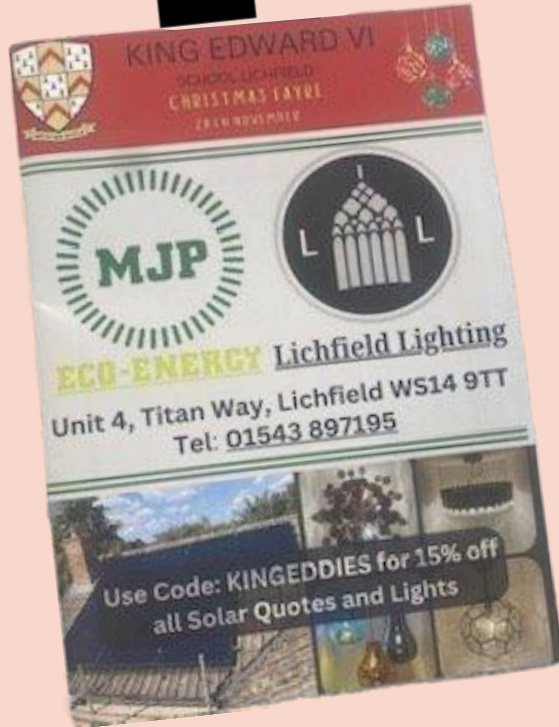


Staffordshire Competition:

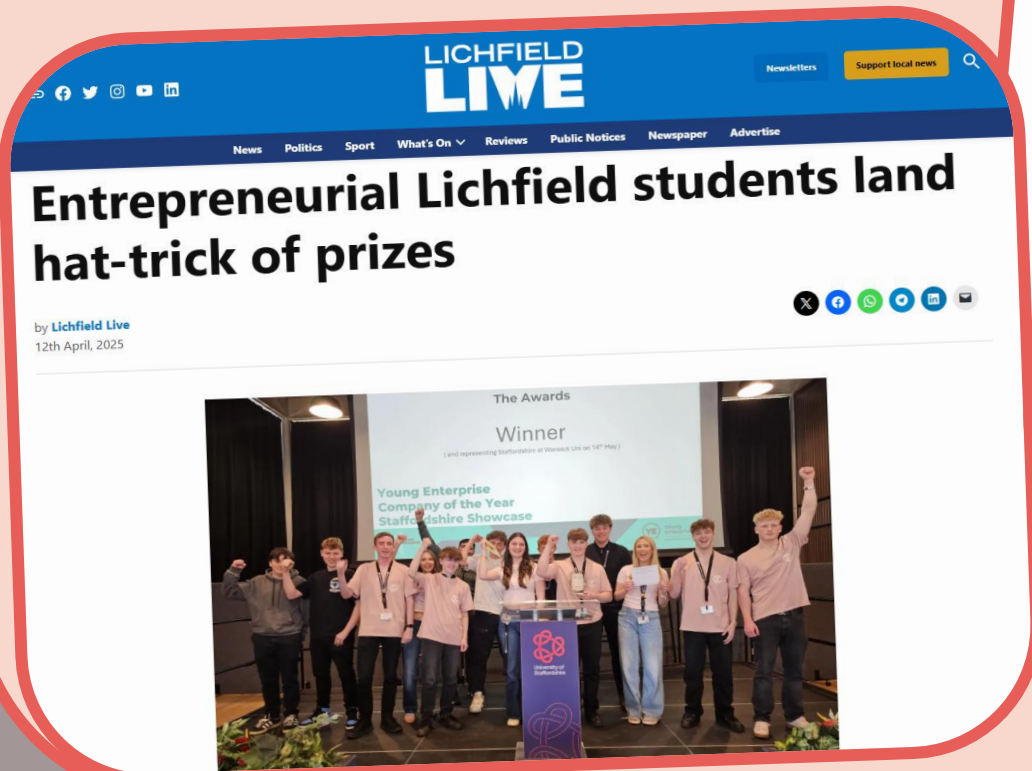
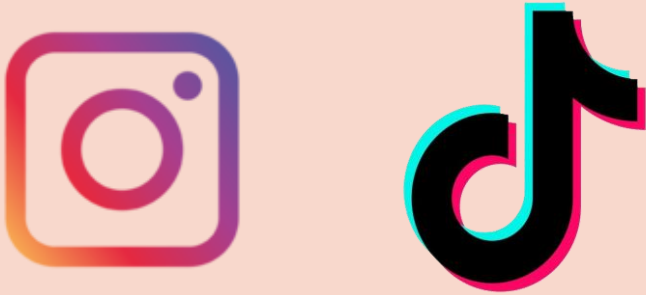


We won:
Best company report
Best marketing
And we were the overall winners!

However, It hasn't been without challenges...



Social Media and PR:



BBC
MIDLANDS
TODAY



spikingimpactprevention.co.uk

In the future

Mitchells
& Butlers



UNITE
STUDENTS

ASK FOR
ANGELA



GREENE KING
PUB PARTNERS

Thank you for listening!

S.  .P Safely!