



PREDICTING AND STOPPING INDOOR AIRBORNE PATHOGENS WITH AI-MACHINE LEARNING

Pre-Series Seed B2B Health Tech Startup

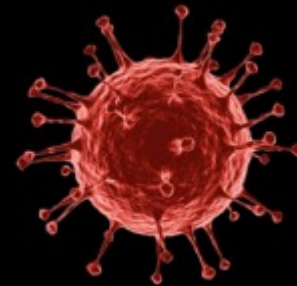
Marc McConnaughey-CEO
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Indoor Airborne Pathogens - Invisible Foes Disrupt Our Lives.

Kids miss school

Employees miss work

Hospitals fill up



Viruses



Bacteria



Mold

*We “can’t control, and
can’t escape” what’s next*



SPL

H5N1 – Next Pandemic?

People spend 90% of
their life indoors-EPA

There is a race for healthy indoor air

We Know What Losing the Race for Safe and Healthy Air Looks Like:



Assisted Living Industry
Contracted – Lost Revenue
Healthcare Workers Impacted



Schools
Shutdown
Teachers/Students Impacted



Restaurant Industry
Declined – Lost Revenue
Costs Increased



Hospitals
Overloaded-Limited Surgeries
Lost Revenue-Cost Increased



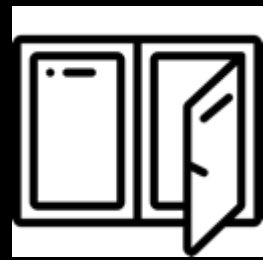
Hotel-Industry
Declined – Lost Revenue
Costs Increased



Public Transportation
Ridership Declined
Lost Revenue-Cost Increased

Market Value Proposition: Decrease Employee and Energy Costs, Increase Revenue, Predict Problems

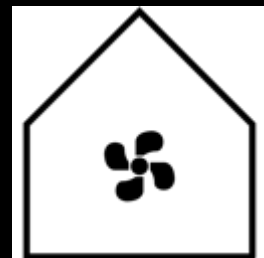
What Was Tried, Why It Didn't Work



Opening Windows



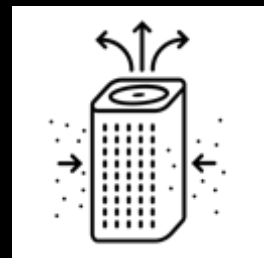
Impractical in harsh climates, increases energy costs



HVAC Retrofits



Expensive, Time Consuming and May Not Protect Fast Enough



Air Purifiers



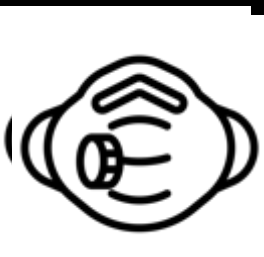
Too Slow to Provide High Levels Of Protection



Chemical Fogging



Safety Concerns (Some Air Purifiers fog the Air)



Mask Mandates



Controversial

The Solution – Speed. IatrixAir Rapidly Provides Safe And Monitored Indoor Air 24/7

