Air Cognizer
Team Reliance – UET Peshawar

One Sentence Pitch

Air Cognizer is an Air Pollution Analytics Application.
Just take a picture from your smartphone of the sky nearby you and it will tell you the quality of air around you.
Get real time, location based Air Quality Index Analytics at your fingertips in a matter of seconds.

Introduction

ORGANIZATION
Reliance Healthcare – UET Peshawar

MISSION
To eradicate the climate change & preserve our nature & air

OBJECTIVES
- **Inexpensive**
- **Portable**
- **Real-time**
- **Accurate**
- **Adaptive**
- **Reachable to masses**

PROJECT DIRECTOR
Department of Computer Systems Engineering, UET

BUDGET
PKR 10 USD

CORE TECHNOLOGY
Artificial Intelligence.
Cloud Computing
Clean Tech
Computer Vision

The Problem

As the population of Pakistan touches the mark of 250 million people and is expected to be the world's 4th most populous country by 2024 , the requirement for generation of resources to meet the demands has increased rapidly. And to meet the demands of such a big population sustainable and sensible development approaches have been outlasted. The need of the hour is to create awareness among the people regarding the poisonous air they breathe in everyday. Air quality information can help people avoid hazardous environment and take respective measures. The government has taken steps and set up nodes at different places but air quality data is still not accessible by everyone and installing an air quality sensor at home is a costly affair.

The Solution to the Problem

To address this issue, we developed an **Inexpensive, Portable and Realtime Air Quality Analytics Application: Air Cognizer**.

Air Cognizer predicts the AQI from the images captured using a smartphone device.

Air Cognizer is an Air Pollution Analytics Application.

Comparison Matrix

We are the **first movers in this market**, right now we **don't have any competitors** in this category and domain.
We are good to **disrupt the market** with our innovative approach

Market / Opportunity

THE TARGET MARKET
Healthcare (Clean & Green Energies Tech)

TOTAL TARGET MARKET SIZE
Global & National Horizons

MARKET SHARE THAT THE COMPANY WILL TARGET
95%

Go to Market Strategy

- Launch a beta version to make people familiarize
- Target Lahore & Karachi as the AQI conditions are worst.
- Within 6 months of feedback, launch a complete scaled product.
- Within 1-year the application user base to be targeted as 70 Million
- After 18 months, will have a very cheap monthly or yearly subscription for revenue generation.
- No ads policy will be implemented by our company.

Why Us? Why Now?

- We are the first movers in this market
- We are unique and innovative
- We have our laboratory tests & trials undergoing
- We are the market disrupters in this domain
- AQI of Pakistani cities are deteriorating badly.

Product Cost Matrix

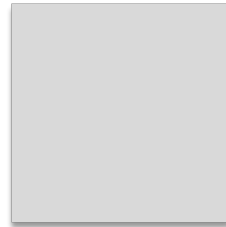| DESCRIPTION	AMOUNT
R&D Cost	1000USD
Raw Material / Components	50 USD
Assembly	NA
Manufacturing Overheads	NA
Distribution Overheads	NA
Quality Assurance and Certification	1000USD
Sales Overheads	NA
General, Marketing and Admin	NA
Support and Maintenance	500USD
Profit Margin	10 USD Subscription
Others	NA
Total (Retail Cost):	**10 USD Per unit (Subscription Model)**

Financial Strategy

REVENUE MODEL

Monthly – Yearly Subscription Model

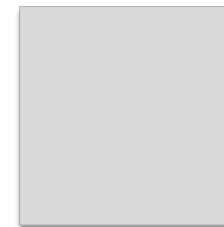**CASH FLOW PROJECTIONS**

10 USD per unit

Project Team

- Raja Ahmed Sajjad (Chief Executive Officer)
- Ashley Alex Jacob (Chief Technology Officer)
- Syeda Fatima Ashoor (Chief Financial Officer)
- Affifa Zainab Ahmad (Chief Information Officer)

SPECIMEN

Name (CTO)
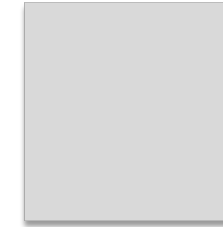6 years experience in IoT

Name (CEO)
> 20 years industrial experience

Name (PM)
> 6 years UX/ML experience

Name (Team Lead)
> 20 years experience product design

Thank You!