

What we are

By now, you might already have a sense of what we are and what's the deal with us. Just to be completely transparent though, here what's unique:

Also, you can review the contracts between Pure Air Industries and Air Bastion here [[DROPBOX link](#)]

Common ground:

1. 7M people are dying up to 2 years earlier due to air pollution. This applies to all countries, not to just 3rd world countries.
2. 92% of world's cities have what's considered toxic levels of air pollution.
3. Air pollution is linked in adulthood to cancer, and coronary diseases, and to lifelong conditions in new-borns.
4. Yearly cost (of air pollution) to public healthcare runs on hundreds of billions.

Why this scales

Well, first, all governments need air pollution data. This is a fact. That gives us a big market.

Governments need to lower levels of air pollution – they can do it in two ways. By restricting and regulating and by the use of new technology. Of course, the unique viable way is to create new technology to handle that.

They need to because of the cost and because almost all nations are now committed (since the Paris agreement).

Failure points

Of course, the main idea is to use the symbiosis to generate the data as data comes from units owned by Pure Air Industries. You are able to go to our page and finance a unit in crypto or in fiat. There is a 30% discount if you do that by buying coins. We take care of everything else .

Pure Air Industries timeline
Air bastion schedule.

Why air pollution data

Because it's the most needed thing at the moment and it's part of the long term vision. As our cities grow, so do the pollution we generate.

Some may argue we shouldn't be generating pollution in the first place. That's utterly difficult and I suggest an exercise for them: which is to go back in nature and think if just by living she will not be polluting.

A fire – pollution. Cooking – pollution. Going to the loo – pollution. And the list goes on and on. Furthermore, you may not manufacture plastics or you might not manufacture cars and consume petrol, not fly because airplanes have not been made. But just think of how much our society has advanced since we make and use them than with the previous thousands of years. We can't think of a good argument against them.

Hence that might not be such a valid argument. Coming back to the main explanation.

As long as our cities grow we need to be intelligent and find ways to clean after ourselves. We have done it before with wastewater treatment. We have done it before with carbon as we don't burn it anymore domestically. We are now even start to clean after ourselves in the oceans. However, the air remains a frontier.

The air needs also to be tackled, and we have been here for long enough for it to be our responsibility.

Also, we can always gather more data and we have thought on becoming a launchpad for IoT companies and any type of company that needs a space in the city where to get information/try their tech and don't want to go over the whole government approval procedure.

Why are we not doing something sexier like:

A hedge fund.

A new payment method.

A vacuum cleaner which sucks bucks from investor's pockets.

For sure it will be a faster ride, we would have more competitors (and money) and can get to the goal much faster.

However, this is not a short term milk-cow you milk and then jump onto something else. No! We are on this for the long term. Period.

Human beings really needs this. But what are the benefits (if any) of creating a token for air pollution after all?

We need to know governments take real action, we need everyone starting from big corporates who pollute the most to be accounting of the pollution they generate and not just

There is one for sure – we will have cleaner air. And that means less illnesses and whiter lungs.

Second, possession of the token will show who cares and who cares not about air pollution. Including governments and big organizations.

We need big organizations also to care and the unique ways for that to happen is 1) by exposing they are not caring at all (easy when possession of the token indicates just that) and 2) giving them something in return. (And we do both).

By exposing which companies and governments do, and as long as we can convince the general public/opinion holding/not holding has a meaning, we will have accomplished both 1 and 2 at the same time.

The best part is it really works as a reward/punishment system since monies collected are going to be used to finance real air cleaning. And failure to invest any money in it has real, traceable and linkable results.

Page showing which companies and governments own AlrCs.

Also, and this comes from the vision we hold @ pure air industries, we really want to encourage other air cleaning companies, to be in there in conjunction with us. Since there is not enough effort and we need all of them to really make a change. That's why we are creating a platform not directly owned by Pure Air Industries as it will be the case if we just wanted to push the company, in order to promote air cleaning companies in exchange of their data.

This is the unique way we can stay profitable and at the same time produce results. Also, by delinking cleaning the air from selling the data all those companies generate we can work with all of them.

It is somehow a new market and we really want to drive in 1) capital, 2) talent and hence, 3) results.