Team 7

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SaniLamp

- Automated UVC-light car sanitizer for family vehicles and shared-vehicles
- Efficiently kills pathogens to prevent the spread of infectious diseases
- Current cleaning methods are subject to shortages (cleaning supplies) or require manual labor (UV wands)
- Hands-free way to sanitize car surfaces, prevent spread of disease, and reduce waste

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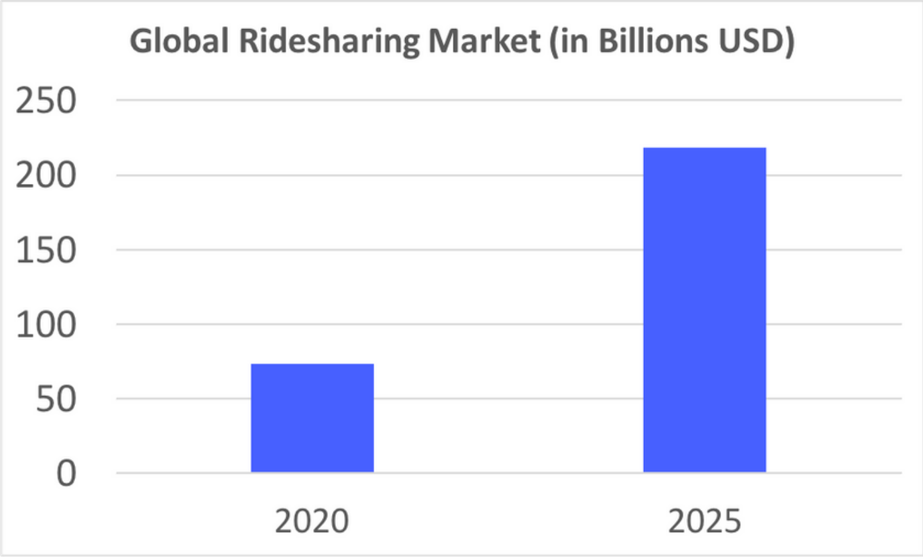
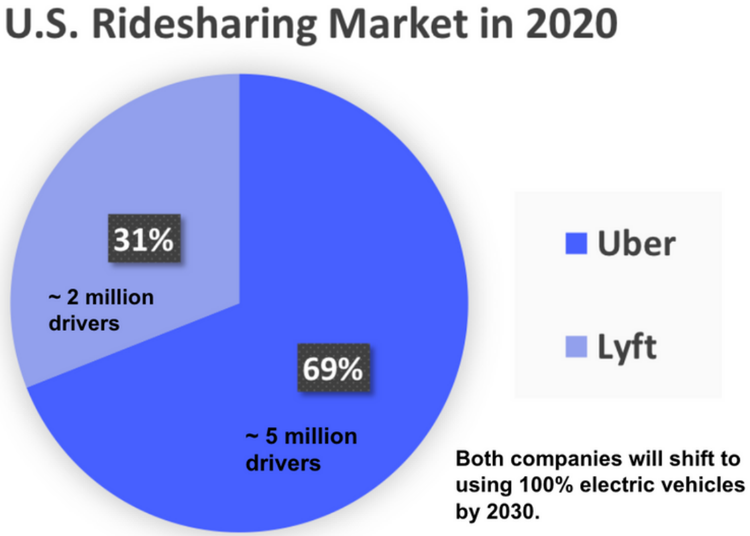
Company Overview

