



TRACKAIR

Let You and Your Baby Breathe Smarter

The Problem



Problem

Solution

Market

Team

The Problem

>300 Million

People suffer from asthma. 14% of children are affected globally.

~7 Million

Premature deaths are caused by indoor and outdoor air pollution every year globally.

~2.5 Million

People are diagnosed with lung cancer every year, roughly 13% of all cancer cases.

Primary Audience



Pregnant Women

~5% of the population

Problem

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< 30% of Average Level VOCs

Air pollution worsens asthma, may cause stillbirth and preterm birth.

2x More Likely

To give birth to a child with autism after exposure to high PM after the 3rd trimester.

Miscarriages

Air pollution contributes to lower fertility rates and miscarriages.

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Toxic Air Pollutants

Harmful compounds pregnant women may be exposed to daily

Carbon Monoxide

Source: Cars, grills, gas ranges, furnaces

Benzene

Source: Fires, oil, gasoline, cigarette smoke

Formaldehyde

Source: Manufactured wood, fabrics, glues, cigarettes

Xylene

Source: Petroleum, processed wood, paint thinners

NO₂

Source: Cars, trucks, power plants



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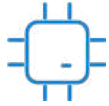
Team

With **continuous monitoring** of air quality, pregnant women will know how the air around them is affecting the mother and the baby's health.

The Solution



TRACKAIR



Accurate Air Quality Monitor

Accurate continuous monitoring, all day,
everywhere.



Easy to Use App

Shows a variety of customized health
and air quality statistics.

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The **TRACKAIR** Sensor

- Continuous monitoring of 6 major air pollutants
- Laser sensor sensing 0.3µm particulate matter

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Low

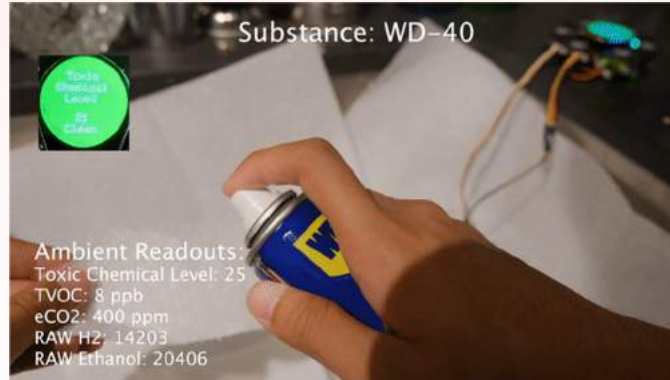


Medium



High

The TRACKAIR Sensor



**Reduce device size to
1.7 x 2 x 0.3 inches:**

- Intelligent detection algorithms to process raw sensor data
- Combine multiple sensors into one

Sensing air
pollutants



Multivariable
VOC sensors+
transducing
elements

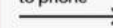


Noise reduction
and signal
amplification



Analog to
Digital
Converter

Transmission
to phone



Data collection
and digital
signal
processing using
ML analysis

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The **TRACKAIR** Sensor



Pregnant women have multiple ways to carry the 1.7 x 2 x 0.3 inches sensor.



Watch



Necklace



Clip



Attach

Problem

Solution

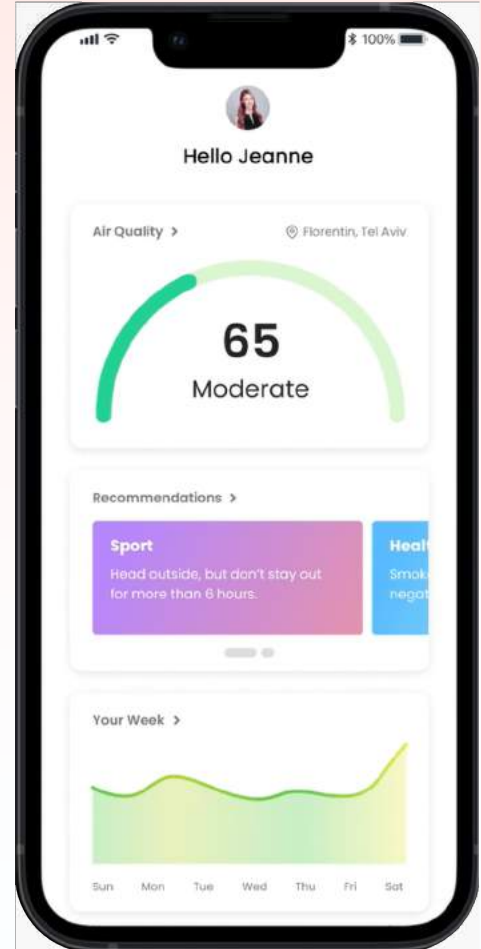
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The TRACKAIR App

