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Smart Dispenser Network

new venture competition

Introduction

The disappointing feeling of using a soap or sanitizer dispenser that does not work...

A simple idea was born to optimize the operation and management of hand-washing facilities

...and bring innovation to life to improve institutional resilience against common illnesses.

Company Overview

We are reinventing the way large organizations approach public health through data-driven solutions.

We are enabling sanitizing stations and soap dispensers with data processing capabilities.

We are creating enterprise software and mobile application to optimize operations and generate public health assessment.

Communities & Cities of Tomorrow

Internet of Things (IoT)

- enabling of data collection and exchange
- opportunity for more efficient processes and improved decision-making

Relevant terms: **Artificial Intelligence** & **Big Data**

Today's Utility

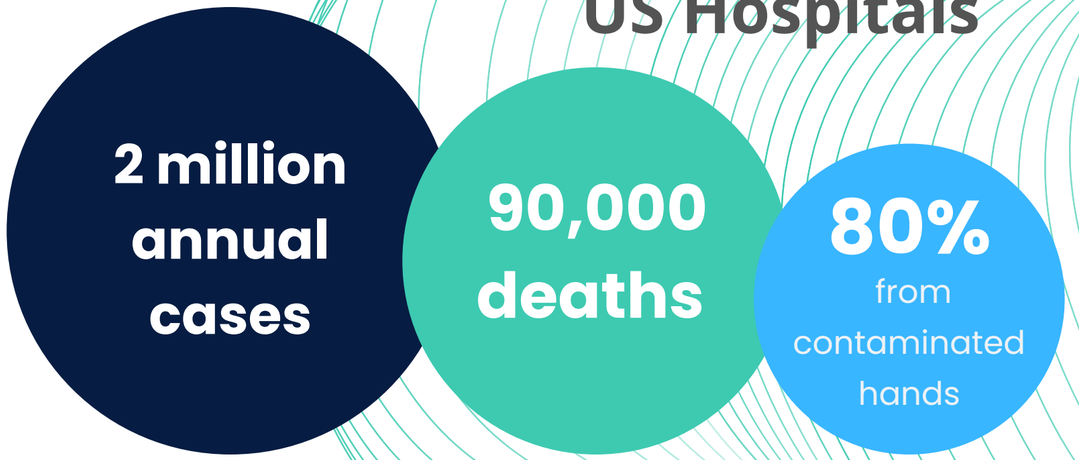
- Smart homes
- Traffic monitoring
- Energy management

Problem

Public health vulnerability

Commonly Acquired Infections

US Hospitals



Facilities Upkeep

Existing dispensers:

- No operational tracking
- No alert system
- **60%** inoperable (GWU)

Health Impact

- Higher spread of illnesses
- Missed class time
- Lost work time and wages
- Stress and anxiety

Economic Burden

- US hospitals: **$28-48 billion** annually
- Top 400 universities: **$183 billion** in 2021 *(COVID-19)*
- GWU: **$53 million** per semester *(missed classes)*

Data from Centers for Disease Control and Prevention (CDC)

Solution

Modern technology sustainability & privacy

Maintenence Schedule

Predictive analysis of estimated time until required station maintenance or refill

Utility Record

Collection of dispenser usage data, battery charge, liquid levels, & operational status

Waste Minimization

More efficient use of resources such as batteries, soap, & sanitizer liquid

Health Metrics

Each device is outfitted with a temperature sensor to track population health and spread of disease