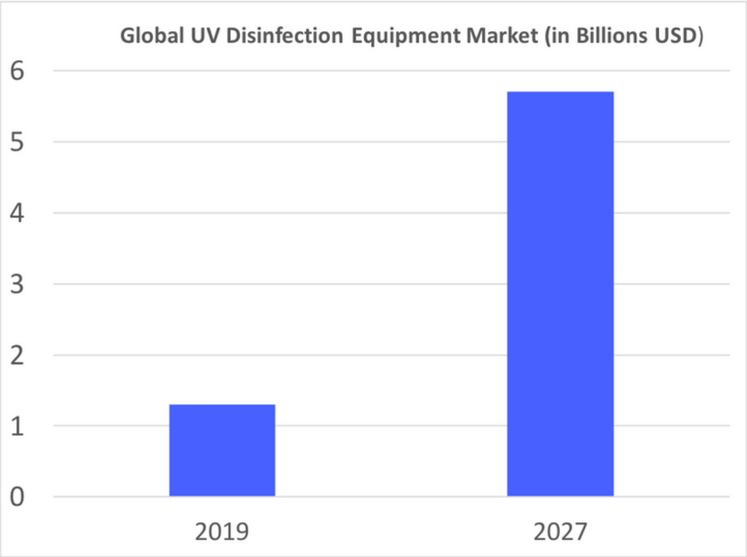
SaniLamp provides owners of passenger vehicles with a automated, affordable UV-C light sanitizing device to clean their car at frequent intervals and prevent the spread of communicable diseases like COVID-19.

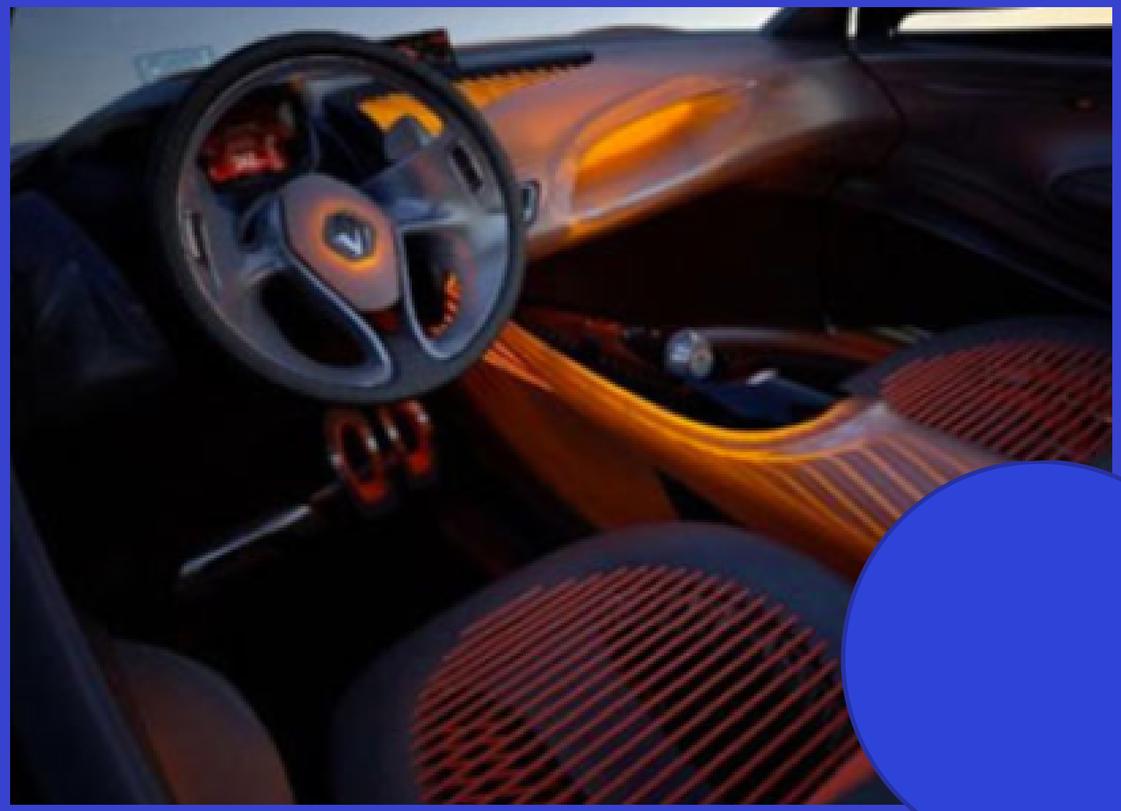
Problem Statement & Market Opportunity

ERideshare bookings down 75%Traditional cleaning products produce waste and are in short supplyOther UV-C sanitizers are expensive or require hands-on use









