

SecuFoam

Smart Dispenser Network



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.

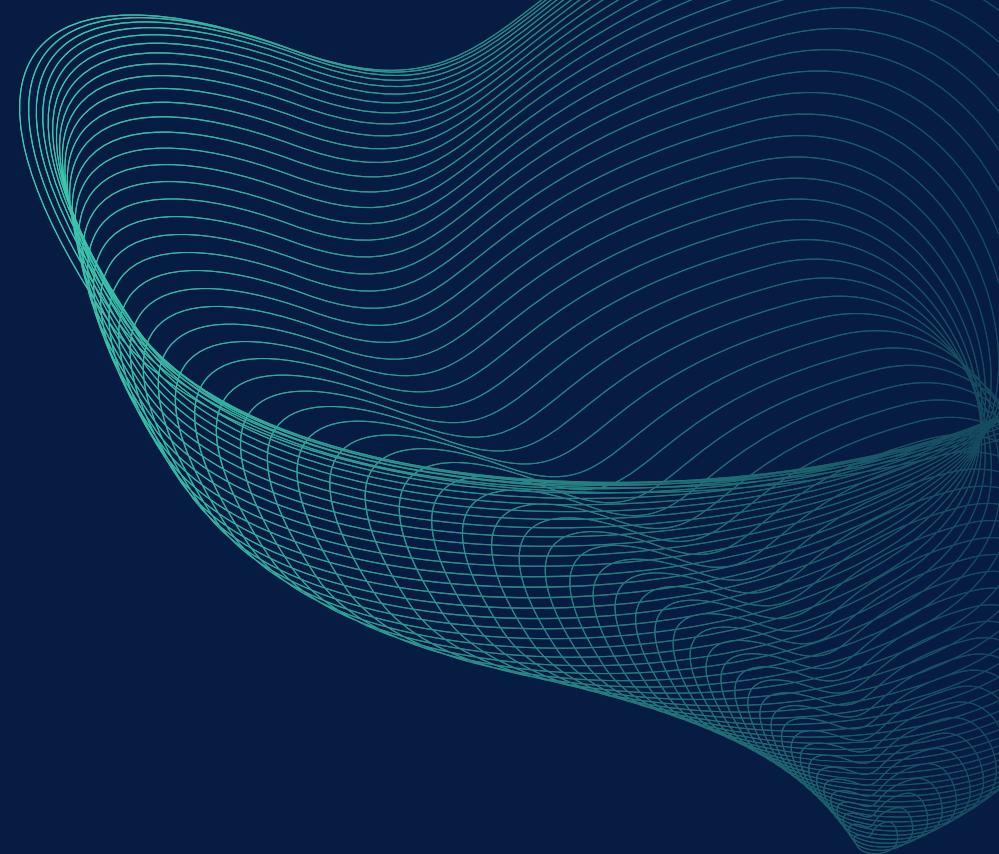
Introduction

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.



Problem

Public health vulnerability

Commonly Acquired Infections US Hospitals

2 million
annual
cases

90,000
deaths

80%
from
contaminated
hands

Data from Centers for Disease Control and Prevention (CDC)

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*)

