

The footprint of humanity

Climathon 2020

24th - 25th October 2020

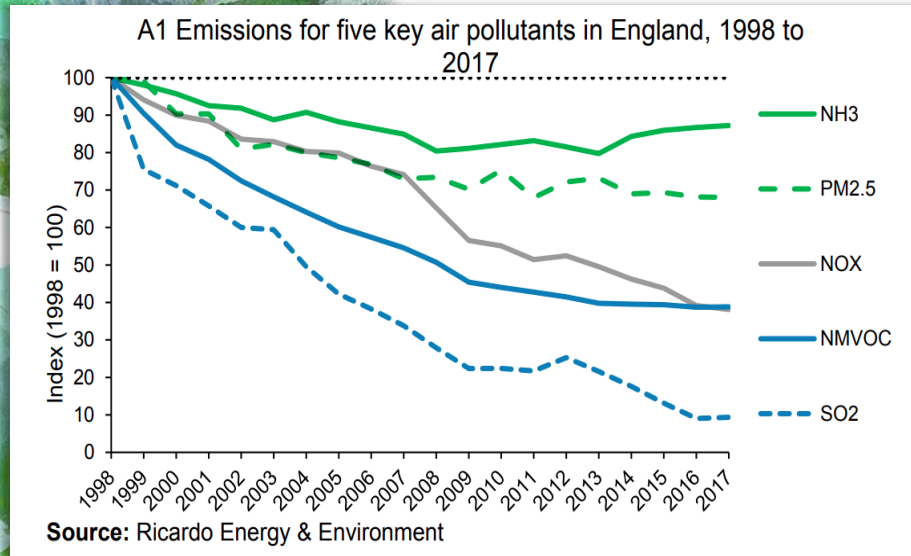
Air Pollution

- Health Risks Key Facts



- Ambient is a major cause of death.
- Estimated 4.2 million premature deaths globally
- Pollutants with the strongest evidence for public health concern
 - include particulate matter (PM), ozone (O₃), nitrogen dioxide (NO₂) and sulphur dioxide (SO₂)
- Pollutants impact earth's climate and ecosystems globally

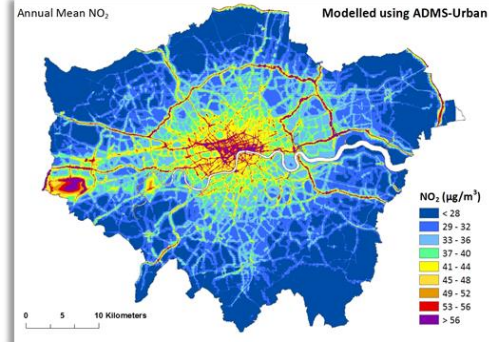
Air Pollution – Health Risks Key Facts



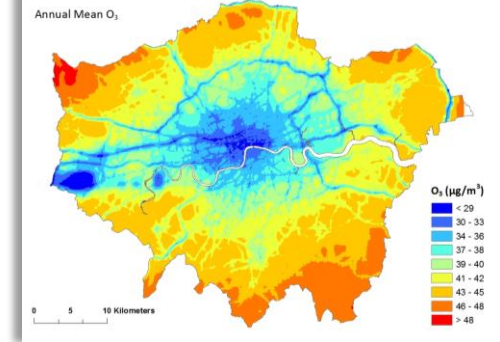
- Over the last 5 years [annual emissions](#) of key pollutants sulphur dioxide (SO₂) and nitrogen oxides (NO_x) have fallen.
- Fine particulate matter (PM_{2.5}) and nonmethane volatile organic compounds (VOC) have levelled off. Ammonia (NH₃) levels have increased
- Required to take [Clean Air Strategies](#) to minimise emission effect.
- [Environment Bill 2019-20](#) introduces a duty to set a target for PM_{2.5}

[Air Quality of UK](#)

UK Government - Air Quality




London Map



London Map

- UK industry will receive around £350 million to cut down carbon emissions by 2050 (Net Zero Target)
- PM Boris Johnson has committed to £350 million to fuel green recovery

Value Proposition - High Level

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- To help facilitate the UK Government to meet 2050 Net Zero Targets.
 - Significant positive impact of public health; lower air pollution related diseases. Healthier population and lower burden on NHS, leading to significant cost saving.
 - Increased awareness of individual contributions to overall national emissions.
 - Long-term shift in terms of taking ownership and addressing this issue at individual and national level.
 - Potential uplift on house process in area achieving lower air pollution levels.

A watercolor illustration on the left side of the slide. It depicts two hands, one above the other, cupping a mound of dark brown soil. A small green plant with several leaves is growing out of the soil. The background is a soft, abstract wash of light green and blue colors, suggesting a natural, earthy environment.