Solution Statement

SECRET SAUCE

UNIQUE

Adaptable, cost-effective, and novel cleaning tech

LEADING EDGE

Partnerships

UNFAIR ADVANTAGES

None

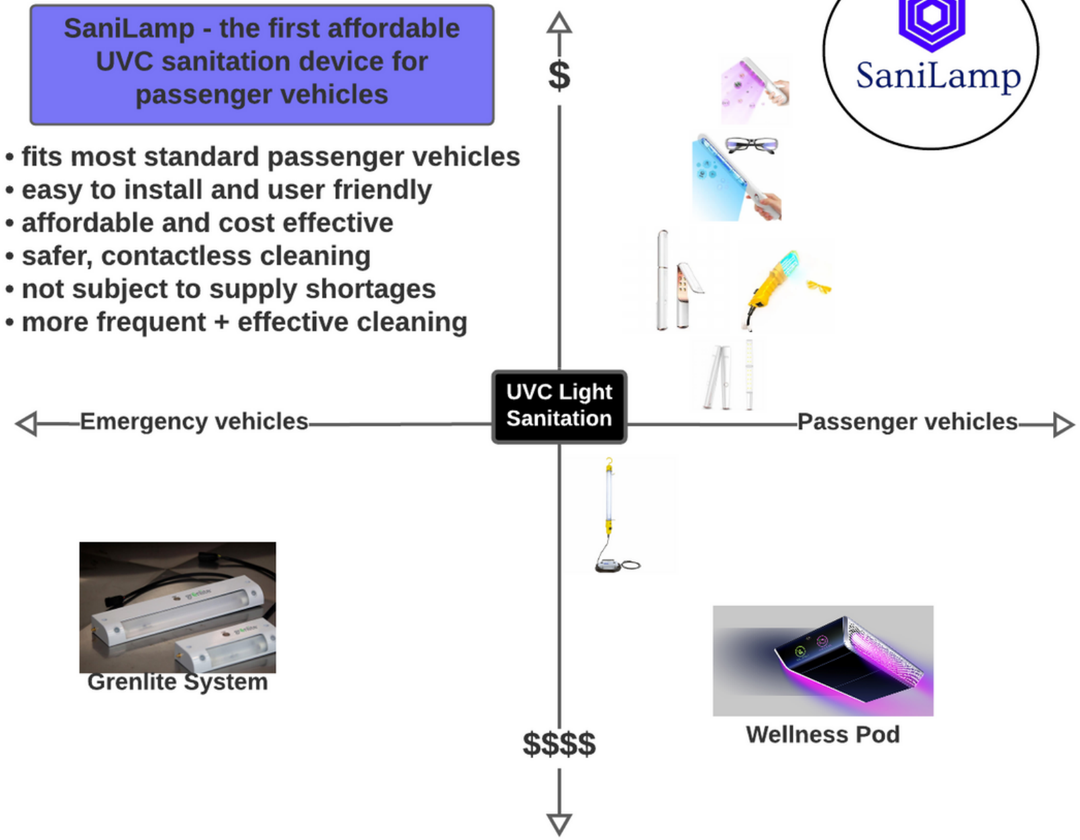
BARRIERS TO ENTRY

Existing competitors and sotny buyers

Competition

SaniLamp - the first affordable UVC sanitation device for passenger vehicles

- fits most standard passenger vehicles
- easy to install and user friendly
- affordable and cost effective
- safer, contactless cleaning
- not subject to supply shortages
- more frequent + effective cleaning



DIRECT

Yanfeng's Wellness Pod, GHSP's grēnlite system

More expensive, requires installation, not yet for sale for personal vehicles

INDIRECT

UVC Light Wands (price range: $60-$400)

Not as safe, quality and size vary

THREAT OF SUBSTITUTES

Clorox and P&G are partnered with Uber and Lyft to supply drivers with disinfecting wipes

Both companies planning to shift to 100% electric vehicles by 2030Shift toward self-driving electric vehicles will increase the product's value

