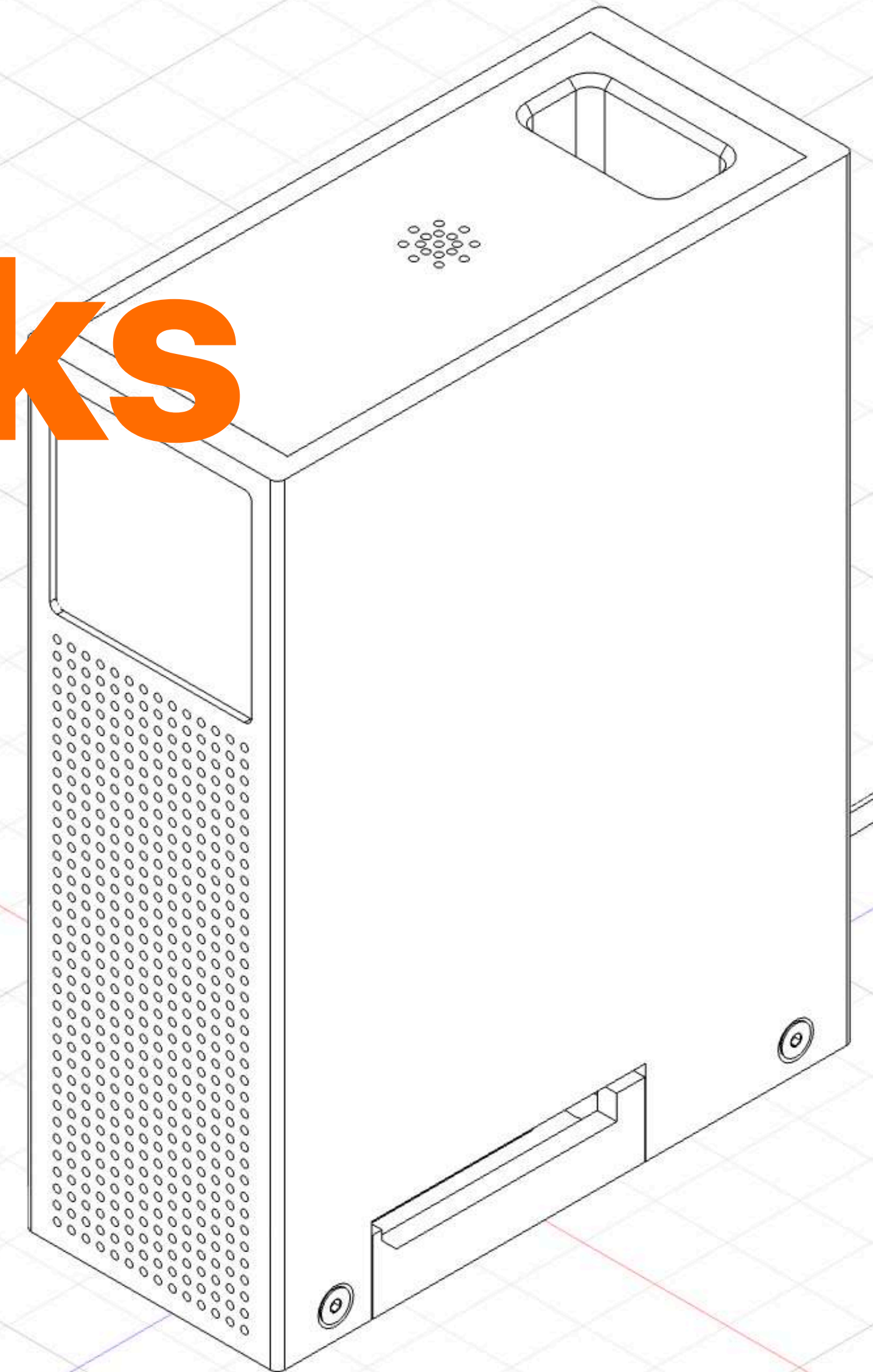
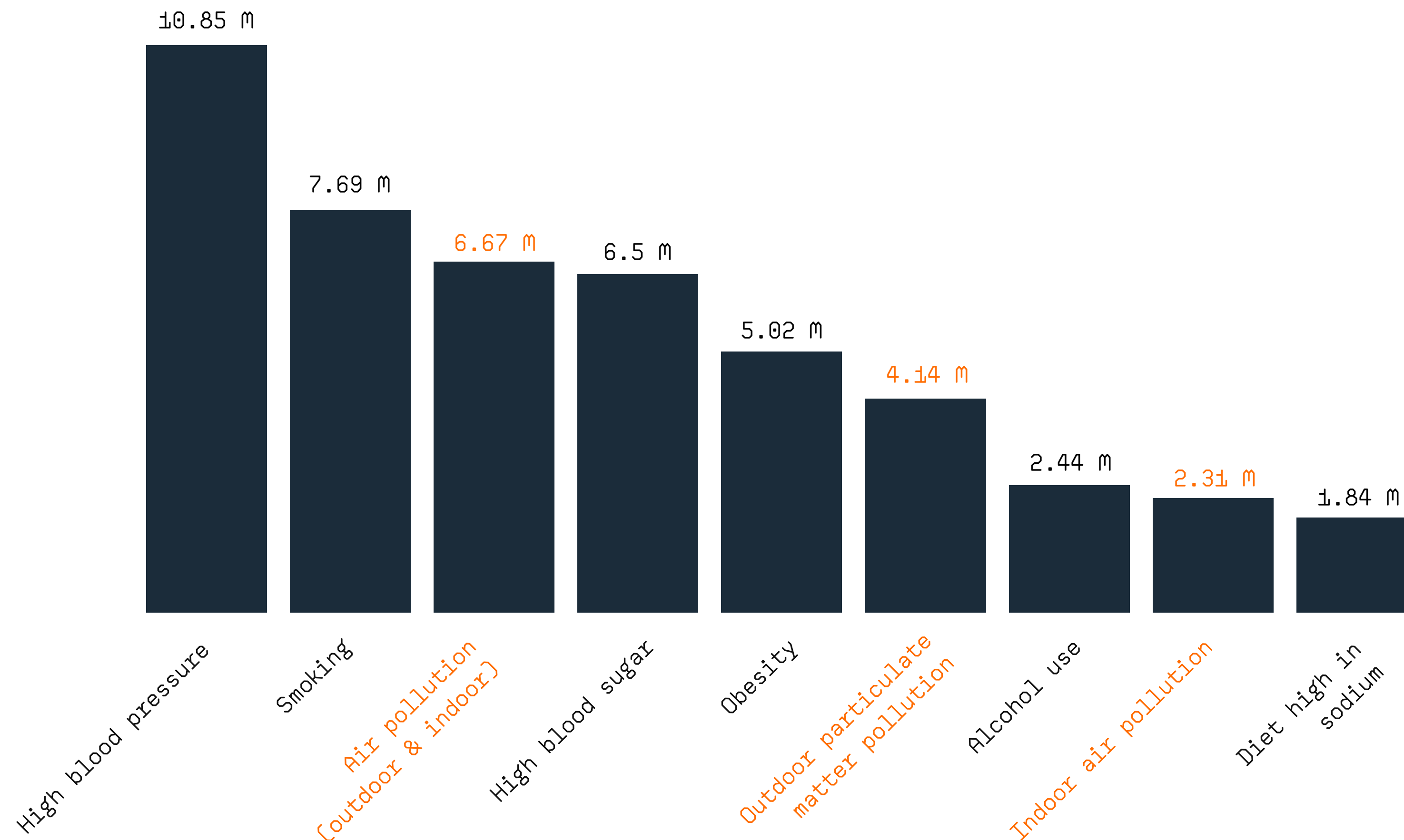


