



BUSINESS PLAN

Next \$25M Spit-Free Cake Blower

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Inspired by the Spit Free Cake Blower?

Why stop there? Take it to the next level—innovate next \$25M Spit-Free Cake Blower, patent it, and turn it into a thriving business! Below, you'll find innovative improvements to make it even better. Plus, a full business plan to guide you on your exciting entrepreneurial journey

Potential Patentable Improvements

Here are some exemplary improvements in Spit Free Cake Blower. This should help you to structure your thoughts.

1. Blow-Activated Electric Fan Circuit

- A **blow-detecting sensor** or **air pressure switch** that triggers the internal fan only when the user blows, not continuously.

2. Replaceable Antimicrobial Filter Unit

- A **disposable or replaceable filter module** at the intake end that traps potential microbes before air passes through the fan.

Now it's your turn.

Step 1 - Brainstorm to come up with unique improvements – add new features or modify features listed above.

Step 2 - Claim your free patent strategy call with Patent Yogi Team. Book via this link

<https://calendly.com/patentyogi>

Business Plan:

Executive Summary

SpitSafe Technologies, Inc. is revolutionizing birthday hygiene with a patented, next-gen solution. Our innovation offers a **fan-assisted, antimicrobial, and safe candle-blowing experience** for kids' parties—without the germ spray. With unique features like **directional airflow isolation, smart blow activation, and child-safe operation**, we are targeting the \$3.5B+ US birthday party market. We're seeking **\$250,000 in seed funding** to finalize our prototype, secure patents, and launch in retail and online channels.

Company Overview

Company Name: SpitSafe Technologies, Inc.

Founded: 2025

Headquarters: Austin, TX

Business Model: Direct-to-consumer (DTC) + wholesale retail distribution

Mission: To make birthday celebrations safer, cleaner, and more fun using patentable tech

Vision: Become the standard in hygienic celebration tools for kids and families worldwide

Market Analysis

- **Target Market:** Parents of kids aged 3–12, party planners, schools, daycare centers
- **Market Size:**
 - \$3.5B+ annual US children's birthday party industry
 - 10M+ birthdays per year in target age group
- **Consumer Pain Point:** Concerns around hygiene, especially post-COVID
- **Opportunity:** First-to-market in tech-powered hygienic candle-blowing devices

Market Trends

- Rising demand for **sanitary celebration products**
 - Surge in **health-conscious parenting**
 - Growth of **tech-integrated toys and party tools**
 - Increasing popularity of **eco- and child-safe innovations**
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Product Description

Name: BlowGuard™ (working title)

Core Technical Innovations:

- **Directional Flow Isolation Chamber** – physically separates breath from cake
- **Blow-Activated Fan** – saves power, adds interactivity
- **Replaceable Antimicrobial Filter** – traps germs at intake
- **Noise-Reducing Air Path** – for quieter indoor use
- **Child-Safe Orientation Lock** – activates only in safe position

Product Formats:

- Birthday Party Kit (with candles & filters)
 - Licensed cartoon character versions
 - Premium rechargeable version with LED indicators
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Marketing & Sales Strategy

Channels:

- Amazon, Shopify store, Target, Walmart (retail)
- Influencer & mom-blogger partnerships
- Birthday party supply wholesalers
- Schools and daycare partnerships

Tactics:

- Viral videos and parent testimonials
 - Collaborations with pediatricians & hygienists
 - Bundle offers with cake shops and party planners
 - PR features and Shark Tank-style pitches
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Management and Organization

Founders:

- CEO: Product Design & Vision
- CTO: Engineering & Patent Strategy
- COO: Legal/IP, Business Growth

Advisors:

- Pediatric infectious disease specialist
- Former VP of product at a toy company
- Marketing director from birthday product brand

Funding Requirements

- **Total Ask:** \$250,000
 - **Use of Funds:**
 - \$80,000 – Final engineering & manufacturing molds
 - \$50,000 – Inventory (first run)
 - \$50,000 – Marketing launch
 - \$40,000 – Patent filings (US + PCT)
 - \$30,000 – Team & ops setup
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Revenue Streams

- Direct product sales (DTC & retail)
 - Birthday bundle upsells (candles, hats, accessories)
 - Licensing to party product brands
 - School & institutional bulk orders
 - Filter subscription refills (recurring revenue)
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Revenue Projections (Years 1–3)

Year	Units Sold	Avg. Selling Price (Blended)	Revenue
Y1	50,000	\$27.60	\$1.38M
Y2	200,000	\$28.50	\$5.70M
Y3	500,000	\$29.00	\$14.5M

Intellectual Property

- **Utility Patent Applications Filed (2025):**
 - Directional airflow chamber
 - Blow-activated fan triggering mechanism
 - Replaceable germ-trapping intake filter
 - Orientation-based safety logic
 - **Design Patent:**
 - Unique casing aesthetic (cartoon & birthday-themed designs)
 - **Trademark:** BlowGuard SpitSafe
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Milestones (Year 1)

Month	Milestone
1–2	Finalize prototype + utility patent filing
3–4	Manufacturing setup with partner in Mexico
5	Beta test 500 units (parents, schools)
6	Launch DTC pre-orders
7	Deliver first batch, start influencer push
8–9	Enter retail negotiations (Target, Amazon)
10	Begin licensing talks with party brands
12	Reach 50,000 units sold and prepare for Series A

Interested in taking your idea further?

[Book a free consultation with our experts](#)