Sales & Marketing

- Sales
  - Brick-and-mortar and online stores
  - Channels will sell, company website will have a lower price ($65 vs $50)
- Marketing plan
  - Channels: Amazon, Target, Company Website
  - Use channels to market product
  - Mainly web advertising, some radio

amazon

TARGET

SaniLamp

Partnerships

PHILIPS

OMNI AUTOMATION

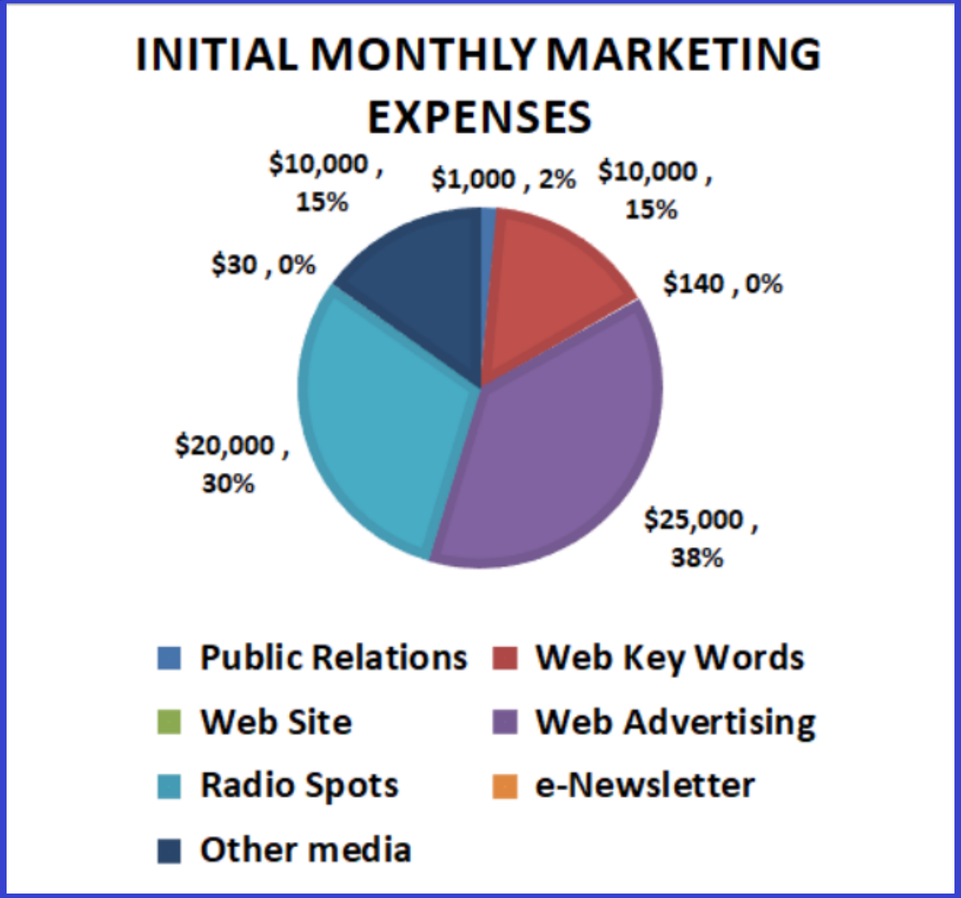