Solution

Modern technology
sustainability
& privacy



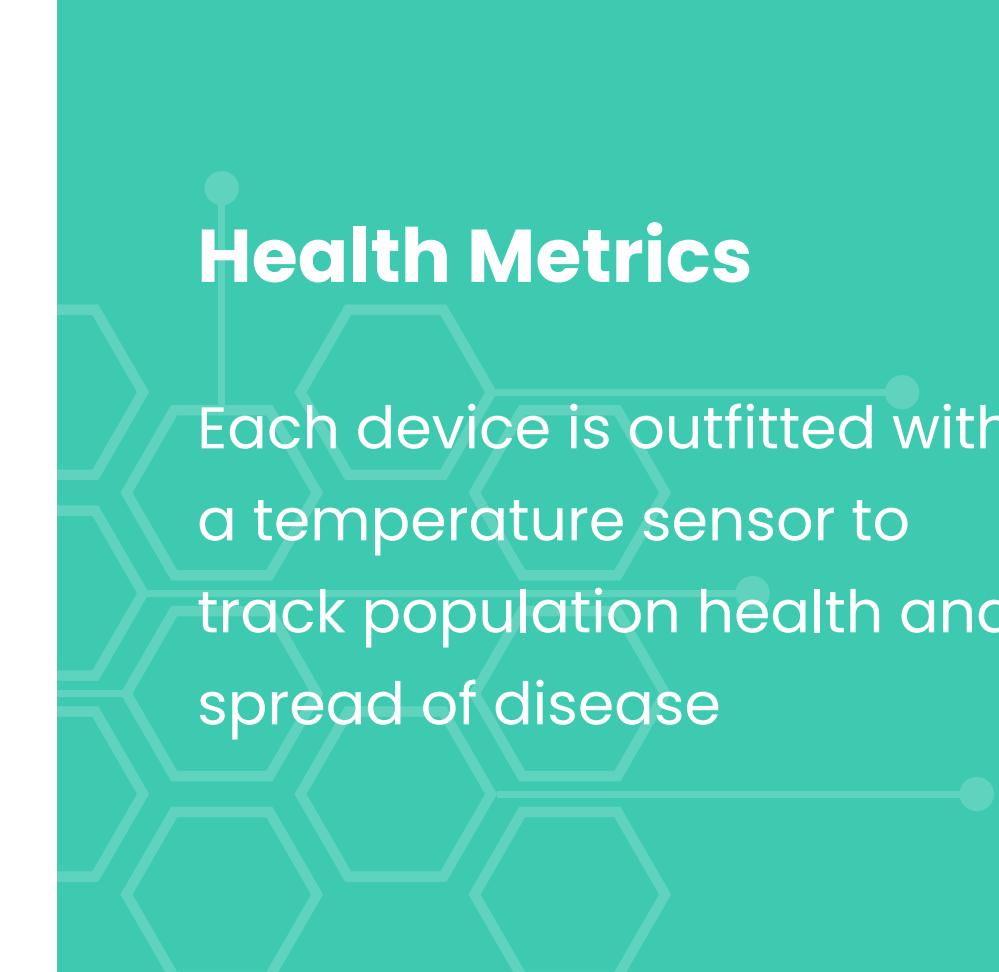
Utility Record

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



Health Metrics