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Collection & Accuracy

- Seamless & automated
- Consistent measurement

Privacy

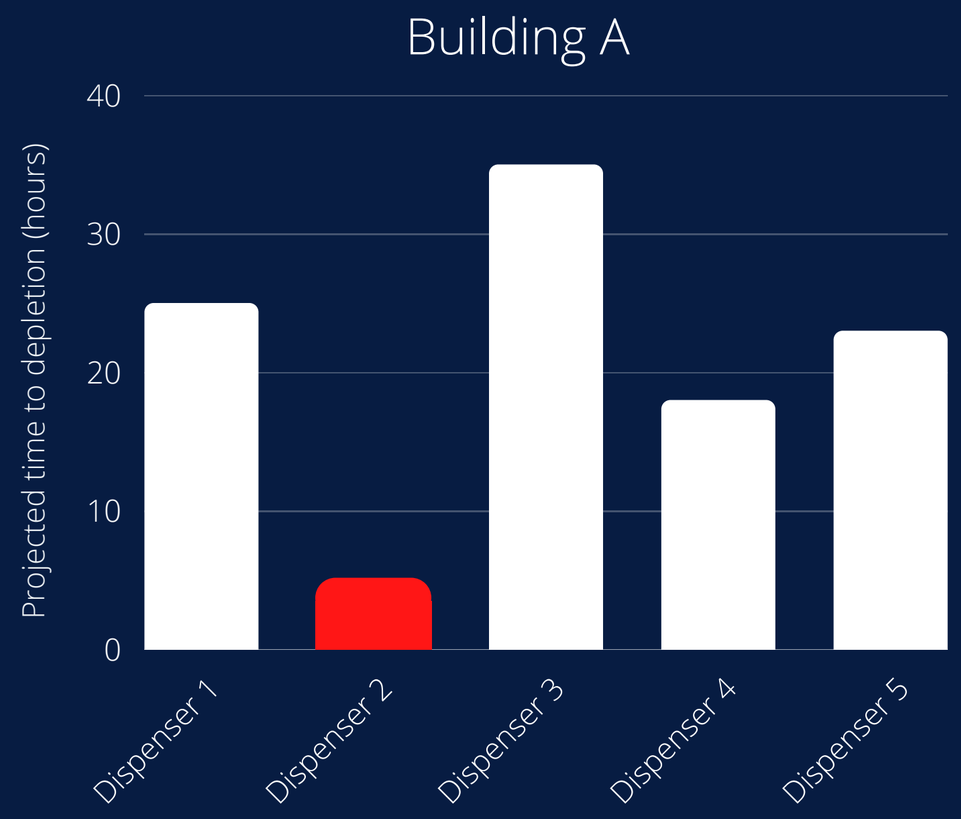
- Anonymous
- Publicly available data

Temperature Metric

Reliable & transparent

Think Data

Location-specific metrics



Graphics are for conceptual representation only, not an actual product.

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Business & Financials

SecuFoam Smart Kit

Dispenser Hardware *Transactional*

Mobile Sanitizing Station
$125

Soap Dispenser
$100

Smart Kit
$50

Installation available at additional cost

Software *Subscription*

Enterprise Software

$7,000*

- small institution
- < 30 installations

Up to $15,000*

- for large institutions
- 100+ installations

**price estimates*

Mobile App

Available to institutions and general public

FREE download

- In-app purchases available

Data Brokering

Businesses & Services

- Public foot traffic
- Advertisement
- Consumer preferences

Public Health Organizations

- CDC & WHO
- Local Health Departments
- Epidemic Surveillance Organizations

Target Market

Large institutions with hightened risk of illness transmission

CASE: GEORGE WASHINGTON UNIVERSITY

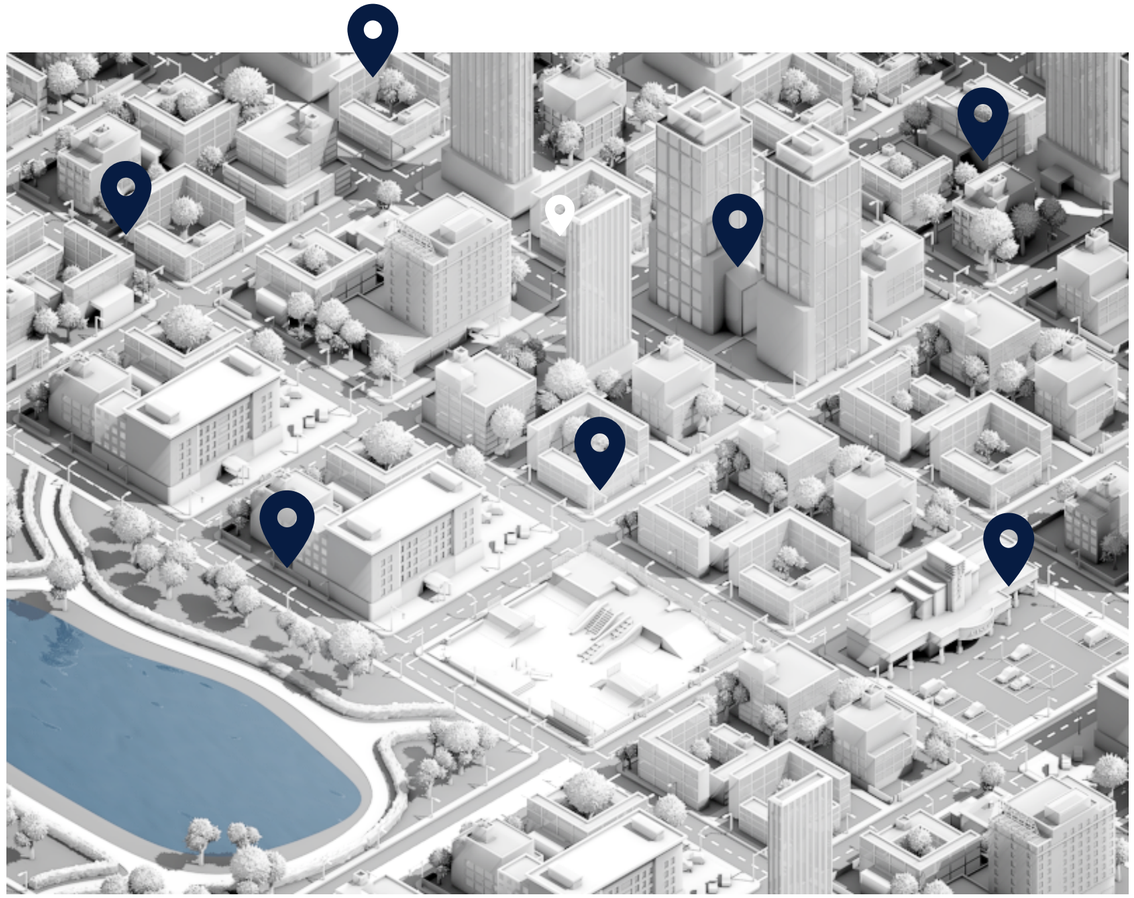
500 INSTALLATIONS
25,000 STUDENTS & STAFF

