



STRATEGIC INVESTMENT MEMORANDUM

Building the Infrastructure for Human-Centered Institutional Accountability

A Scalable AI Platform for Regulated Public & Enterprise Environments

PREPARED BY

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Founder & Chief Executive Officer

ENTITY

Bully Buddy LLC

DATE & NOTICE

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Investment Snapshot

This executive memorandum summarizes the investment thesis, technology architecture, and institutional expansion strategy for Bully Buddy LLC.

Strategic Profile & Investment Summary	
Company	Bully Buddy LLC
Founder & CEO	Jessica Toft (15+ years in education, youth development, and special education leadership)
Mission	Building trusted, privacy-first infrastructure for institutional accountability, safety, and compliance.
Current Product	Bully Buddy: An automated, consent-driven peer accountability and incident recording system designed for educational institutions.
Platform Vision	Buddy-Verse: A modular, enterprise AI infrastructure powering specialized accountability solutions across multiple public and private sectors.
Current Raise	\$145,000 Seed Investment Round
Business Model	B2B & B2G Enterprise SaaS (Annual recurring licensing, pilot implementation packages, and platform integration fees).
Primary Customers	K-12 School Districts, Higher Education, Municipalities, Healthcare Facilities, Senior Care, Housing Authorities, and Commercial Enterprises.
Competitive Advantage	Zero-PII architecture, automated consent-driven recording gates, verified immutable audit logging, and purpose-built compliance frameworks.
Purpose of Funds	Platform completion, pilot deployment execution, institutional validation, regulatory compliance audits, and strategic partnership scaling.
Long-Term Vision	Establishing the standard foundational technology layer for institutional safety, transparency, and human-centered governance across regulated sectors.

Investment Takeaway

Bully Buddy LLC bridges the gap between complex regulatory mandates and daily operational accountability. By deploying zero-PII architecture on a shared institutional engine, the company minimizes liability while maximizing compliance and stakeholder safety.

Executive Summary

The Institutional Mandate

Public and private institutions face unprecedented pressure regarding safety, behavioral compliance, and risk management. However, current institutional processes rely on fragmented reporting, delayed documentation, and high-liability data collection methods that increase regulatory exposure.

What Are We Building?

Bully Buddy LLC is building the infrastructure for human-centered institutional accountability. We deliver purpose-built, privacy-first software solutions that enable organizations to record, process, and address behavioral incidents with complete transparency, automated consent management, and zero personal data risk.

Why Does It Matter?

Institutions today operate under severe compliance scrutiny—from federal educational standards (FERPA/COPPA) to healthcare and municipal transparency regulations. When safety incidents occur, legacy reporting mechanisms fail due to subjectivity, delayed recording, and administrative friction. Bully Buddy restores trust through objective, consent-gated operational workflows.

Why Is It Different?

Unlike traditional surveillance or generic incident-reporting tools, our proprietary architecture enforces strict privacy-by-design principles. Utilizing automated consent-driven gates and live status indication, the system operates without harvesting or storing Personally Identifiable Information (PII), drastically reducing cybersecurity liability for adopting institutions.

Why Now?

Regulatory requirements surrounding child safety, elder care standards, workplace equity, and tenant protection have expanded dramatically. Concurrently, institutional leaders are seeking scalable, compliance-ready technology that simplifies risk management without introducing new data privacy hazards.

Human-Centered Technology Built for Institutional Integrity

The Institutional Opportunity

Across regulated public and private sectors, organizations share a fundamental vulnerability: the lack of standardized, low-friction, privacy-compliant systems for real-time accountability and documentation.

The Friction of Fragmented Infrastructure

Today, school districts, healthcare providers, municipal authorities, and corporate enterprises deploy disconnected point solutions for safety, compliance, and reporting. This fragmentation creates severe operational inefficiencies, administrative burden, and dangerous gaps in record integrity during legal or regulatory reviews.

INSTITUTIONAL SECTOR	CORE ACCOUNTABILITY CHALLENGE
Educational Systems	Unreported peer friction, bullying, and complex neurodiverse student support requirements under strict FERPA privacy bounds.
Healthcare & Senior Care	Vulnerable population protection, resident dignity preservation, and strict HIPAA-compliant interaction tracking.
Municipal & Housing	Tenant-landlord dispute resolution, civic facility safety, and public housing equity governance.
Corporate Enterprise	Workplace conduct compliance, DE&I policy enforcement, and risk mitigation in remote or multi-site environments.

The Imperative for Privacy-First Infrastructure

Modern institutions can no longer afford standard surveillance or high-risk data harvesting models. Data breaches, regulatory fines, and legal discovery costs make traditional PII collection a liability rather than an asset. The market requires technology engineered specifically around zero-PII protocols, transparent user consent, and verifiable auditability.

A Platform — Not a Single Product

While **Bully Buddy** represents our flagship application addressing educational environments, the core underlying technology is engineered as a universal institutional engine: **The Buddy-Verse Platform**.