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



Maintenence Schedule

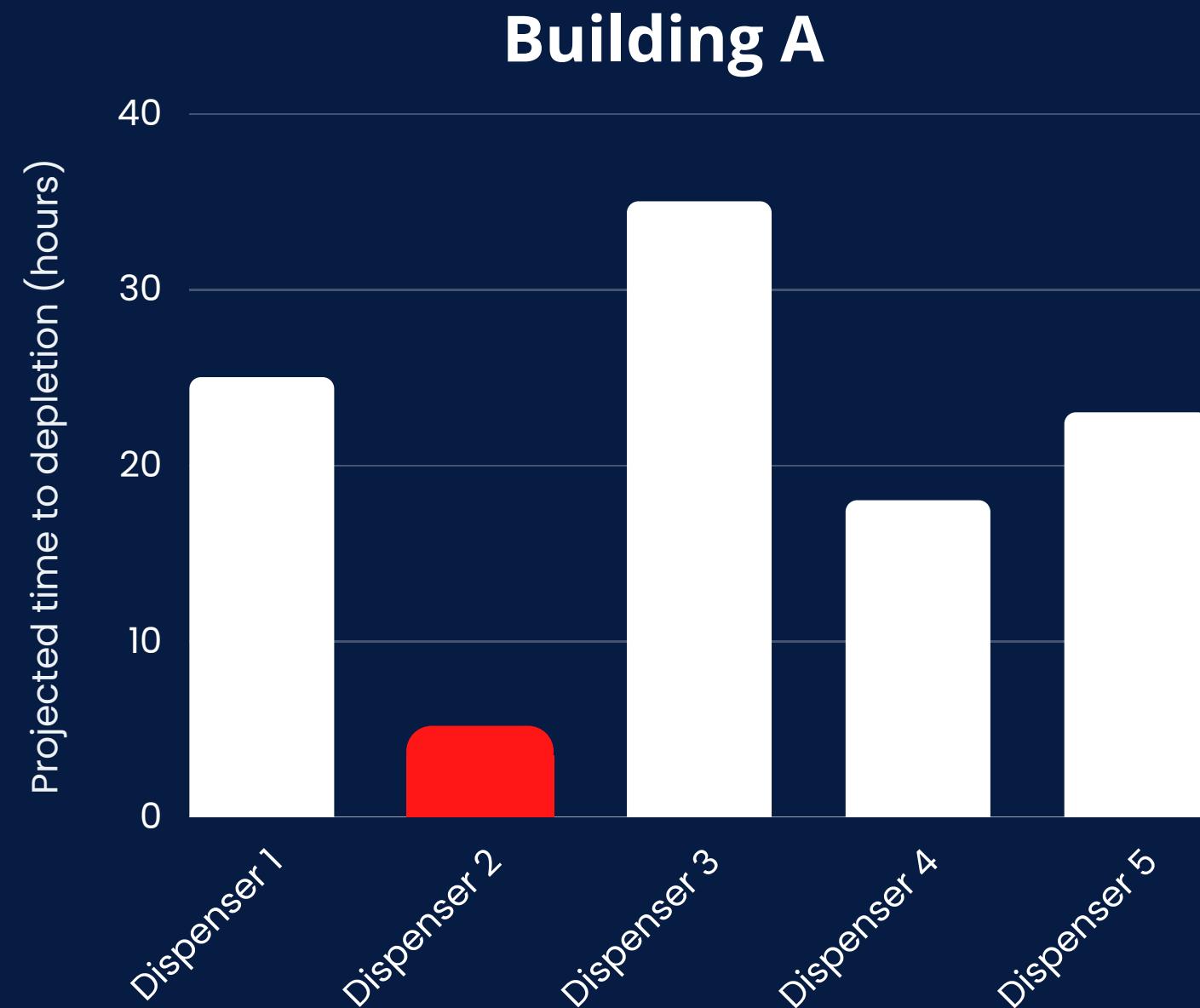
Predictive analysis of estimated time until required station maintenance or refill