Value Proposition

- Application Features

- Dashboard of metrics.
- National level heat map indicating air pollution concentration levels.
- Personalised emissions traceability map.
- Easy to follow, intuitive application with user help tools (such as learn, find out more, how it works).
- Data privacy rules (GDPR) compliant.
- Education aspect details of what particle matter and air pollution.
- Login via email, Google, social media accounts.

Competitor Analysis

Competitors:

- Air Visuals
- BreezoMeter
- Plume Labs Air Quality
- AirMatters



Competitor Application Capabilities:

- Monitoring and measuring air pollution across regions
- Using air quality monitoring stations
- Air monitors are generally made for the home
- Some air quality sensors for on-the-go attachments

Competitor Application Limitations:

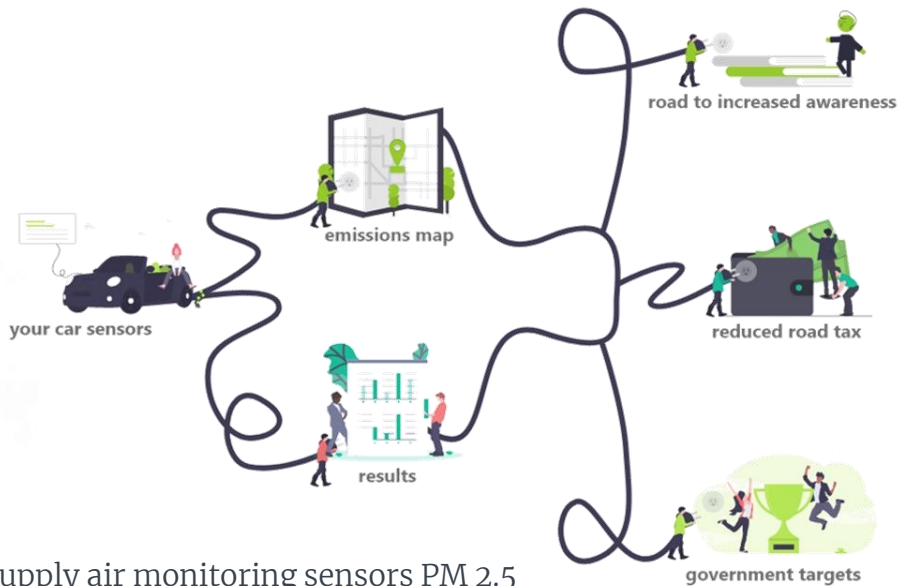
- Devices are not cost effective
- Better data integration requires to streamline live data of air conditions
- Doesn't track car pollution specifically
- Hour by Hour forecasting



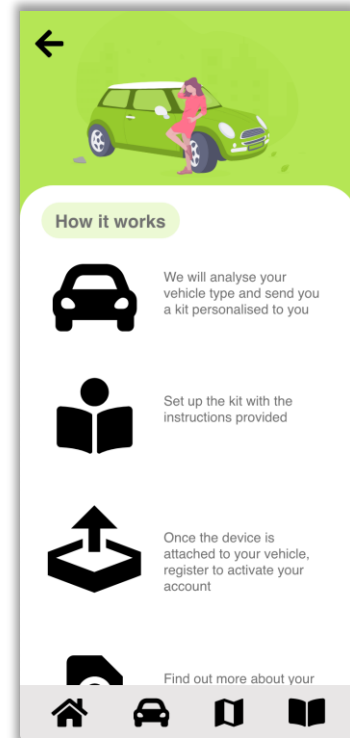
Unique Value Proposition

- Real-time data tracking at personal and national level.
- First attempt to meet UK's zero emissions target via such a digital solution.
- Individual and business with positive contributions given road tax reliefs, and other incentives.

Parico₂ Features



- Supply air monitoring sensors PM 2.5
- Can be installed on any vehicle and provide personalised Kit
- Several data-collecting stations
- Artificial Intelligence to calculate real-time air quality accurately



Future Roadmap

- Extending to petrol vehicles with a view to eventually phase them out
- Collaboration with environment research organisations across UK, Europe and across the world to help them leverage the data collected to make further advances in their research/findings and ensuring direction of their research is in line with where the need is as per the data collected.
- Advanced and more deep dive Statics/Metrics to get more insights into data emissions and their traceability.

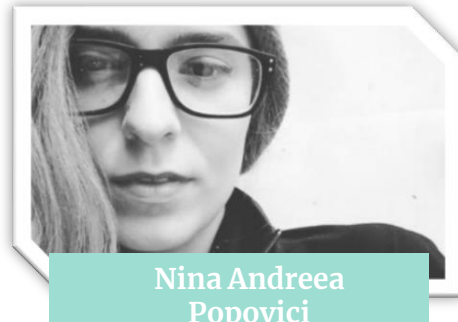


Our Team for Parico₂



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