ambient works

The air quality tracker for
the creative industries



Polluted air leads to 7 million premature deaths globally each year



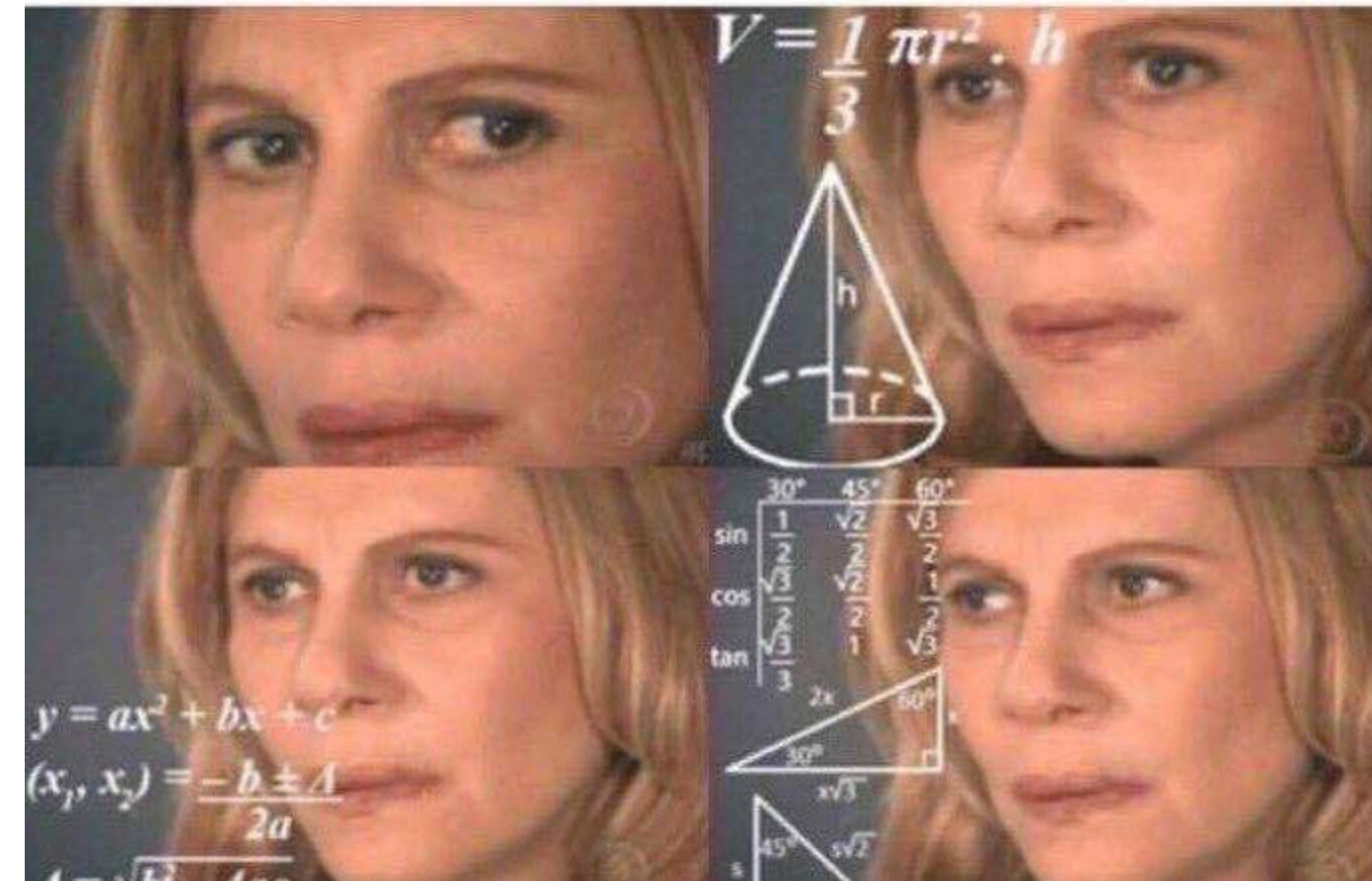
Indoor air can be up to 5x more polluted than outdoors¹