HARDWARE **$ 42,500**

SOFTWARE **$ 15,000**

REVENUE **$ 57,500***

**estimates with 400 soap dispensers at 50% outfitted with smart kits and 100 sanitizing stations without considering revenue sources from data brokering*



Pinterest

Initial target market:
Universities and Hospitals

Market Overview

5.1% CAGR

Projected Growth 2022 - 2030

$ 13.00 billion

Market Value 2021

$ 19.80 billion

Forecast 2030

Health Awareness

Infrastructure Development

Our Team

We are a multidisciplinary team of engineers with a shared passion for solving real-life problems in our community and the world.

Oscar Southwell

Project Manager

Yahya Aliyu

Product Architect

Anton Yanovich

Commercial Lead

Huzeyfa Telha

Software
Development Lead

Moustafa Montaser

Business Analyst

Special thanks to **Dr. Kartik Bulusu, Dr. Johan Ferreira**, **Dr. Steven Shooter** & **GW I-Corps,** who have mentored us on the technical and entrepreneurial aspects of the project.

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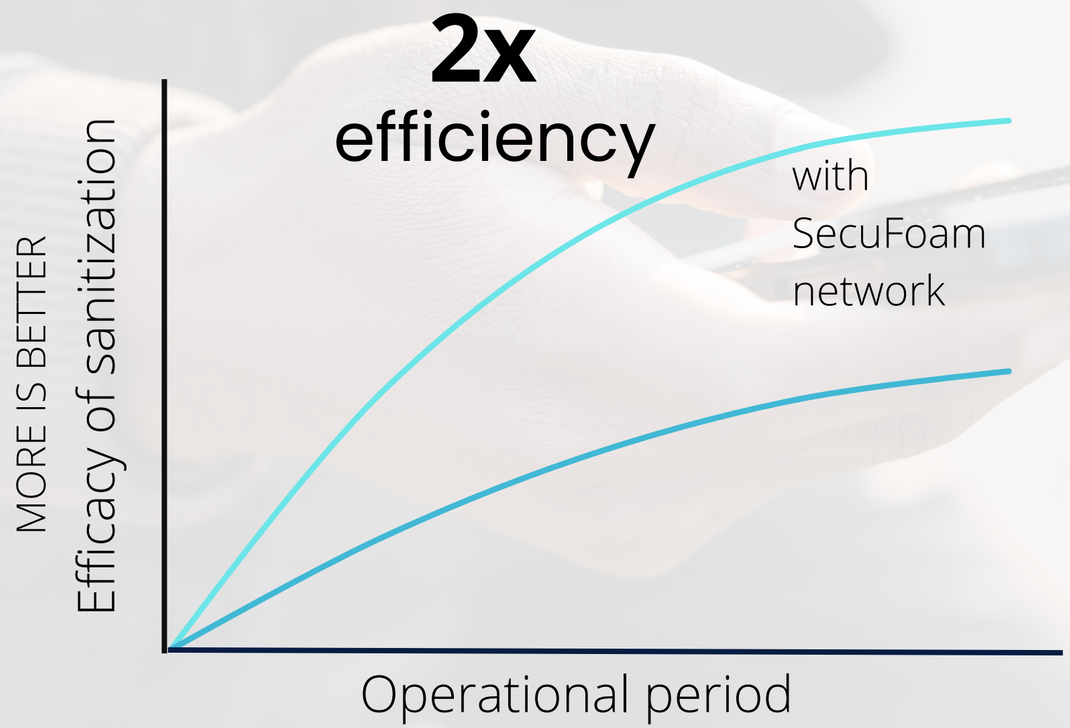
Power of Data



Thank you!

For joining us in *uncovering the future of public health*

George Washington University

New Venture Competition 2023

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