Simple display of data & customized recommendations

- Air quality by location
- Pollution risk assessment
- Disease prevention
- Daily and weekly total VOCs inhale estimation





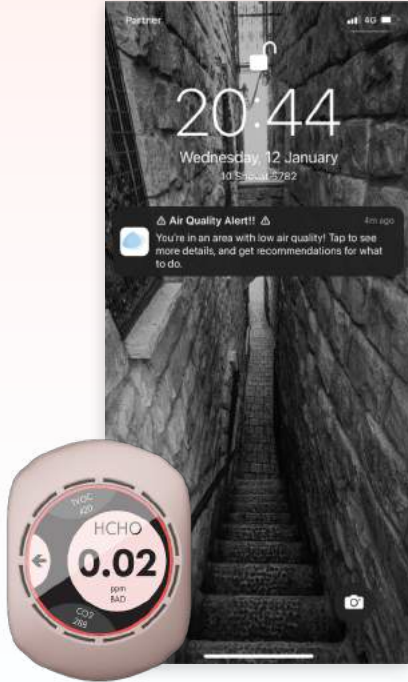
How does it help pregnant women?

Problem

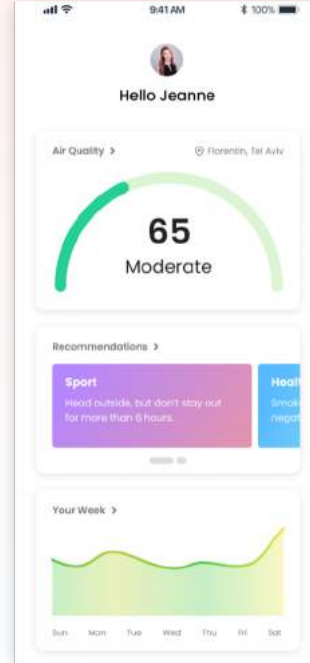
Solution

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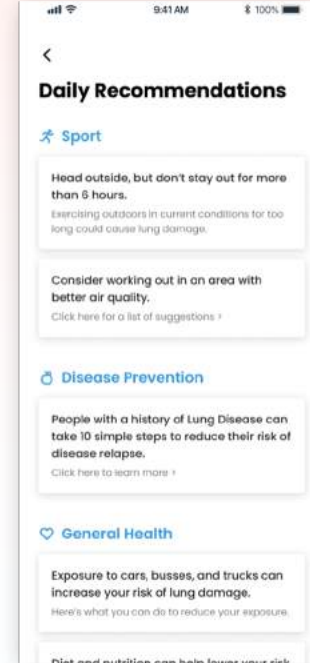
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Real-time air quality alerts