Shared Infrastructure & Security

Unified core engine ensuring scalable cloud architecture, encrypted audit logs, and zero-PII data pipelines across all applications.

Shared Development Efficiency

Modular application architecture allows rapid deployment into adjacent verticals with minimal incremental capital expenditure.

Shared Compliance & Governance

Centralized legal frameworks tailored for regulatory compliance across state, federal, and municipal jurisdictions.

Recurring Enterprise Licensing

Multi-product licensing model providing expanding ACV (Annual Contract Value) within institutional customer accounts.

One Platform. Unlimited Institutional Markets.

Why We Win

Bully Buddy LLC secures a distinct market advantage by aligning architectural design directly with the stringent legal, operational, and ethical demands of enterprise and government clients.

01. Architecture

Modular & Reusable Framework

The platform features a standardized core engine with interchangeable interface layers (e.g., Bully Buddy, Neuro Buddy, Safety Buddy, Tenant Buddy, Elder Buddy). This design dramatically lowers software development costs, simplifies feature rollouts, and enables rapid scaling across distinct regulated markets without re-architecting the base code.

02. Privacy

Zero-PII Architecture

By enforcing Automated Consent-Driven Recording triggered strictly via transparent consent gates and visual live status indicators, our technology operates without collecting or storing personally identifiable information. This eliminates data breach risks and eliminates regulatory friction under FERPA, COPPA, and state privacy mandates.

03. Institutional Design

Purpose-Built for Regulated Entities

Unlike consumer software adapted for enterprise use, our solutions are built ground-up for board-level governance, risk officers, and administrators. The software generates tamper-evident audit trails and structured diagnostic profiles that seamlessly integrate with existing administrative oversight procedures.

Institutional Trust by Design

Our zero-PII architectural paradigm transforms software compliance from an ongoing operational headache into a permanent strategic asset.

Why Jessica Toft



Jessica Toft

Founder & CEO

Bully Buddy LLC

"True institutional transformation occurs when technology is designed with deep human empathy and rigorous structural clarity."

Jessica Toft brings over 15 years of hands-on leadership across education, youth development, and special education systems. Her practical expertise in supporting neurodiverse students and navigating complex institutional frameworks provided the direct foundation for Bully Buddy LLC.

Domain Expertise & Executive Leadership

- **15+ Years Institutional Experience:** Deep operational understanding of school district dynamics, administrative risk management, and student safety protocols.
- **Special Education & Neurodiversity Leadership:** Specialized experience working directly with neurodiverse individuals and families, informing the accessible, human-centered design of the platform.
- **Civic & Policy Engagement:** Appointed leadership roles in human rights and public policy, providing direct insight into government governance and regulatory requirements.
- **Mission-Driven Execution:** Demonstrated ability to synthesize complex institutional needs into elegant, scalable software solutions.

Jessica's background bridges the critical gap between frontline institutional reality and executive software design. Her direct exposure to systemic communication breakdowns inspired an architectural vision focused on zero-PII compliance, operational trust, and dignified human protection.

Investment Opportunity & Strategic Roadmap

Current Seed Raise: \$145,000

Bully Buddy LLC is conducting a focused \$145,000 Seed financing round to execute key platform completion and pilot deployment milestones.

Use of Capital:

- Complete enterprise platform software & integration APIs.
- Execute structured institutional pilot deployments.
- Conduct third-party security, privacy, and regulatory audits.
- Formalize strategic channel partner networks.
- Prepare institutional metrics for Series Seed / Series A scaling.

Enterprise Business Model

Multi-stream recurring SaaS revenue model designed for high customer retention and predictable multi-year expansion.

Revenue Streams:

- **Enterprise B2B/B2G SaaS:** Tiered annual district and municipal subscription licenses.
- **Platform Modules:** Cross-selling specialized vertical applications (e.g., Neuro Buddy, Safety Buddy).
- **Implementation & Onboarding:** Professional onboarding and administrative training packages.

Long-Term Vision

Bully Buddy is establishing the foundational technology layer supporting institutional accountability across regulated public and enterprise sectors. By solving core privacy and reporting challenges at the platform layer, we enable sustainable, transparent governance for generations.



One Platform. Unlimited Institutional Markets. Human-Centered AI Infrastructure.

Next Steps & Invitation

Partnering for Institutional Impact

Bully Buddy LLC is seeking strategic partners, family offices, private equity leaders, and institutional executives who can actively accelerate institutional adoption through:

- **Growth Capital:** Participating in our current seed financing round.
- **Enterprise Relationships:** Direct introductions to K-12 superintendents, healthcare executives, and municipal leaders.
- **Pilot Opportunities:** Sponsoring institutional pilot installations within target markets.
- **Strategic Guidance:** Executive board alignment and governance advisory.

"Our goal is not simply to build another software company.
Our goal is to build trusted infrastructure that institutions can rely on for decades.
We welcome the opportunity to discuss how strategic partnership can accelerate that
vision while creating long-term enterprise value."

Jessica Toft

Founder & Chief Executive Officer | Bully Buddy LLC