Waste Minimization

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

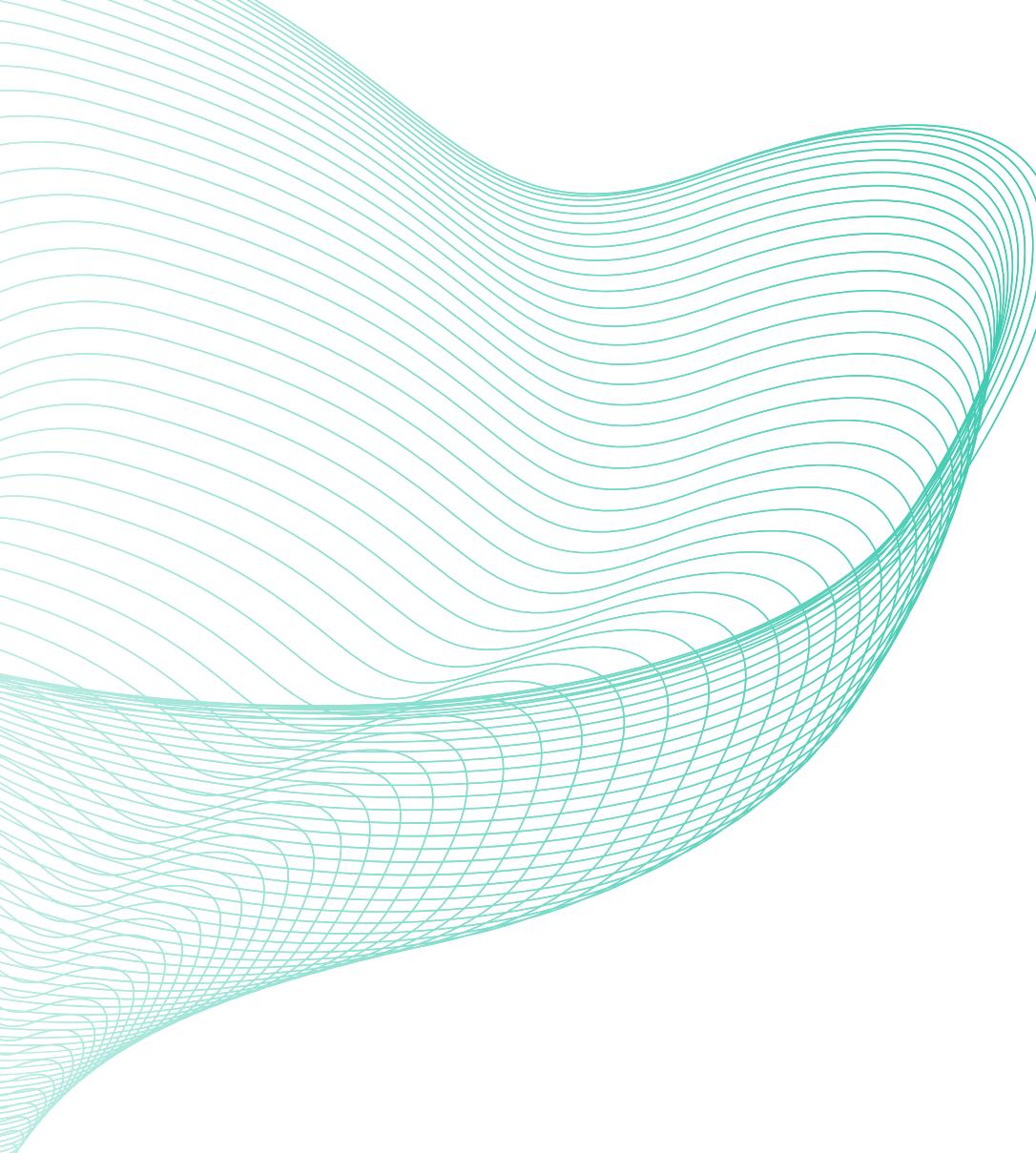


Think Data: Location-Specific Metrics



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

Business & Financials



Dispenser Network Transactional

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Mobile Sanitizing Station

- \$125

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Soap Dispenser

- \$100

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Smart Kit

- \$50

Installation available at additional cost

Enterprise Software & Mobile App Subscription

Software*

- \$7,000 for small institutions (<30 installations)
- Scales to \$15,000 for large institutions (100+ installations)

Mobile App

(for managers & public)

