



PROBLEM #1

415,26 ppm CO₂

**highest Earth's atmospheric
concentration in human history**
recorded by sensors at the Mauna
Loa Observatory in Hawaii
on **11th of May 2019**



1) C. D. Keeling, S. C. Piper, R. B. Bacastow, M. Wahlen, T. P. Whorf, M. Heimann, and H. A. Meijer, Exchanges of atmospheric CO₂ and ¹³CO₂ with the terrestrial biosphere and oceans from 1978 to 2000. I. Global aspects, SIO Reference Series, No. 01-06, Scripps Institution of Oceanography, San Diego, 88 pages, 2001.

2) Data on scrippsco2.ucsd.edu/data/atmospheric_co2/mlo

PROBLEM #2

2 000 000 people

dies worldwide each year
due to indoor air pollutions.

Daily we spend **21 hours indoor.**



1) G. Viegi: Indoor air pollution and airway disease, Int J Tuberc Lung Dis. 2004 Dec;8(12):1401-15.

2) R. Dales: Quality of indoor residential air and health, doi: 10.1503/cmaj.070359

SOLUTION

To use geolocalized open data and user generated data to **reduce CO2 emission** from home heating systems and **negative environmental factors on users' health** and lower risk of death.

SIMPLE ADVICES

Easy to understand calls to actions for users based on data.



VOICE ASSIST. READY

Devices calls to actions are voice assistants friendly..



USERS DATA

Geolocalized data generated by users.



MACHINE LEARNING

Personalised action plans based on data and ads..



ADD-ONS DATA

Data from other smart devices (IoT) or apps.



OPEN DATA

Geolocalized open data databases.



TARGETED ADS

Commercial content from partners based on user data.



REDUCING CO2

Each OpenAir device can potentially reduce production from 540 to 720 kg of CO2 equivalents per year.



PRODUCT

Ecosystem build of smartphone **application** and portfolio of **electronic devices** to offer users easy to understand **calls to actions** for improving their **health** conditions based on users **generated and open data**.



MARKET

Google Analytics

Affinity Categories

25-34 years old

based on [katoluft.pl](https://www.katoluft.pl)



Shoppers/Value Shoppers

Looking for the best possible value for the cost of the service. Not the lowest price but value per dollar they spend.



Media & Entertainment /Movie Lovers

Loving movies across a wide range of genres. Watching movies in theatres is their favorite leisure.



Lifestyles & Hobbies/Green Living Enthusiasts

Bringing into balance the conservation and preservation of the Earth's natural resources, habitats, and biodiversity with human culture and communities.

BUSINESS MODEL - LEVERAGE CUSTOMER DATA (personalised ads based on data from IoT devices)



25 €

OpenAir Box

IoT device presenting air quality from the closest to the user air monitoring station.

PRE-SELL



250 €

OpenAir Indoor Monitor

Indoor air quality monitoring station with data collecting and machine learning.

PRE-SELL



0-5 €

OpenAir App

Package of detailed air quality forecasts (eg PM, pollens, radon)

FREE/PREMIUM

STRATEGY

KEY MESSAGE

We live update you with important messages on you health based on the best accessible data.

DEVELOPMENT

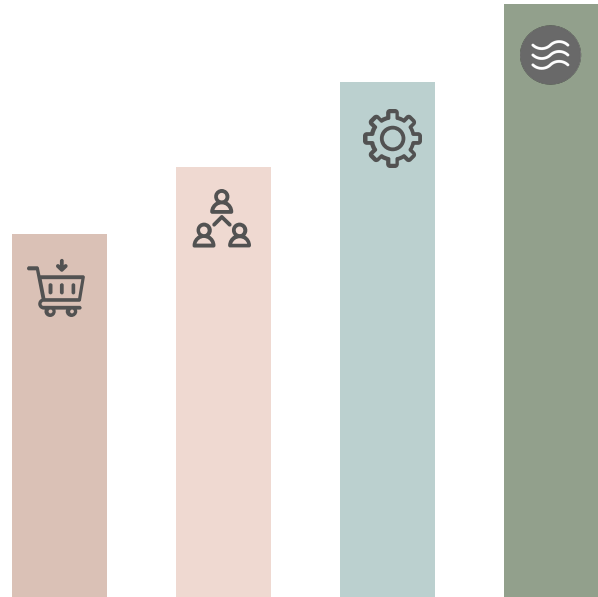
IoT devices (gateway, monitoring station) and on next step Android/iOS apps with webstore.

PROMOTION

Content marketing, webinars on indoor air quality and health issues. Influencers marketing.

DISTRIBUTION

Webstore myopenair.com and portal Allegro.



COMPETITION

AIR VISUAL

Expensive monitoring station but without personal call to actions.



EXPENSIVE

Costly devices with app or screen for presentation of messages or data.

PERSONAL

Personal messages & recommendations based on available data.



OPENAIR

Cheap basic gateway (25€) and free app with personalised messages.

CHEAP

Cheap devices with or without app/screen.



XIAOMI

Large ecosystem of devices but with no personalisation of messages.

GENERAL

General information or only presentation of available data.

ROAD MAP / MILESTONES

2019.05/06

Prototype of gateway
and pre-sell. Building the
community.



2019.07

Online pre-sell of OpenAirBox.
Confirmation of the investors.



2019.09

Prototype of monitoring
station. Delivery of the
OpenAir Box.



2019.10

Pre-sell of
monitoring station.




2019.11

Early-bird delivery of
monitoring station.




FINANCE 2019 INCOMES

IN-APP PURCHASE	€500
SELL OF OPENAIR DEVICES	€98 500
	€99 000



FINANCE 2019 EXPENDITURES

PRODUCTION COSTS	-€75 300
TEAM	-€28 000
TESTING	-€9 000
PROMOTION & MARKETING & UNEXPECTED	-€24 000
	-€136 300



OUR TEAM



PAWEŁ WYSZOMIRSKI

CEO of the DIY Fix City Foundation. Curator of TEDxKatowice conference. Coordinator of DITOs project led by UCL in London. Member of COST Network on "Citizen Science to promote creativity, scientific literacy, and innovation throughout Europe". Co-developed web-app katoluft.pl.



BŁAŻEJ FALISZEK

Co-founder and board member of the Hackerspace Silesia association. Programmer and technology blogger. The creator of one of the largest blogs in Poland dedicated to the Raspberry Pi microcomputer. Author of the low-cost and open source project of the air pollution sensor - Smogomierz.



THANKS!

Does anyone have any questions?

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