In 2016, 450,000 deaths were attributable to workplace exposure to air pollution²



Current solutions on the market are difficult to use and need expertise

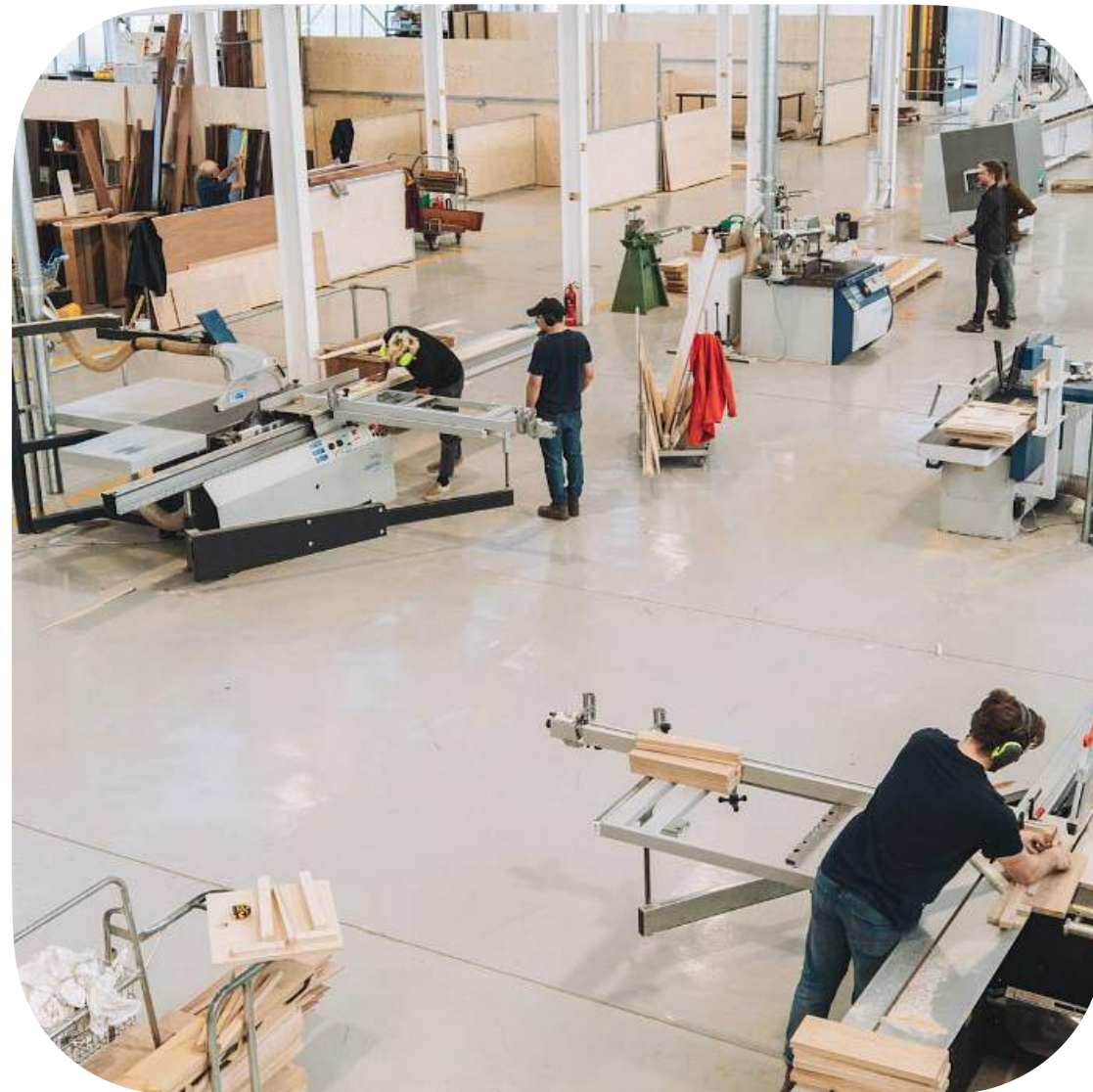
CO mg/m³ ppm
AQI PM2.5
CO² ppb µg/m³ PM10
HEPA MERV LEV
HCHO



Creative industries are hit the hardest, so that's where we are starting

Urban Manufacturing

Hazardous levels of particulate matter are caused by working with wood and metals.



Makers and Artisans

Silica in ceramics can cause silicosis.



Creatives and Practitioners

Carbon Dioxide can lead to reduced productivity



Ambient 1

The air quality tracker for the creative industries.

Optimised for creative spaces

User friendly and robust architecture designed to fit in busy environments.

Tailored air sensors

No more overpaying for unnecessary features - you get exactly what you need.

Long lasting battery

Bring it with you to follow the action.



Ambient 1

The air quality tracker for the creative industries.

