



Beatriz Zepeda | JD Barela |
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Outdoor air pollution causes
3.2 million
deaths worldwide per year

HEALTH | Climate Connection

Scientists find link between dementia and air pollution

News > Science

Air pollution from globalisation linked to premature deaths of more than 750,000 people a year



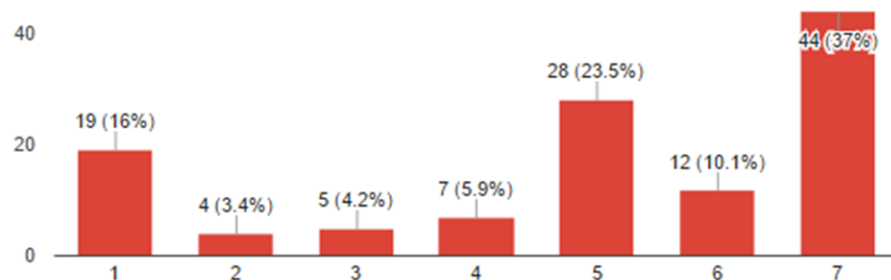
**DEATHS
DUE TO OUTDOOR
POLLUTION**

ORGANISATION REPORT 2008)

Market Research

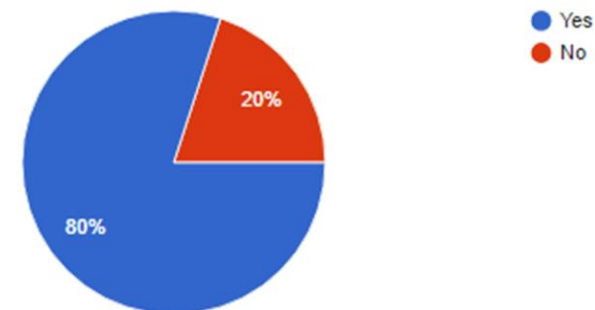
How many days out of the week do you use walking/public transport as a form of commuting?

(119 responses)



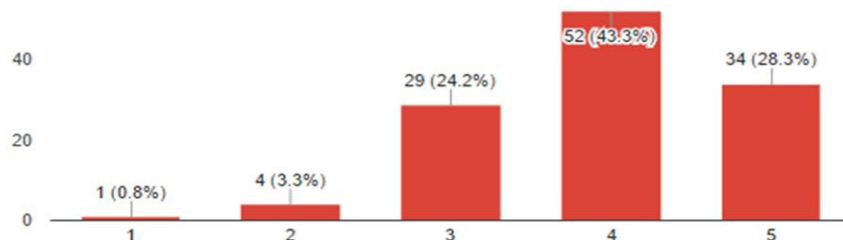
Do you live in a city with a population greater than 100,000 people

(120 responses)



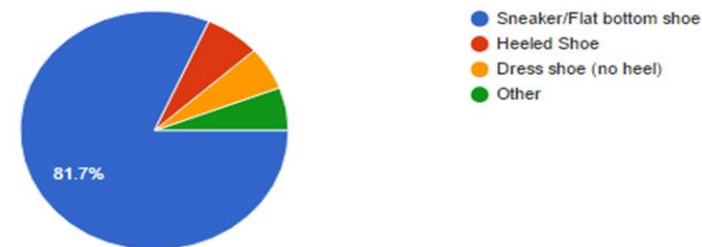
How inclined are you towards having a positive environmental impact?

(120 responses)



Typically what type of shoe do you wear when commuting to work/school?

(120 responses)



Solution



No similar product in the market! —→ Unique

Wear Green Lace shoe attachment —→ Clean the air

~10 million daily commuters in US (high % = pedestrian) —→ \$49 per shoe —→ \$490 million addressable market



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Solution Description



Walking for 1hr = Clean 12.4 cigarettes from the air!

