

Competitive Comparison


 NatéoSanté


 Prana Air


 TROX Austria


 Airly


 thin:tra


 uHoo


 Marchhart Air


 CareConnect

AI and Automation

- LLM Integration
- Medical Analyses / Recommendations
- Automated Actions depending on Data



Monitoring & Measurement

- Real-time Air Quality Monitoring
- Outdoor Air Quality Measurements
- Energy Production/Consumption Monitoring



User Interface

- Report Generation
- App
- Chatbot



>> primary use case

industry, offices,
B2B solutions

air pollution

whole hospital

air pollution

medical
environments

industry, offices

operating room

Public spaces,
use case hospital

>> additional info

Ab E³ 1.2focus on public
buildingseducating about
Air Quality IndexImprove health
and well-beingfocus on
air filtering

Market Opportunities

- Untapped Market Segments
 - Air quality monitoring in hospitals (also public buildings in general) is expected to be an emerging market.
 - Current competitors focus on monitoring room climate (esp. in critical areas like operating rooms) and HVAC regulation; two identified competitors consider the energy consumption and production for whole facilities.
 - Technological advancements (AI, LLMs) and growing demand for energy management are key drivers for future growth.
- Innovation and USPs
 - Currently, there are no competitors on the target market who integrate LLMs, provide recommendations for users and have a chatbot enabling natural language communication.
 - Real-time Air Quality Monitoring, Report Generation and App are no USPs – less focus on these
 - Differentiation strategy
- Difficulties and barriers
 - Market entrance barriers due to regulations, medical environment (a.o. medical liability) and the decentralized healthcare system in Austria