



## Mission

Airviz automates the reaction to bad air by expertly providing solutions for environmental sensing, analysis, interactive visualization, and sensor communication infrastructure in ways that are unobtrusive and maintenance-free. Airviz ([www.airvizinc.com](http://www.airvizinc.com)), maker of the Speck air quality sensor ([www.specksensor.com](http://www.specksensor.com)), invents new technologies that empower citizens everywhere to take control of their indoor air quality and improve their quality of life.

## Company Information

Airviz is headquartered in Pittsburgh, PA and was incorporated with the state of Delaware in 2015. Illah Nourbakhsh is the majority shareholder of Airviz, who has previous investment from Infosys and 3M. As part of the agreed Series A round with Infosys, Airviz committed to an annual full financial audit and has been marked each year with “minimum risk” since inception.

Airviz is guided by a 3 person voting board of directors, established in January 2018. Illah Nourbakhsh Chairs the BOD with voting seats from Phillip Hopke (Adjunct Professor, Public Health Sciences University of Rochester) and Robert Wooldridge (Associate Vice Provost for Technology Transfer and Enterprise Creation, Carnegie Mellon University). Erik Paisley (Manager, 3M Ventures), Sandeep Nagbhushan (Corporate M&A and Infosys Innovation Fund), and David Lehman (Partner, K&L Gates LLP and Airviz Counsel) hold observer seats. The board of directors meets quarterly to review company goals, finances, and operational business.

Airviz has seven employees (5 FT, 2 PT), with key personnel including Illah Nourbakhsh (CEO and President), Sara Longo (Managing Director), and Domotor Gulyas (Technology Director).

## Business Highlights

Airviz received seed funding in 2014 to launch the flagship consumer product, Speck Sensor and succeeded through GTM as one of the first Indoor Air Quality (IAQ) products at an inexpensive price point. Speck’s success landed Airviz a cover story in Newsweek magazine among coverage with other notable media companies such as NPR, The Huffington Post, Women’s Day, and MIT Technology Review.

Identifying a market need for integrated air quality sensing, Airviz negotiated a licensing deal with a Fortune 500 company for a new product that added over 240 million hours of residential air quality data. Airviz currently maintains this algorithm. After successfully broadening the

capability of our partner's product line, Airviz landed a JDA deal for residential IAQ ultrafine particulate matter monitoring.

Moving forward, Airviz will continue to leverage our IP and design skills to be a technology provider to market share leaders that benefit from air quality visualization and pollution data analysis. We have a strong patent portfolio and are executing a Trade Secret + Patent IP strategy, identifying secured IP and retaining that IP as confidential, proprietary company information, and simultaneously identifying, charting and protecting the patent whitespace in the area of dense air quality monitoring. We hold eight patents, one trademark, and several trade secrets that cover the life cycle and use case of low-cost air quality technologies in many types of spaces (from manufacturing, air quality detection, data management, all the way to user-centered visualization of data fusion for place-based value).

## Financial Summary

The air quality sensing market is valued at \$240M today, with 14.3% CAGR above \$500 M by 2024. The global IAQ-related economic impact is estimated at up to \$158B annually.

Our sales have totaled over \$1.2MM through product and service sales and technology consulting. We license IP and white label manufacture devices and systems for Fortune 500 manufacturers and retailers, and commercial service providers. Many companies outsource their R&D to us for help with electronics, mechanical design, and software and systems. We are currently engaged in early JDA negotiations with a Fortune 250 company that plans to sell a SAAS pollution mapping system to the Animal Husbandry and Transportation Manufacturing (paint booth application) industries.

Airviz operates on a lean growth model. Our current monthly burn rate is about \$50,000.

## Future Goals

To take our business to the next scale, Airviz is looking to raise a \$4MM Series C or convertible note bridge loan as we prepare for a full raise.

We plan to use the money to launch commercial building pilots in building management systems by including integrated temporal and spatial air quality visualization of ultrafine particles and Volatile Organic Compounds, showcasing how air pollution travels. We are also working with cities to launch connected outdoor monitoring systems for smart city applications and currently have over 100 monitors deployed across the city of Pittsburgh.

Finally, we are in early discussions to launch the world's most affordable IAQ consumer monitor (\$30 price point) with a Fortune 500 company. Expected sales are over 100,000 units in the first year of production.