- FREE download
- In-app purchases available

*price estimates

Data Brokering

Public Health Organizations

- Centers for Disease Control
- World Health Organization

Businesses & Services

- Public foot traffic
- Advertisement & product preferences

Target Market

Large institutions with heightened risk of illness transmission

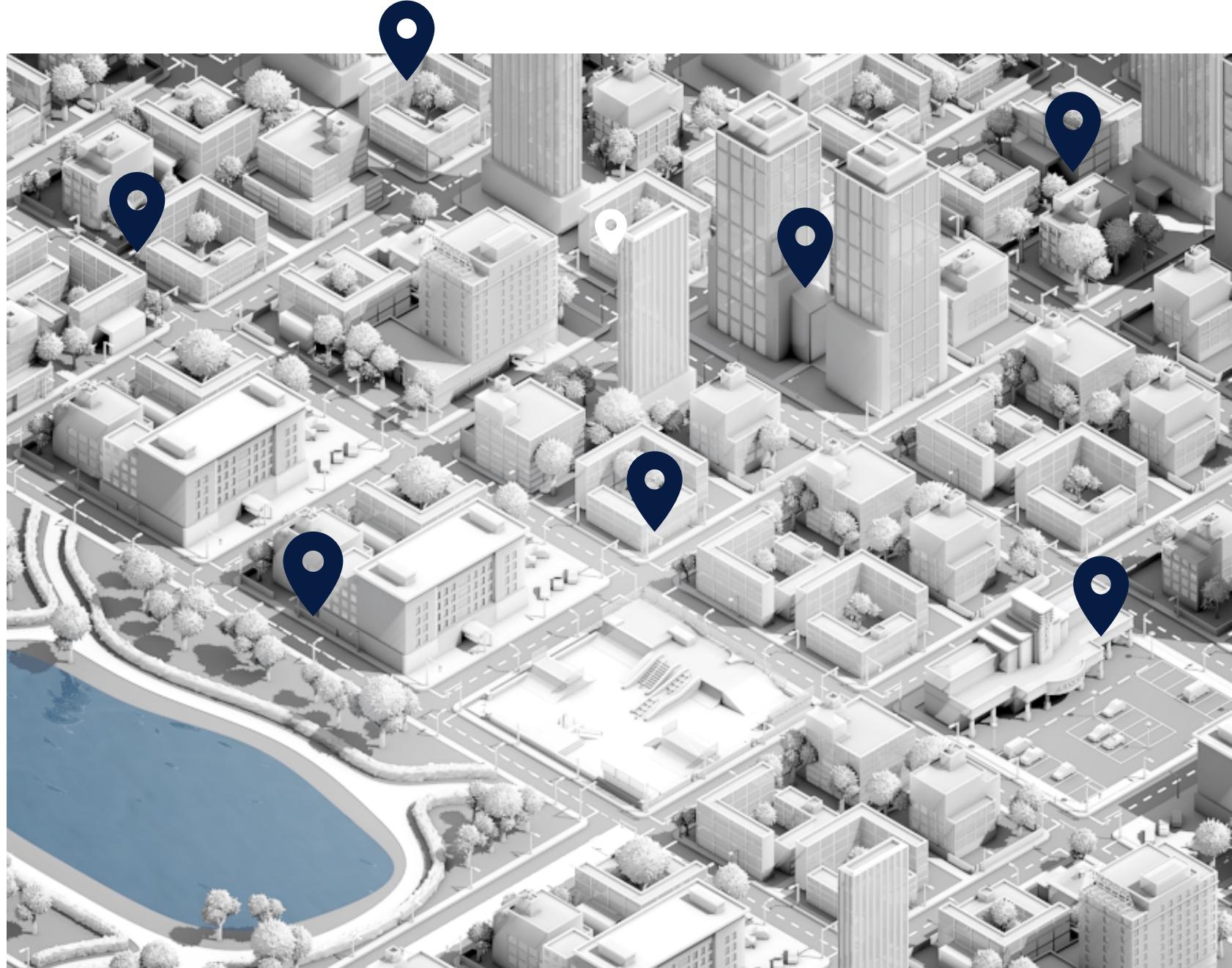
CASE: GEORGE WASHINGTON UNIVERSITY

**500 INSTALLATIONS
25,000 STUDENTS & STAFF**

