1. High Concept Pitch:

AirGuard is the best protection for your life and your car!

1. Problem

Approximately 1.35 million people die in road crashes each year; and on average 3,700 people lose their lives every day on the roads.

An additional 20**–**50 million suffer non-fatal injuries, often resulting in long-term disabilities.

1. Solution

We have developed an airbag solution that in case of road crashes, protects the lives of car passengers, minimizes the damage inflicted on their cars, and notifies the emergency services immediately.

The AirGuard system consists of a small containers built in the roof, sides, and hood of the car, each of which contains a folded-in, vacuum pulled balloon of similar material to existing airbags. In case of an unavoidable collision, whether it is with another car, a roadside object or even when coming into contact with surface water, the balloon unfolds within the blink of an eye around the car. By completely enveloping the car, the AirGuard system ensures that damage and personal injury as a result of the collision is minimized.

1. Customer / Market

The solution will be available for installation in existing cars on the road and will be later preinstalled in new cars from our partners. We plan to launch first in the Tunisian and German markets, then expand in Europe, Asia and worldwide.

1. Revenue Model

We will offer 3 versions of AirGuard: AirGuard Basic for €1000, AirGuard Standard for €1500 and AirGuard Max for €2000 offering maximum protection.

1. Traction/Milestones

We have currently reached the preliminary design phase and we’ll be moving on to the critical design, manufacturing, and testing phases within the next few months.

1. Team

My Name is …. , I develop the design of the AirGuard together with my cofounders …

1. Competitors

Very few similar solutions exist, but have not been launched yet, and none of them offer the flexibility and full protection we offer.

1. The ask

I look forward to getting in contact with you and will gladly tell you more about AirGuard in an individual appointment.