Full data and reporting
with dashboard

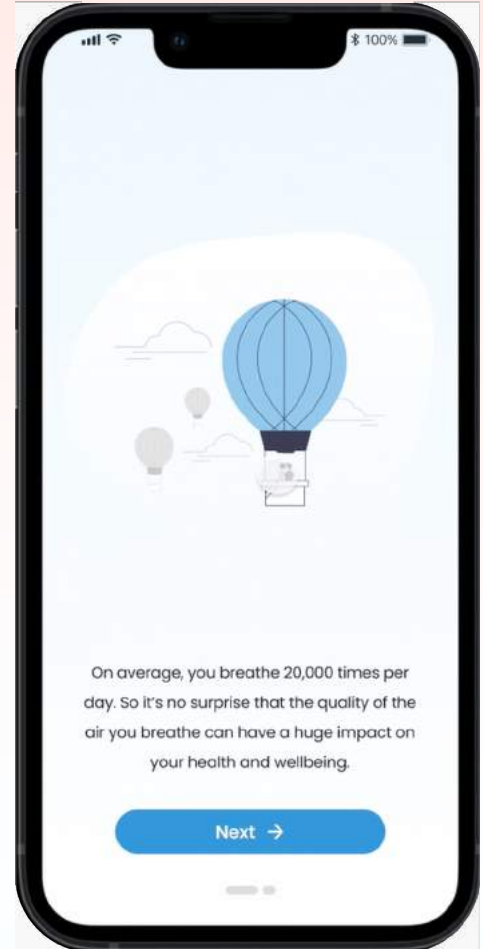


Customized recommendations
& insights

Disease Prevention

Based on user's lifestyle and medical history

- Age, height, and weight
- Smoking history
- Exercise frequency
- Living habit
- Family record of lung cancer



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AR Features for Edutainment

Shareable AR features for captivating social media posts



Healthy lungs



Unhealthy lungs after
50 years of smoking

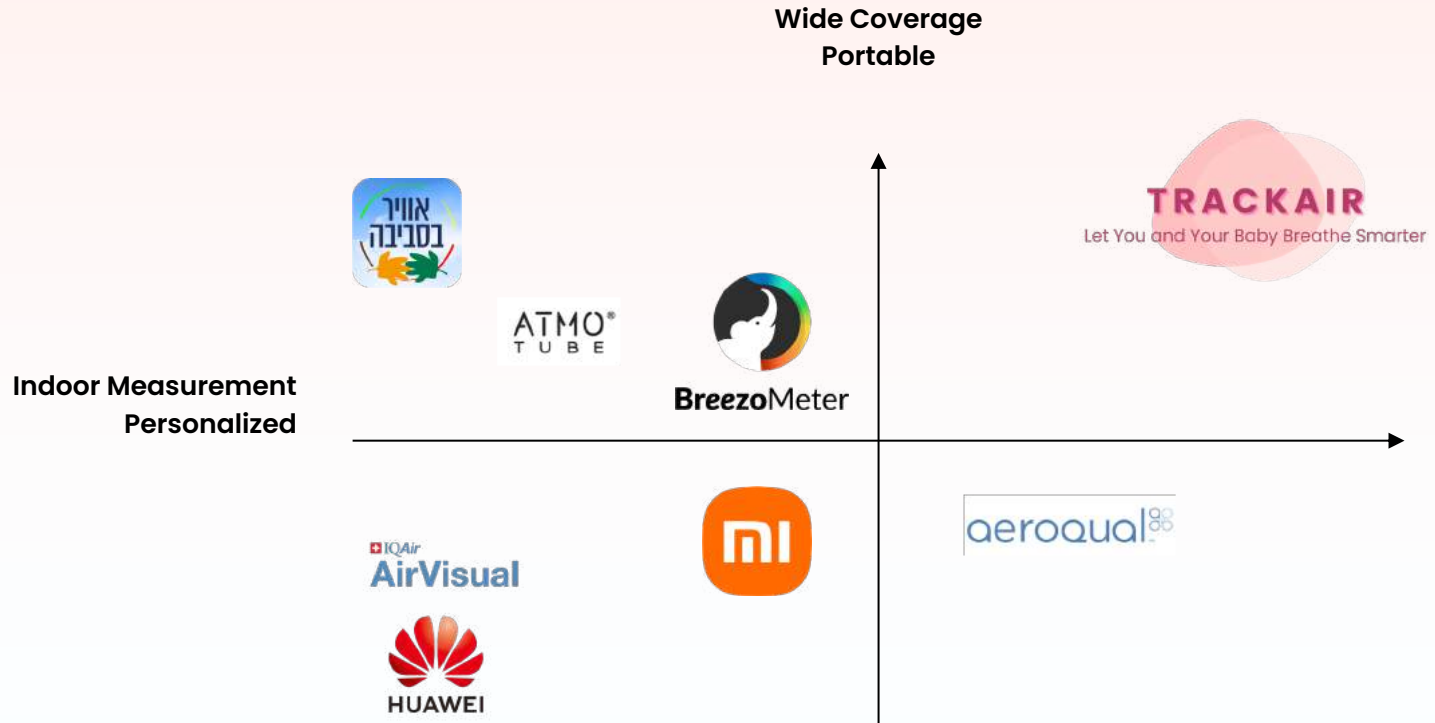
Competitors

Problem

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Thank You