HARDWARE \$ 42,500

SOFTWARE \$ 15,000

REVENUE \$ 57,500*



Pinterest

Initial target market:
Universities and Hospitals

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



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Business Lead



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Design Lead



Yahya Aliyu

Project Lead



Huzeyfa Telha

Software
Development Lead



Moustafa Montaser

Market Opportunity
Lead

Our Team

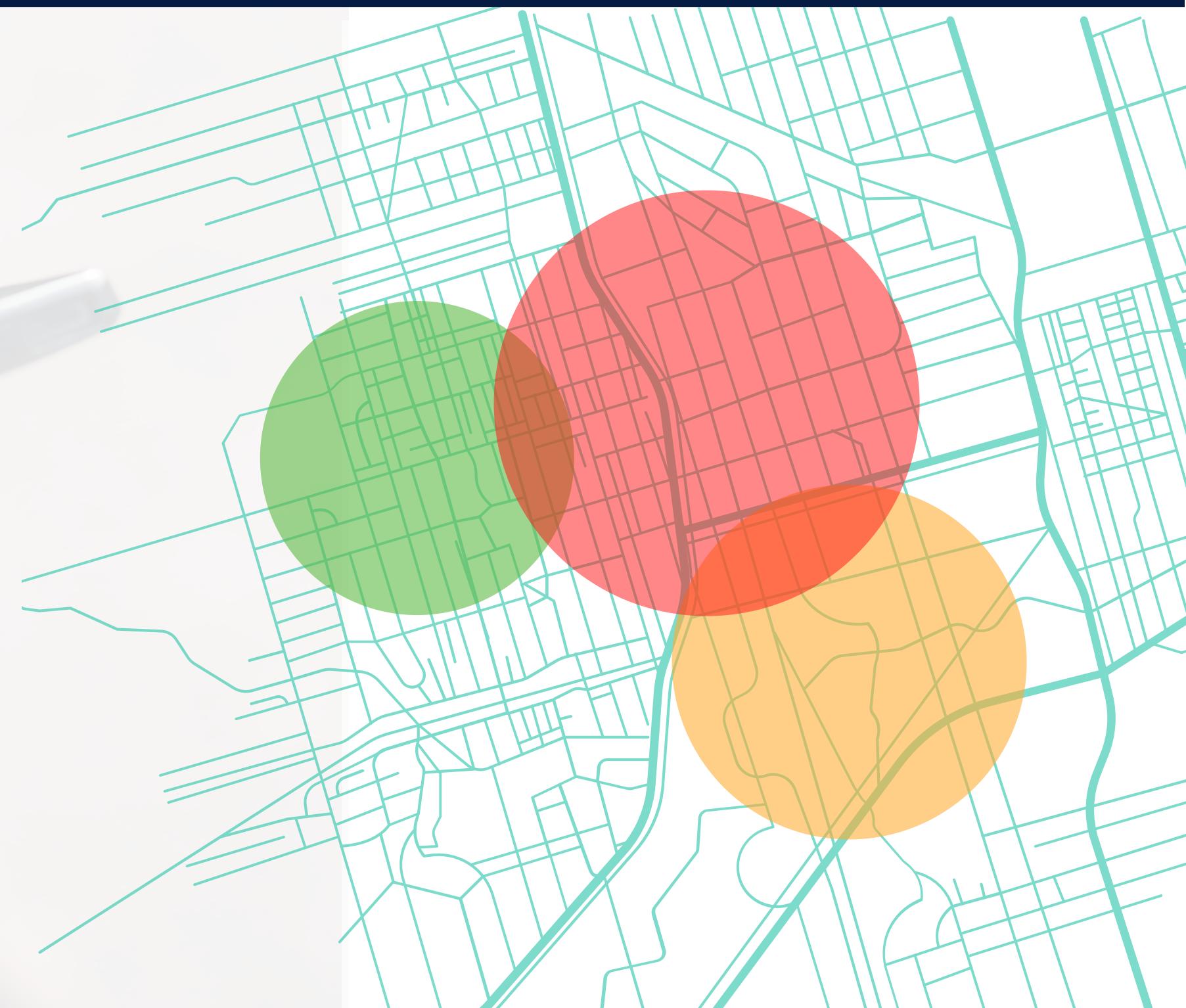
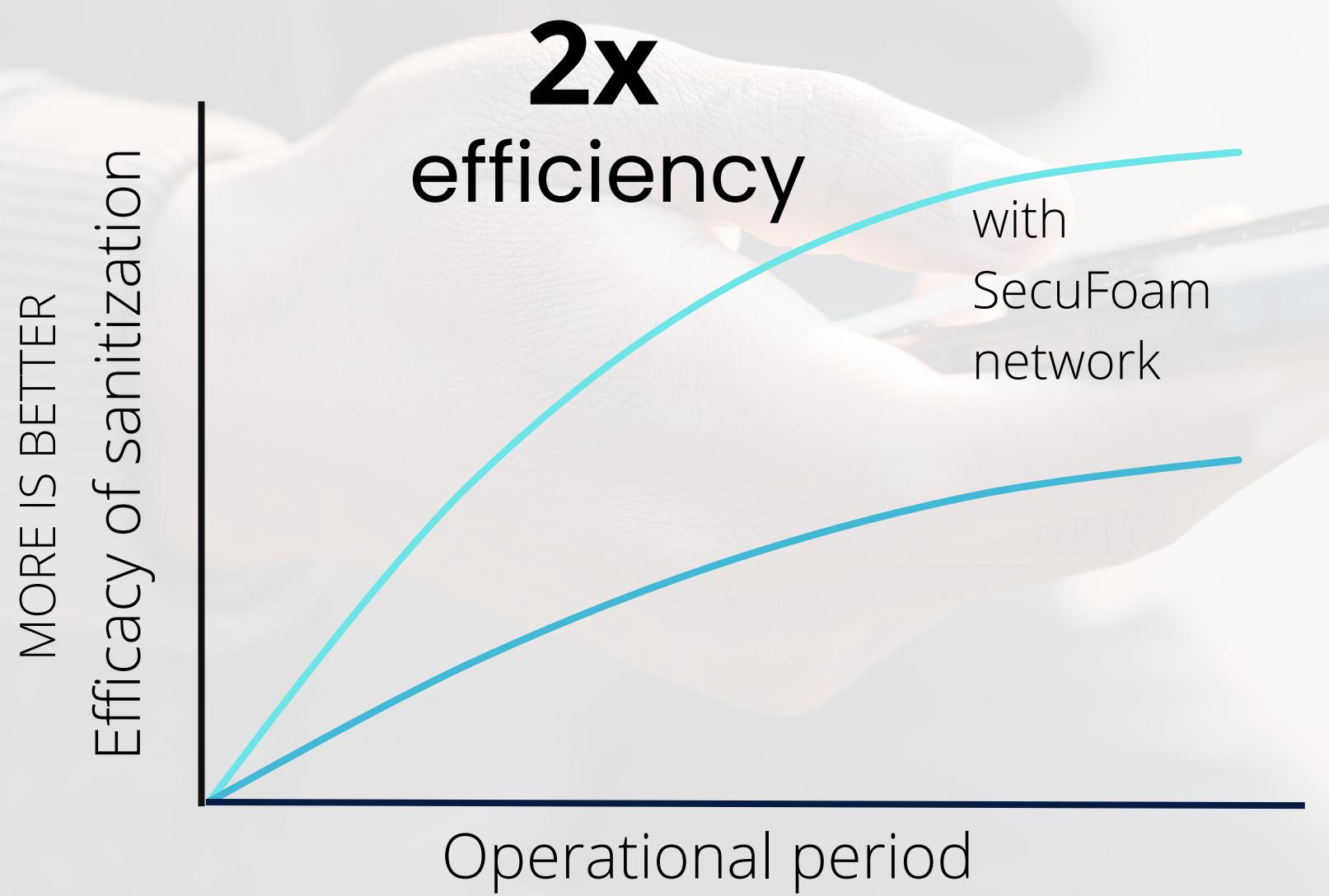
We are a multidisciplinary team of engineers with a shared passion for solving real-life problems in our community and the world.

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

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Smart Dispenser Network

The 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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