Activity aware alerts

Hard wood or clay dust are carcinogens, let us alert you when pollution levels rise during specific activities.

Share your data safely

Allow everyone in your space to share data and insights.

Save time and resources

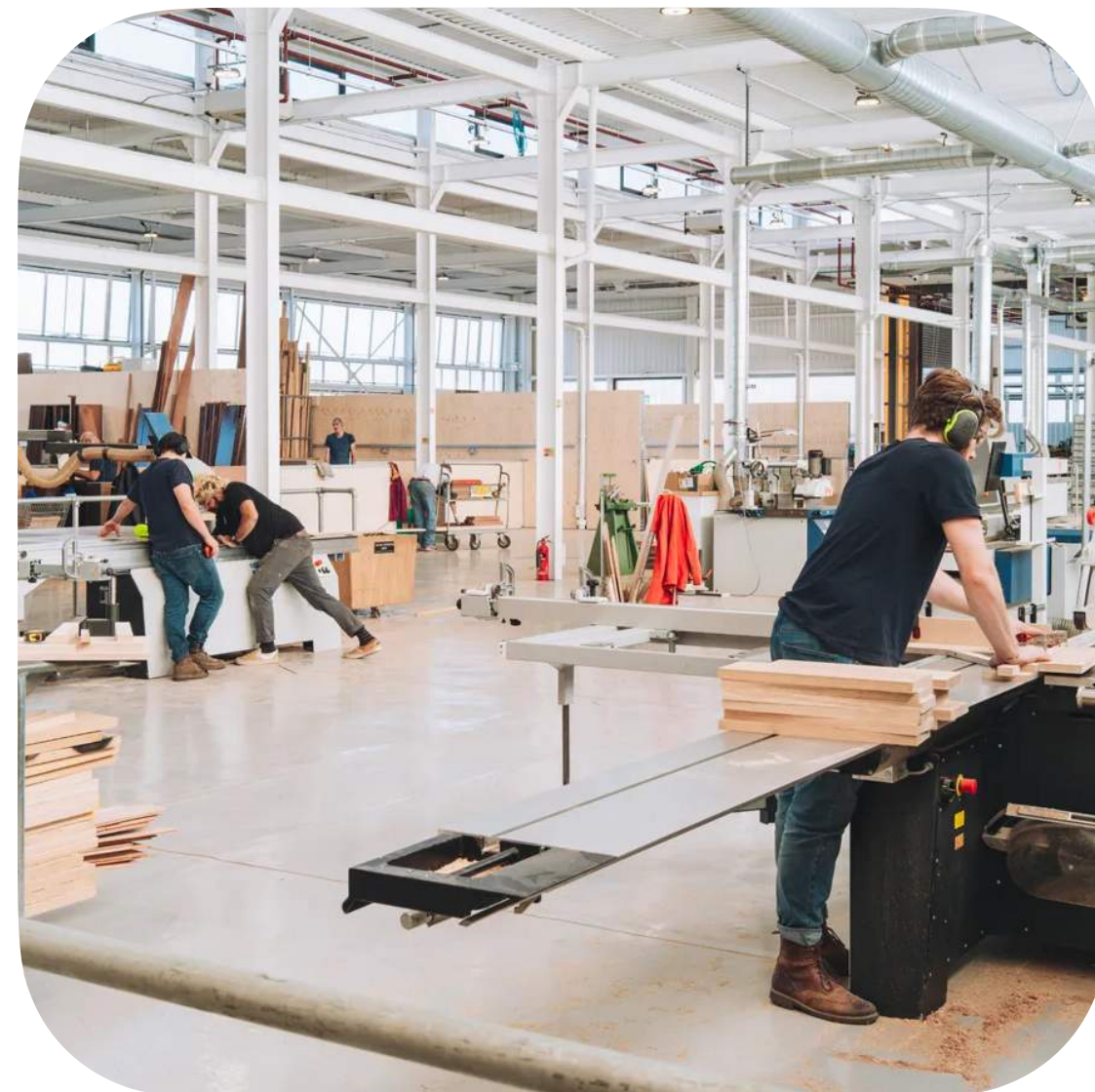
Quick overview of all the stats you need without exporting. Compare to relevant health and safety advice.



We are currently piloting with key London businesses.

Bloqs

"A factory for makers from
across the spectrum"



Fab.Pub

"Empowering Circular
Fabrication in Hackney"



Batch Space

"Circular Manufacturing
as a Service"



We have raised £ 74k so far.

£2k

Connected Places Catapult

“Innovating Clean air in India”



£25k

Connected Places Catapult

“Homes for Healthy Aging in
Sunderland”



£47k

UKRI Creative Catalyst

“Air Quality in Creative
Spaces”



Go to market

Q1 - 2024

KICKSTARTER

Creatives:

