

**Thanks for choosing NightCap for your school project!  
We hope this makes your life easier :)  
Xoxo,**

## **The NightCap Team**

### **What is NightCap? How does it work?**

NightCap is the drink spiking prevention company that originated as the drink spiking prevention scrunchie. The NightCap scrunchie can be worn on your wrist or in your hair and if you're feeling uncomfortable at the bar, club, or party, pull the cover out from the scrunchie pocket and use it to cover your drink. Place your straw in the hole to drink with peace of mind. When you're done using it, tuck the cover back into the pocket of the scrunchie. The NightCap Keychain is the same concept but sits inside of a pocket on your keys instead of a scrunchie. Nightcap fits best over solo cups or similar size/shaped cups.

### **How did you come up with NightCap?**

I invented Nightcap in 2019 when I was 16 years old. After a friend of mine was roofied at the bar, I wanted to come up with a solution to prevent drink spiking to protect my friends and I when we went off to college. A few weeks later, I went to sleep and thought of NightCap in a dream. The product and its functionality simply formed in my dream. When I woke up, I told my dad. I tried explaining the product but I knew I had to just show him. That's when I created the first prototype out of my mom's pantyhose and a scrunchie from my room.

### **What is your title at NightCap?**

CEO and Co- Founder (Shirah)  
President and Co-Founder (Michael)

### **What is your legal business structure (llc, corps, proprietorship)?**

We are an LLC.

### **How did you create your first prototypes?**

After thinking of NightCap in a dream, I created the first prototype from my mom's pantyhose and a scrunchie from my room. To make the next four prototypes, my dad and I found a local seamstress. She made all the prototypes out of old gymnastics leotards, socks, and pantyhose material. She would come to the house and show my dad, my brother and me. After making it to the final prototype, my brother started working with a manufacturer to get the first batch of 4,000 units produced in Dallas, TX.

**What is NightCap made out of? Where do you make the product now?**

NightCaps are made from nylon and spandex. Production is done overseas.

**Do you have a primary business location at the moment?**

Our headquarters is in West Palm Beach, FL.

**Do you have a patent? Have you filed for one? Trademarks?**

We have two registered utility patents, one utility patent pending, and multiple trademarks in various countries.

**Do you have employees? If not, do you plan on hiring?**

We have one part time employee outside of the two founders as most tasks are outsourced to other firms. However, we do provide an affiliate program for those that want to participate in making a difference while also making some pocket money on the side. You can sign up at <https://nightcapit.kickbooster.me/boost>

**How did you and Michael use the winnings from the innovation competition?**

We used the winnings from the pitch competitions to buy inventory and create some of our first marketing materials.

**How did Florida State University help you start the business?**

The resources at the incubator at FSU had a large impact for the beginning stages of NightCap. We used the money we won from pitch competitions there to fund the business, utilized the law school to obtain significantly cheaper legal work, did textile testing at their textile testing center, and got guidance from various professors at the school.

**Why do you think your Indiegogo crowdfunding campaign was successful? How did you spread the word?**

We got very lucky with our crowdfunding campaign as we quickly got the opportunity to be on Fox Business Network's show- Making Money with Charles Payne. We flew out to New York while we were in the process of raising capital for Indiegogo. The show was live and we walked out of the building with a significant amount of money closer to our goal. After the show aired the word spread more which brought us eventually to \$12,500.

### **How did the Shark Tank opportunity come about?**

Covid-19 forced us to take a step back and seek out different more long term ways to grow the business. Because people couldn't go out and use the product we determined that we didn't have to rush things. We decided to apply online to Shark Tank and got called back and eventually made it onto the show!

### **Where are you selling now?**

All Nightcap products are available at Nightcapit.com and Amazon Prime. We've expanded on the Amazon platform to Canada and Europe. A significant amount of our business is discounted bulk orders with organizations. We've worked with over 150 universities in the US, Europe, and Canada to provide Nightcaps so they can be handed out to students at no cost. We have sold over 600,000 units to 40 different countries.

### **How many different types are you selling? Retail pricing, please?**

Our flagship product, the Nightcap scrunchie is available in 4 colors. Additionally, we launched the Nightcap keychain in December which is a unisex version of the product. And even more recently we became the exclusive US distributor of StopTops which is a disposable version invented in the UK that we sell to bars, clubs and venues.

Nightcaps: \$11.99

Keychains: \$11.99

StopTops: About \$0.33 per sticker depending on quantity

Beer Can Cooler: \$12..99

Bottle Tops: \$8.99

College Box: \$99.99

Gift Box: \$54.99

Bachelorette Box: \$20 per person (5 Person Minimum)

Maxxm Alarm: \$11.99

### **Have you had any difficulties with product development you can share?**

In the beginning, figuring out the original design was a lengthy process that took a lot of trial and error. Initially, we thought the drink cover should go inside of the scrunchie and have a zipper or velcro opening. However, the design process determined the cover should be placed in a pocket on the outside of the scrunchie.

### **Please let us know about your "Shark Tank" experience? Did you get a deal? If so, with which "Shark," and for what value?**

We got a \$60,000 deal for a 25% stake in the company with Lori Greiner. The experience was

both surreal and at the same time one of the scariest things I've ever done. I used to watch Shark Tank as a kid with my brother so going on it together was a dream come true.

**Would you be able to share any advice with our readers on the topic of IF your age has been a benefit or a deterrent in managing a business? Are you still in college?**

My age played a huge role in the beginning of NightCap. I wasn't as confident at 16 due to my lack of education in business. I had no idea what I was doing, I didn't know where to begin. I was solving a worldwide problem but at the same time, felt like I couldn't be taken seriously at my age. Lack of experience was the biggest struggle for me. Growing up and going through the motions of running a company taught me so much. I learn something new every day and my confidence has grown tremendously, which has a large impact on decision-making when running a company.

**Do you have any new products forthcoming?**

Yes. We have a new version of our beer bottle tops on the way. Our most recent product launch was our College Box which includes all of the tools a student needs to stay safe on and off campus. We also added the Maxxm personal alarm to our product line. We are constantly checking in with our customers to hear their feedback on our products and what else they want to see from us. Our goal is to create products so that our customers can stay safe no matter who they are or what they're drinking. Make sure to follow us on our Instagram @nightcapit and subscribe to our email list for updates on this.

**What advice would you give to young entrepreneurs?**

If you're a young entrepreneur, do what you're passionate about. You want to spend your days doing what you love. Today, you can turn every hobby into a business. With a great story and product, anything is possible. Enjoy the journey to your destination.

**Was it hard going to school and running a business?**

Yes, and I knew nothing about business when I was in school. I struggled with a lack of knowledge about product development, marketing, public relations and other important factors of business. Luckily, my brother knew more about business and took over what I couldn't do. I eventually decided I wanted to be more involved in the business after going to college for a year and a half so I took a break from school and now I work full time at the company.

What is your contact info for our readers?

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