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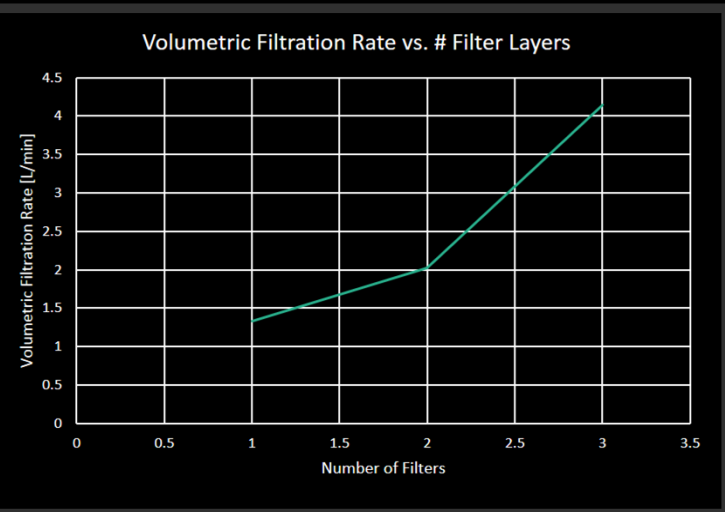
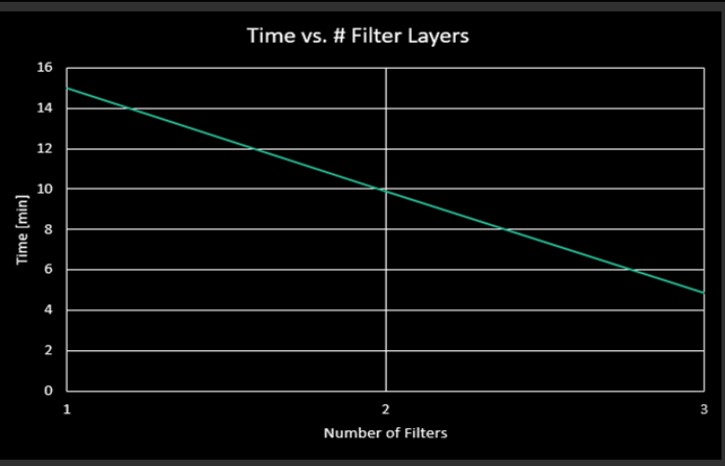


Solution Description Cont.



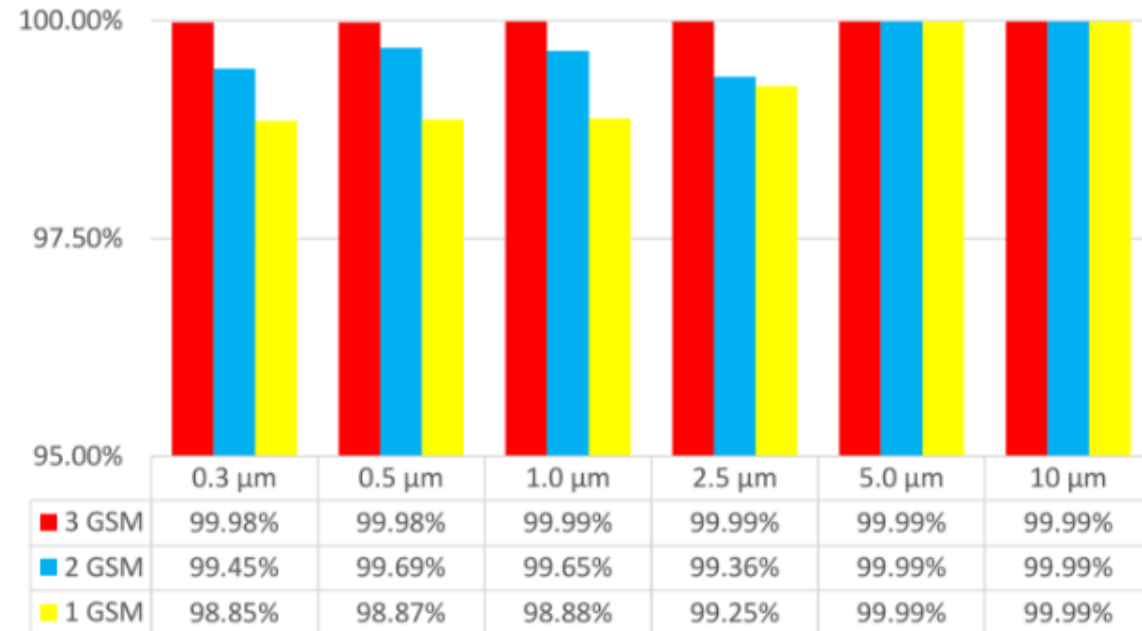
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Experimental Support