- Makerspaces
- Independent studios
- Artisans and makers

D2C Air Quality Monitor

£ 200 Hardware Device

Freemium app

£ 60/ year subscription

- Analytics
- Data storage beyond 1 week

Q1 - 2025

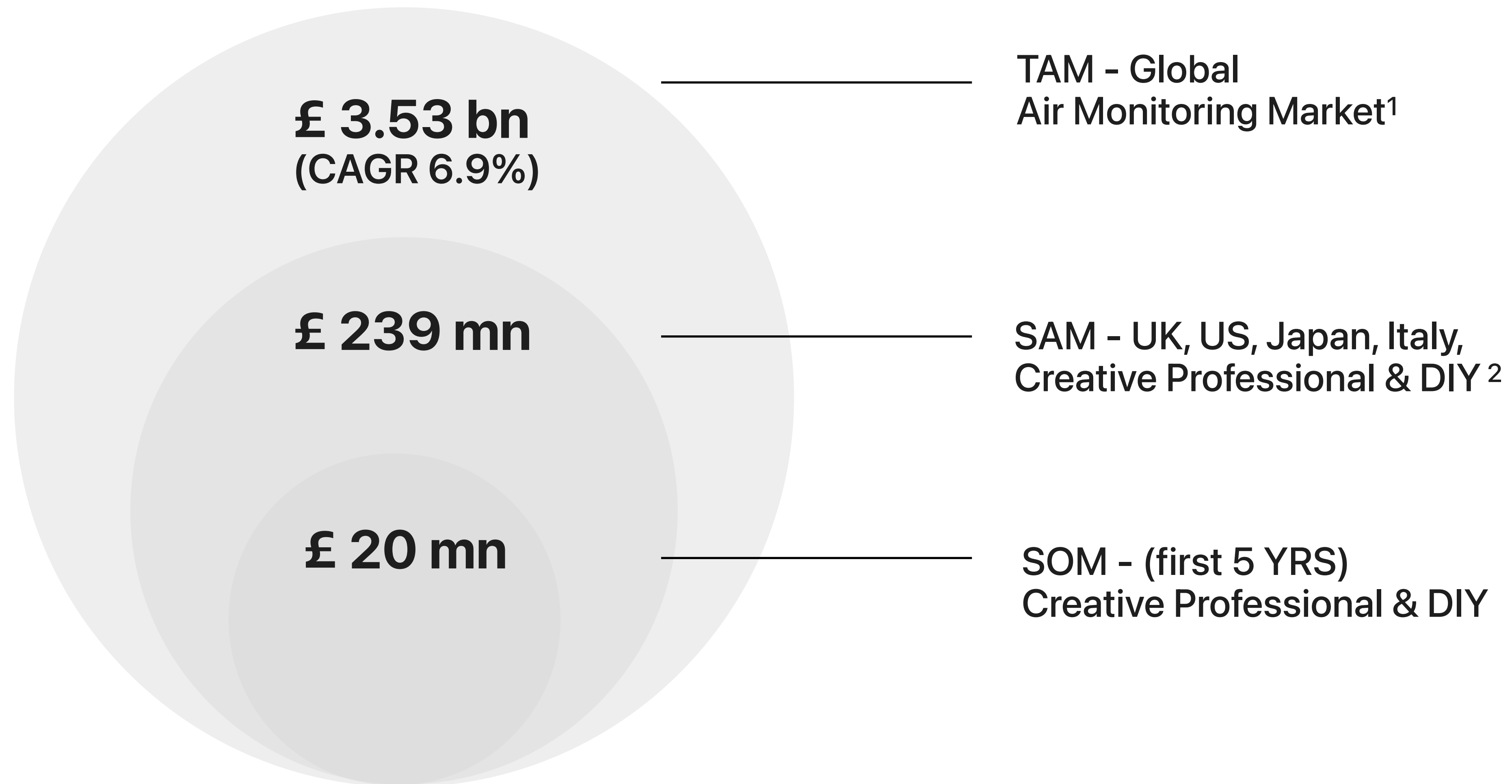
B2B Air Monitor as a Service

Automated reporting.

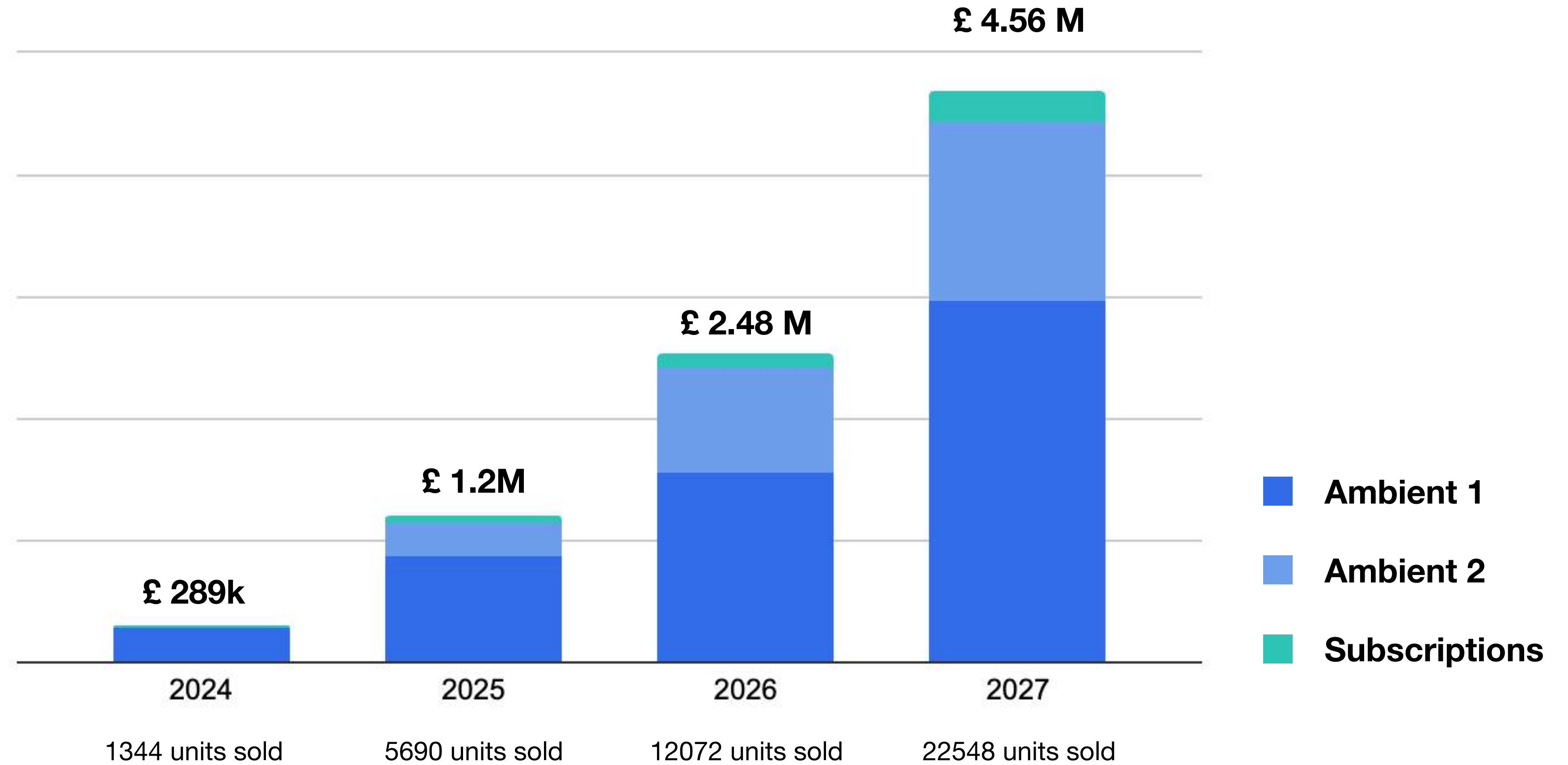
- Analytics & compliance
- Building accreditation