1

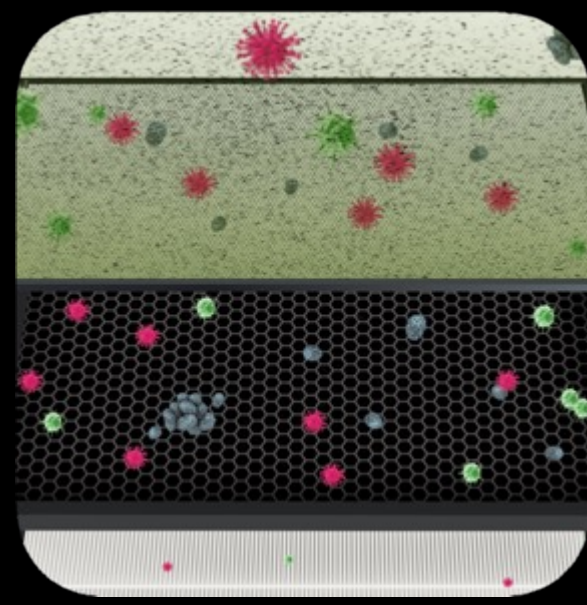
Detect Fast



Detection-Every 10 Seconds

2

Protect Fast



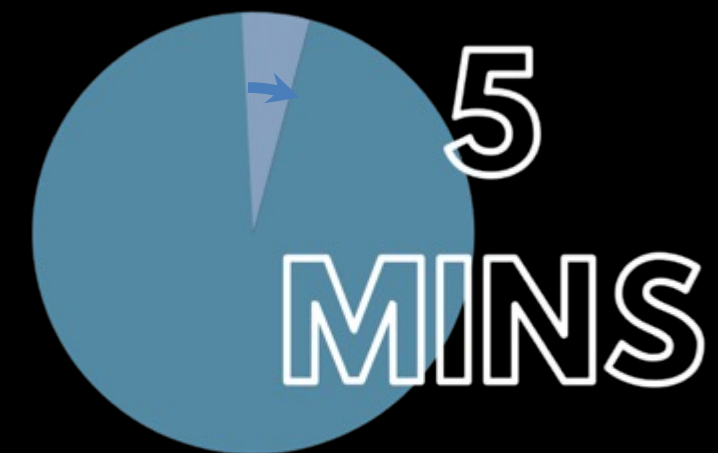
Fast Air Changes Under 5 minutes

3

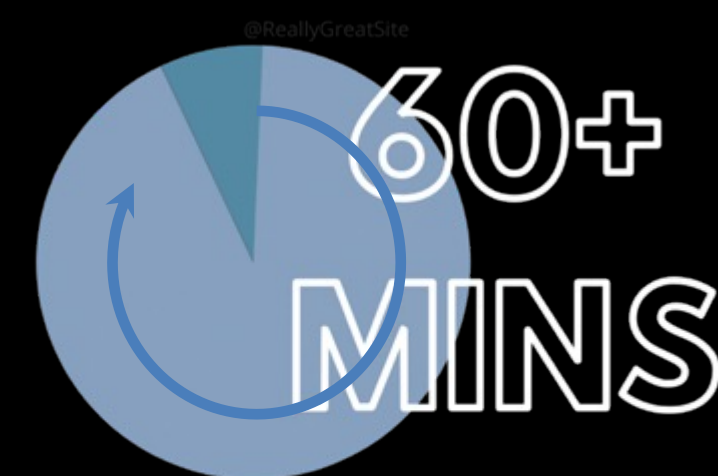
Inform Fast



Near Real Time Information



IatrixAir: 99.99% reduction
20m³ room



Competitor: 99.9% reduction
20m³ room

Faster Is Safer™

The How - Significant Protection Now and In The Future

1
Detect Fast

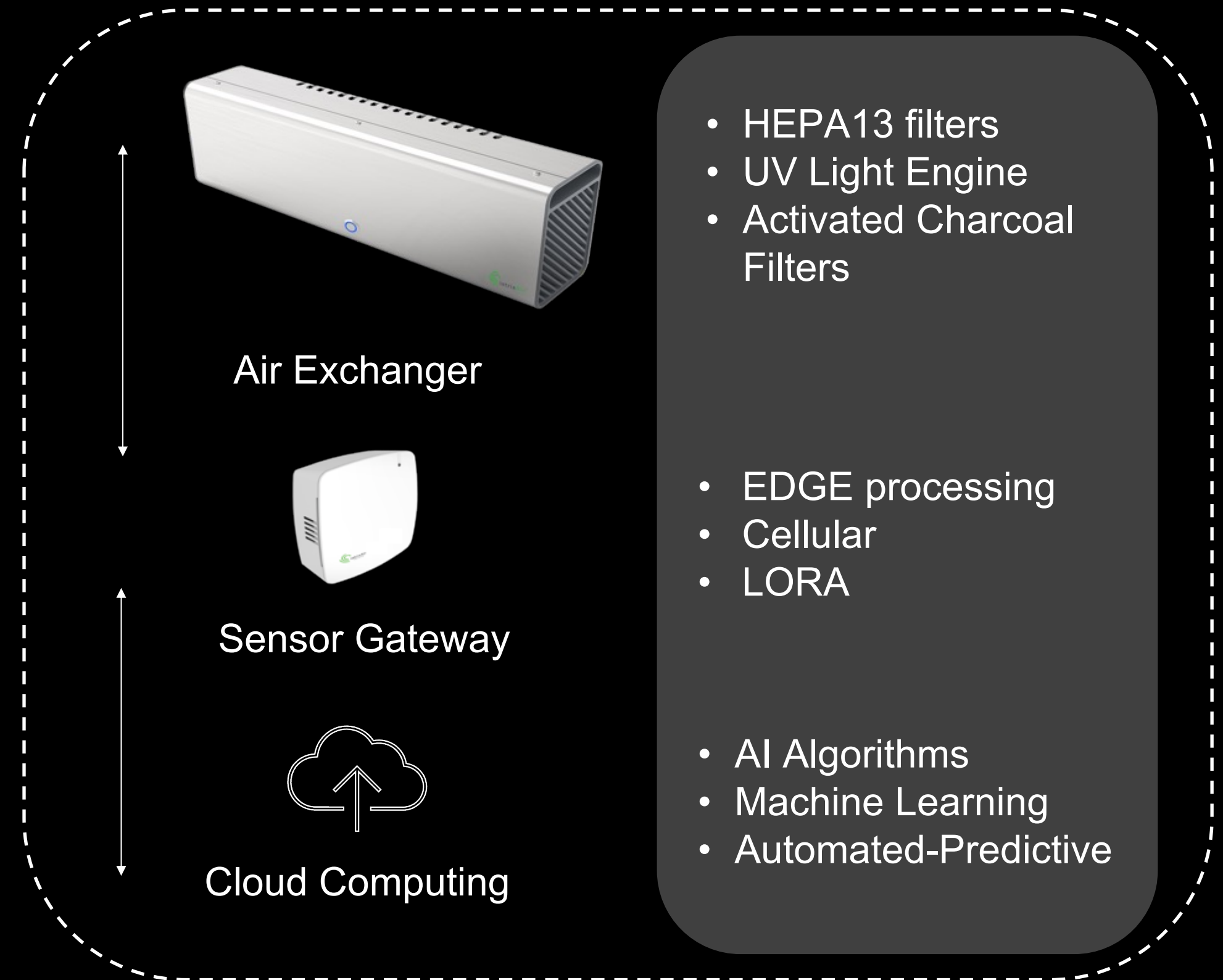
Fast Sensors: Must know what's in the Air. Every 10 second protection.

2
Protect Fast

Fast Air Exchangers: Remove the pathogens fast and completely to 99.99%

3
Inform Fast

Fast Information: Cloud data analytics alerts every minute



Patented: Design patent issued, utility patent pending.

The Opportunity

A MASSIVE MARKET, 32M BUSINESSES IN THE US ALONE.

- **Assisted Living**
- **Restaurants**
- **Factories**
- **Healthcare Settings**
- **Public Transportation**
- **Hotels**
- **Personal Care**
- **Restrooms & Locker Rooms**
- **Schools/Colleges/Universities**
- **Offices/Conference Rooms**

The Opportunity Assisted Living

SAFE AND HEALTHY AIR IS CRITICALLY IMPORTANT TO THIS INDUSTRY

- **Large Market:** \$91B market, 30,000 Facilities, 1M beds, CAGR 5% to 2027
- **High Demand:** Improves level of care and safety for residents and health care employees, Reduces absenteeism of employees.
- **Incentive:** Indoor Air Quality Building Challenge- Tax credits to install safe and healthy air solutions



- All Baby Boomers will be over 65 by 2030
- 10,000 people retire in the US every day
- 16% of the US population is 65 or older and will reach 20% by 2030

The Opportunity Commercial Facilities

LOCKER ROOMS AND RESTROOMS HAVE THE WORST AIR QUALITY.

