

## Global social safety, reducing drug related crime.

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Type Klant	B2B
Gewenst Type Investeerder	Angel Investor, Venture Capital, Private Equity, Strategic Investor
Benodigd Kapitaal	750000
Reeds toegezegde financiering	0
Minimale Ticketsize	100000

<b>Sector</b>	Consumer Goods,Health,Marketing,Media, Advertising and Communication,Retail
<b>Bedrijfsfase</b>	Series A
<b>Land geregistreerd</b>	UK
<b>Aantal Founders</b>	1
<b>Aantal Huidige Werknemers</b>	7
<b>Omzet (prognose) komende 12 maanden</b>	104000
<b>Omzet (prognose) maand 13 - 24</b>	92000
<b>Huidige Kosten (maandelijks)</b>	20000

## Bedrijfsbeschrijving

- Drug Lab 118 Limited was incorporated in the United Kingdom, March 2013.
- Is **focused on the development of innovative drug detection solutions** , in particular anti drink spiking tests.
- Has developed with its science partner, specific **patented products for the detection of illicit substances** .
- Has **successfully worked with the police and many institutions across the world** and is actively working to provide consumers with trustworthy and simple self-testing solutions.
- Our business is focus is to **expand through co-branded relationships** and introduction of new consumer brands.

## Business Model

2024 is a year of change for DrugLab with a new team expanding from core professional into

- **Supplying white label products for new consumer (co-branded) brands;**
- **Safety Strips** , a Canadian PLC, with whom DrugLab 118 is negotiating a closer relationship.
- **Overdrive Defense** a USA disruptive MedTech company.
- **Aglaya Creativos** , a Spanish company producing an innovative self-testing bracelet.
- **Preparing for a new B2C, B2B DRUG LAB 118, brand named Tilda to be launched** in the USA, through our partners Safety Strips, and in the UK in Q1 2025. Tilda will take a disruptive, empowering message and unique test to consumers concerned about safety in social environments.

## USP's

**Drug Lab 118 have patents** for instant drug detection tests in the EU, UK and USA. This test is **the only instant test in the world** that can detect almost all drugs containing amines, amines are found in substances used for drink spiking , **such as:**

- **Most psychoactive substances** (and hence most illegal drugs) contain amines – also known as Special K, K, Ket.
- the K+ colorimetric test also instantly detects all **illicit substances** that contain amines
- **Rohypnol & other Benzodiazepines**, including diazepam such as Valium.
- **GHB** – gamma-Hydroxybutyric acid.

Therefore, the DRUG LAB test will pick up almost all drugs that are used for spiking drinks and is not just limited to the above three most common drugs used.

## Investeringsbehoefte

Funding is required for:

- **Manufacturing facilities:** GBP 90,000
- **Web, App and Social development:** GBP 30,000
- **Product Development:** GBP 20,000
- **A&P:** GBP 260,000
- **Recruitment:** GBP 350,000

## Ervaring Founder(s)

Colin is a global leader in brand and business development, with a strong focus on creating sustainable consumer experiences in balance with environmental preservation. Colin founded Drug Lab 118 Ltd, in 2013, with a former partner, he now leads Drug Lab 118 Ltd, which has created the only instant test in the world that can nearly detect all drugs used for drink spiking. Colin has strong commercial, operational, and branding expertise, Colin has a proven track record in launching global brands and driving sustained revenue growth. He has successfully developed business strategies for renowned brands like NIKE, FIFA, National Geographic, and Mattel, delivering inspiring consumer experiences across multiple channels.

## Samenvatting

**Datum:** 22 November 2022

**URL:** <https://venturecapital.nl/global-social-safety-reducing-drug-related-crime/>

## Contact & Site

## Extra beschrijving

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Making society and the night-time economy safer, by reducing drink spiking and drug related crime.

This company is an UK-registered company, founded in 2013. Its leading in the development and sale of drug detection solutions, for consumers and law enforcement organizations, to reduce drug-related crimes.

Developing a consumer-focused drug detection category.

- Currently supplying law enforcement, social venues and consumers with unique and patented drug detection solutions.
- Working with 10 UK police organizations.

Market opportunity: UK

- Night time economy venues: UK 42K
- 42 UK Police forces. **135K active field police officers**
- Social consumers: **33%/22M** UK people visit bars/clubs
- All equivalent channels in key territories re: USA, Europe.

Products:

- Their patented and bespoke products instantly detect illicit substances

used for recreational use or drug related crime.

The problem:

- Epidemic numbers of drink spiking and drug crime incidents across the UK and Europe.
- No standard communication or reporting protocols and process in place for victims.
- There are no standard testing or detection protocols. Inadequate forensic follow up, and lack of prosecutions.
- No trust law in enforcement to investigate reported drink spiking or drug crime incidents.

Although this is a company registered in the UK it operates from Amsterdam. Tests produced in the UK. If necessary, and important for investors, the company can register in the Netherlands.

**Business Model:**

- Subscription model for B2B in return for drug detection tests for venue testing services. 24/7/365 staff training and education.
- Online, direct-to-consumer for B2C
- Retail and venue sales of drug tests.

**Customer type / profile:**

B2B & B2C (Venues, Law enforcement, consumers)

**Preferable investor type:**

Angel investor; Venture Capitalist; Private Equity

**USP's:**

- Unique and patented drug detection solutions;
- Subject matter experts in drug related crime;
- The only instant drug detection test in the world that can detect almost all drugs used for drink spiking and drug crime;
- Results in 2-3 seconds;
- No false positives;
- Completely safe and simple to use.

Social development goals (SDGs) will also be supported.

- SDG3 for good health and well-being;
- SGD4 regarding gender equality will be supported;
- SDG16 regarding peace, justice and strong institutions will also be supported.

**Capital amount needed:**

£500.000,-

**Investment need:**

- Create a B2B subscription, education and accreditation portal and service. (130K)
- Create B2C online education and test sales platform. (260k)
- Develop customer-specific delivery systems for existing drug tests.

(110k)

**Sector:**

B2B Software; B2C Software; Security

**Phase:**

Early Growth

**Number of founders:**

2

**Current number of employees:**

2

- One full-time, one part-time.
- Plan to recruit 3-5 new team members.

**Experience:**

The founder is an International Business Director with strong brand building, leadership and communications skills. 12 years of experience in this sector.

Science Officer: Former Home Office Forensic Scientist, analytical chemist and toxicologist in criminalistics and drug abuse. 40+ years experience in this

sector.

**Monthly turnover (current):**

£5.833,-

**Turnover (forecast) next 12 months:**

£530.000,-

**Turnover (forecast) months 13 - 24:**

£2.000.000,-

**Current monthly expenses:**

£500,-

**Additional information:**

The previous investments from founders were £300k+

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