Carbon Dioxide monitors legally required in new office spaces.

A growing market



Our future growth



Founders



Yuki Machida
CEO

Air Quality Expert, Mech Eng
MIT Research Fellow, low cost air monitor



Giulio Ammendola
CPO

Product Development, Manufacturing
SAM Labs, IoT Start Up



Imperial College
London



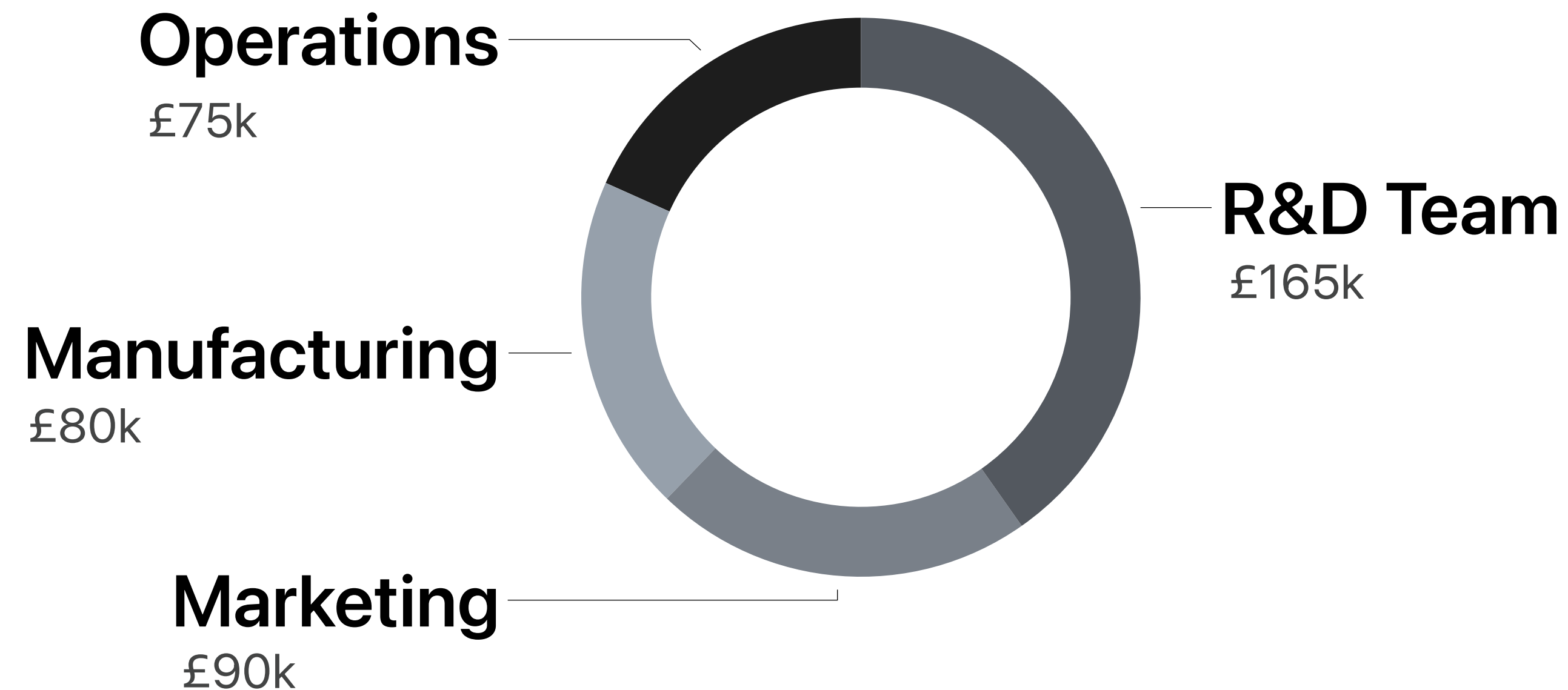
JOHN LEWIS
& PARTNERS

Microsoft[®]
Research

We are raising £410k to bring our first product to market.

