* Introductions
* Problem statement
  + Global challenges of air quality
    - 1 billion people suffer from respiratory illnesses aggravated by contaminated air
    - 85% of the world’s population lives in areas that do not meet WHO Air Quality Guidelines
    - 1 in 8 global deaths are attributed to poor air quality
  + Though not as severe, air quality issues still affect us in the developed world
    - Napa fires and other disasters
    - Continued non-attainment zones
    - Everyday pollutants and lack of awareness
  + In the developed world, the main roadblock preventing us from experiencing better air quality is a lack of awareness i.e. **Air quality monitoring**
    - In the developed world air quality has health impacts such as asthma development, exposure to carcinogens, as well as correlation with productivity
    - Many studies, including ones here at UC Berkeley’s Center for the Built Environment, show high correlation between health impacts and measurable pollutant levels, but low correlation between pollutant levels and perceived air quality -> people are often completely unaware of high pollutant exposure
    - The current state of air quality monitoring
      * Expensive equipment
      * Impersonal/low granularity
        + Ex) some spaces during the fires had better air quality than others. Which were they? How much better were they?
        + Ex) What exactly does the Air quality index from the EPA represent?
      * Unhelpful to everyday users (confusing)
  + Our product
    - Brings actionable air quality information to the user
    - Displays information in helpful graphics and understandable metrics that clearly delineate good from bad based on industry standards from ASHRAE and WHO
    - Is inexpensive and unobtrusive
    - Is cloud based so it can be networked with other sensors to
      * map out pollution over many different spaces,
      * compare them,
      * and even let users compete to see who has the best air quality in the neighborhood
    - Though results are stored on the cloud, we only had the resources to build 1 device so we couldn’t compare more than one at separate locations.