

The Smoke Screen

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Product Overview

The Problem

- In 2020, alone, there were 50,000+ wildfires impacting 10 million+ acres of land
- Studies show that this number will rise in the near future
- These wildfires produce a massive amount of smoke and dangerously increase an area's AQI (Air Quality Index)
- **37 million** Americans suffer from chronic or acute respiratory diseases/conditions, which is **11%** of the American population
- 101-150 is the **starting** range of unhealthy AQI for this group of individuals

The Solution

- Wearable technology (comparable to a FitBit or an Apple Watch) for early detection and awareness of dangerous wildfire smoke
- A mobile application that provides awareness, education, and data about your own health and how its affected by wildfire smoke exposure



Feasibility of Implementation

Economic Feasibility

- Total Cost of components (Retail Prices): \$13.04
- Manufacturing Estimate (based on comparable products): \$4.00 – \$8.00

Manufacturing Feasibility

- All of the components/technology are already an existence and can be incorporated into our product as will be shown in our prototype