Join us as we develop it further and make it market-ready.

Financial plan



Milestones

Q1 2024	Kickstarter
Q2 2024	Manufacturing + App
Q3 2024	Ship to customers
Q4 2024	Accessories and new products

Join us

hello@ambientworks.io



Market is confusing
Numerous sensors and pollutants
Which one is suitable
Fragmented
Combination of different pollutants not
provided by one provider.
Health impact
Health impact of pollutants in specific
environments are not simple to understand.

Air Purifier

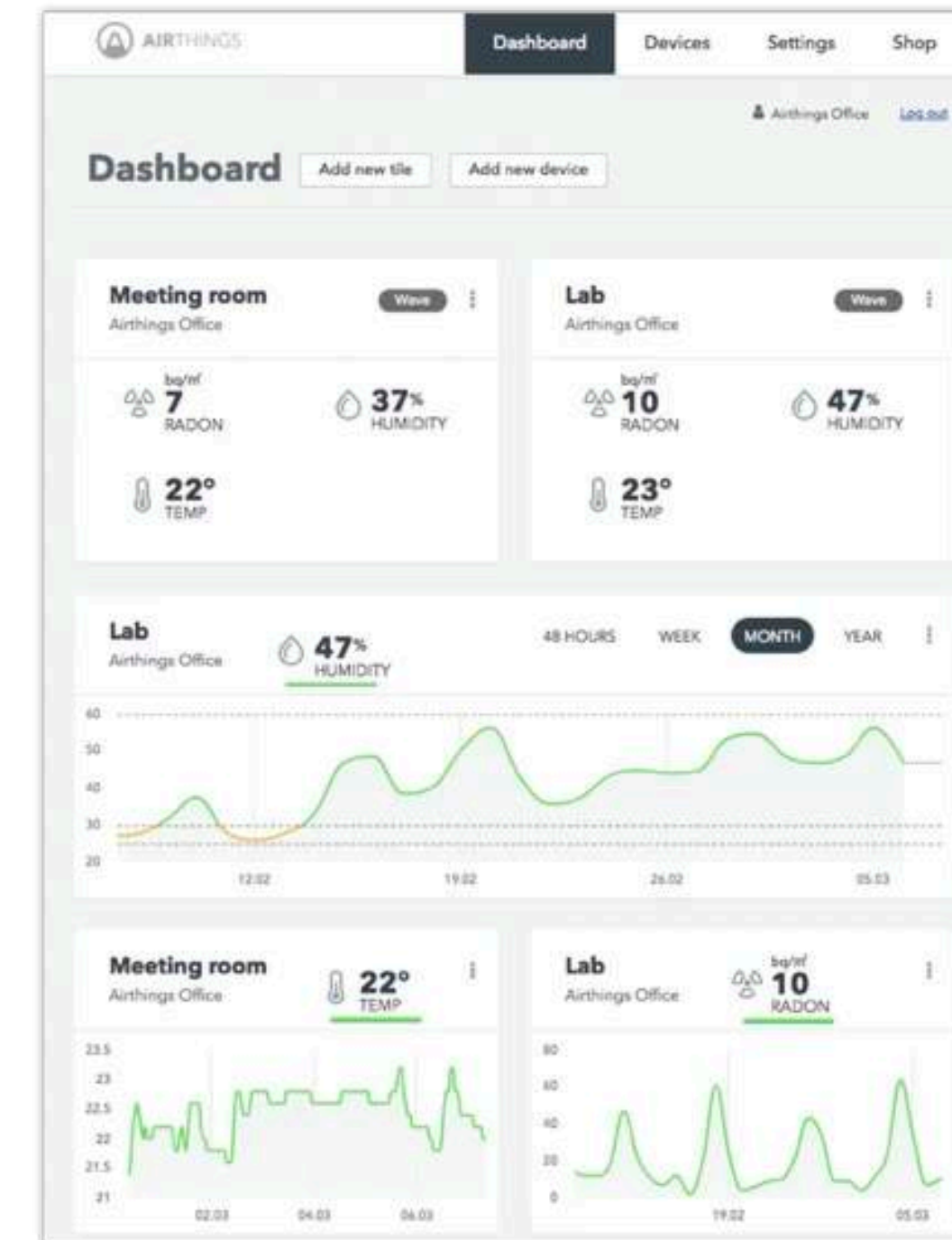
1. Not clear what pollutants to monitor (and how to select air monitors)
2. Doesn't give insights into what the health risks are
3. Doesn't support makers in taking care of their health through suggested actions.



What's the matter?

Existing air quality monitoring solutions are not tailored for maker spaces.

- Health risk information of **different** types of pollutants aren't tailored for makers.
- Current monitors don't target makers and require hours of research to find what fits them best, in terms of price, performance and pollutant type.
- **Dash boards** are complex, and time consuming especially if they are not from a technical background.



- **Specific sensors are built in and can't be changed.**
- **Presented with the sensor at the centre**



Our Solution

Air Quality Monitoring for creative spaces...

- **Guide** creatives from step 1.
- **Easy** to select relevant monitor. With **quality** and **affordability**.
- **Simple** to understand what the data means and what can be done.



Ambient Works



Hardware and Software

- **Guide** : creatives from step 1.
- **Analyse** : app and sensor put numbers to make it tangible.
- **Act** :if air pollution can be improved, Ambient Works will help you breathe better.