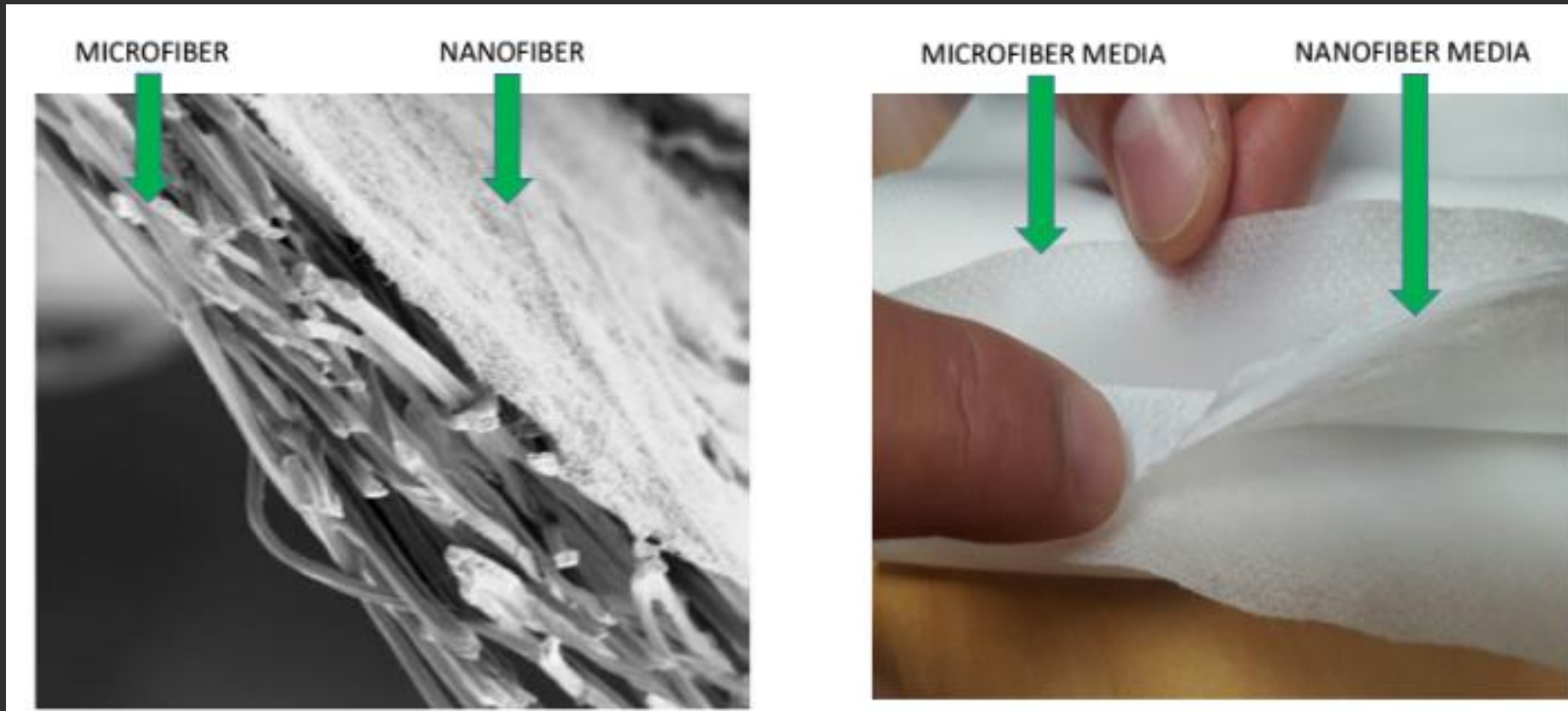


PARTICULATE AIR FILTERS

Average Particle Filtration Efficiency



Technology



- 99.9% efficiency for 0.3~10 μm particles
- large surface area-to-volume ratio



Business Model



- Green Lace shoe attachment: \$49 (80% gross margin)
- Removable filter (pack of 6): \$4.99
- Aftermarket shoe attachment
- Filters must be replaced every 2 month
- Maintaining a revenue stream from selling the filters
- Breakeven: 2500 units
- Raw Materials: \$8.18
- Assembly & Test: \$1.20



Strategic Partners



INTEGRATED
TEACHING & LEARNING
LABORATORY



Beatriz Zepeda | JD Barela | Hanxiong Yang | Garrett Crouse | Mahdi Ghanei

Green Lace Team

Beatriz Zepeda

CEO

EXPO
coordination and
manufacturing

Garrett Crouse

CFO

Marketing design

Hanxiong Yang

COO

Manufacturing

JD Barela

CTO

Material
Procurement

Mahdi Ghanei

CEnO

Manufacturing



Questions?



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