- **Large Market:** 25M locker rooms/restrooms in the US. 100M Globally. \$25B+ opportunity in US
- **High Demand:** 89% of workers felt that the restroom is one of the most important areas to improve building hygiene levels.
- **Incentive:** Reduces absenteeism costs, meets new Well Building standards, saves HVAC energy costs, Indoor Air Quality Building Challenge tax credit

Restroom Cleanliness is
Critically Important to Employees
and Consumers



"...**washroom cleanliness**, combined with terminal cleanliness, affects overall passenger satisfaction more than any other infrastructure factor." -
2018, Airport Council International

Go To Market

REVENUE STREAMS



Independent
Reps

Contractors

Building
Operators
& Owners

PRODUCT SALES

SUBSCRIPTION OPTION (\$49/month)

DATA MONETIZATION

Business Model

Target Customer:	Facility Managers, Building Operators and Owners
Distribution Model:	Installation Contractors recruited-trained by Independent Reps
Value Proposition:	Mission Critical Indoor Air Quality - <i>Fast Detection, Fast Protection and Fast Information.</i> Air Quality Is Profitable.
Pricing:	Monthly subscription from \$49/month including maintenance cellular/software/residues such as filters/lamps.
Promotion:	Contractor Tradeshow, Industry Magazine/Social Media, Test Data/ Industry Peer Reviews

Traction

ALREADY LANDING CUSTOMERS-PURCHASE ORDER RECEIVED

- Stumbaugh Letter of Intent and Purchase Received-Commercial Facilities and Restrooms

First installation of Sensor Gateways-April 2023

Quoting on 1,100 restroom upgrades just in CA alone

- Initial traction in US Education Markets

First installation in Sacramento K8 school-classroom/restrooms

- Initial traction in US Tiny Home-ADU Market

First installation in SoCal-Lancaster

Team

120 YEARS OF COMBINED EXPERIENCE



Marc McConnaughey

CEO/ CTO

- 35 yrs-Photonic/Light Technologies
- 4 Startups
- \$110M total raised
- ViewSonic SVP
- \$50M to \$1.4B Rev
- NPI-Supply-Operations



Greg Piche

VP Product Strategy

- 25+ years Clorox
- Seasoned professional in B2B and B2C innovation
- Deep experience in M/A, having acquired 10+ brands



Steve Hutchcraft

SVP Strategic Development

- 30+ years HVAC Industry
- Carrier VP
- Amana CEO
- Silicon Valley Alliance of CEO's



Henry Artime

CMO

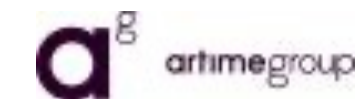
- 30+ years Branding & Marketing
- Founder: Artime Group Pasadena, CA
- Extensive B2B experience



Bryan Chang

VP R&D

- 25 years in Photonics/Light technologies
- Engineering-Operations



Advisors

ADDITIONAL EXPERTS TO FILL IN THE GAPS



Accelerator

Board Members



Jerry Shi

Angel Investor

Advisors



Scott Nelson

Medical Technology



Daniel Price

IOT-Cloud



Joel Pollack

Light Technologies



Lynda Klimas

Marketing Advisor



Warren Lynn

American Air & Water



James Evans

Tiny Homes/ADU
Advisor



Ralph Lloyd

Technical Advisor



Chris Klimas

Business Advisor



Rigoberto Martinez

Latin America