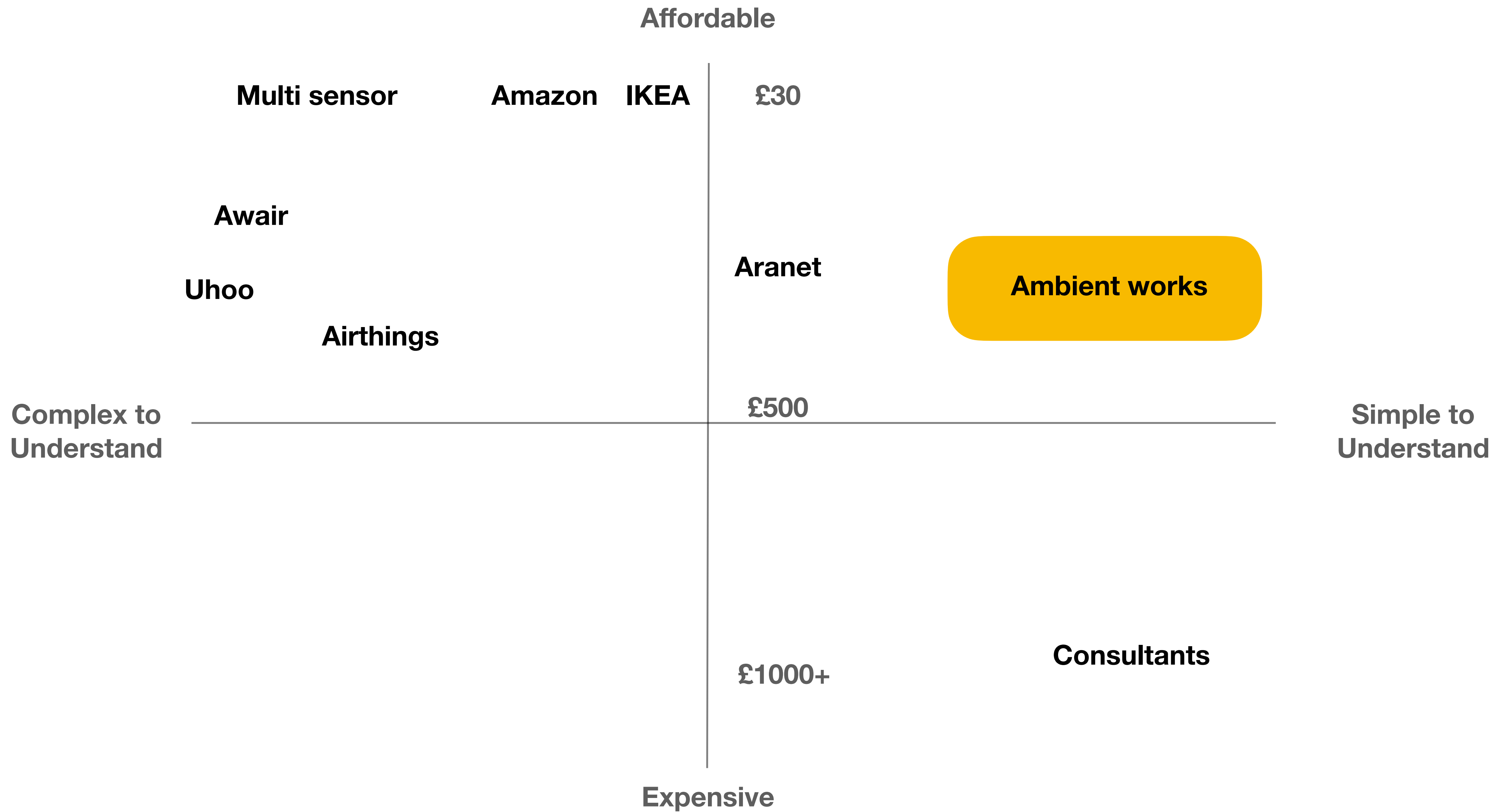
Hardware.

Designed for adaptability to different creative spaces.

- **Screen** with engaging info.
 - Expandable sensor for specific type of work
 - Long life battery mode.
(X months)
- easy set-up.



- **Expandable: smart plug...**



Alternate slide



Business Model

Products + Customers

Pro - 180 GBP
PM Lite - 100 GBP
CO2 Lite - 110 GBP

Hardware + Freemium App

Partnerships



Roadmap

Funded by
Innovate UK

Fund Milestones

AMBIENT WORKS
Design & Development

Pre-launch
Marketing

KICKSTARTER

Product Certification

V1.0 App iOS & Android

Automation features

Production & Assembly

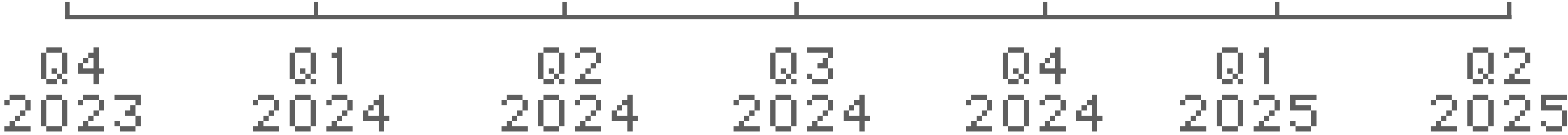
Shipping

B2C sales pipeline

B2B Business Development

NPD

KICKSTARTER





.... So we are raising x to
do y

Fund Milestones

KICKSTARTER

Tooling & Production

Shipping

Product Certification

Brand

D2C sales channel

Software Development

Do we need to:

FCC

ISED

UL

CE

SRRC

KICKSTARTER



Join us

Contact + render /
illustration