Uber

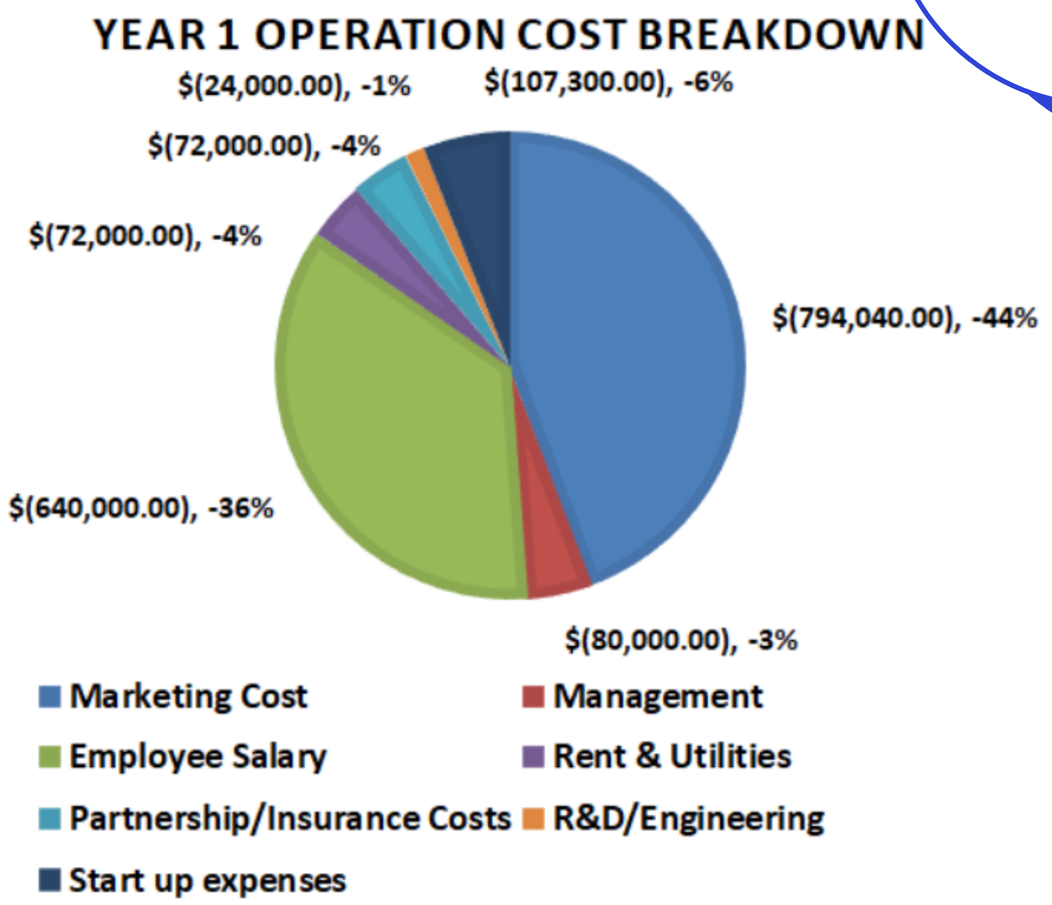
Peter Pan Bus Lines

lyft

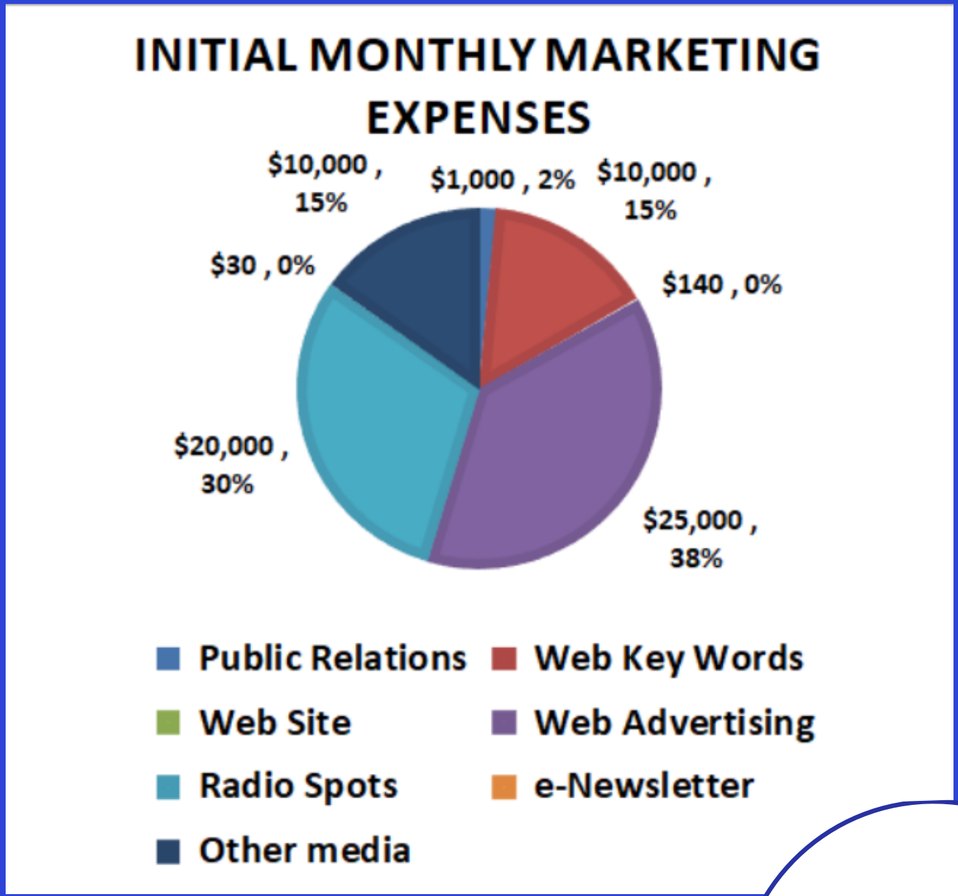
Greyhound

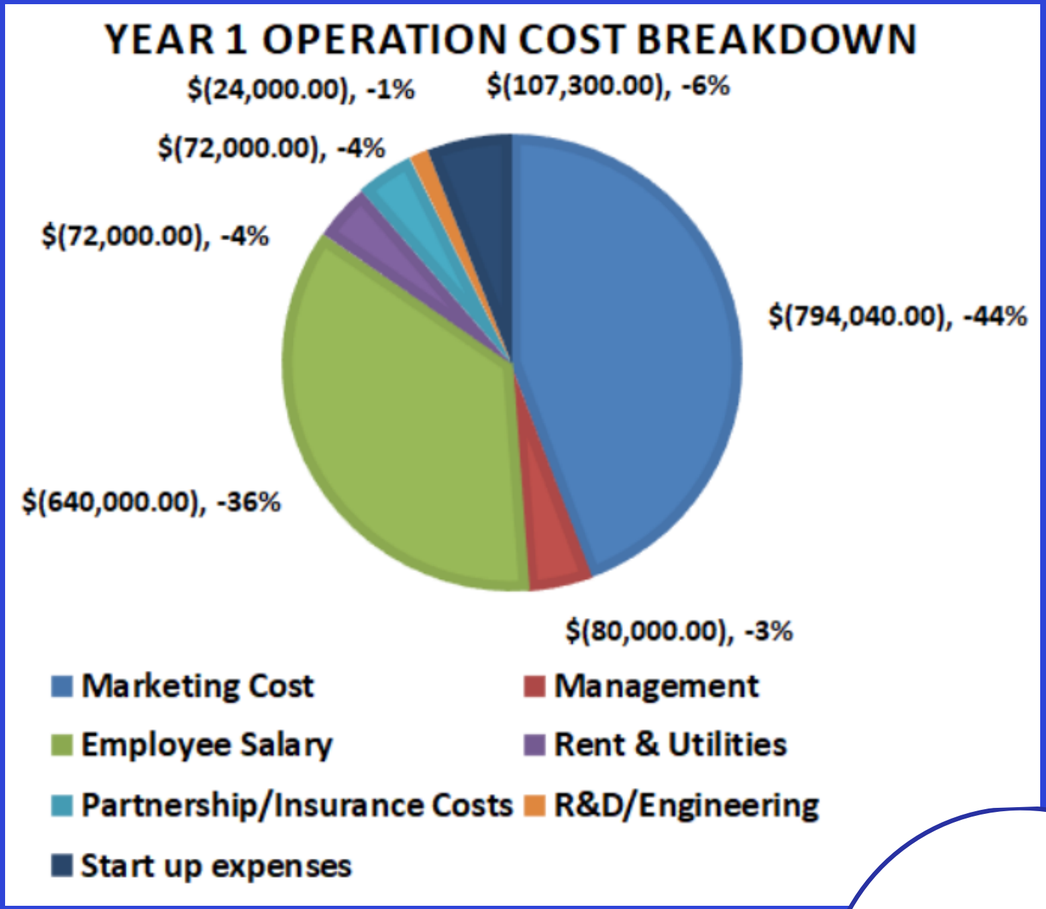
Milestones & Marketing



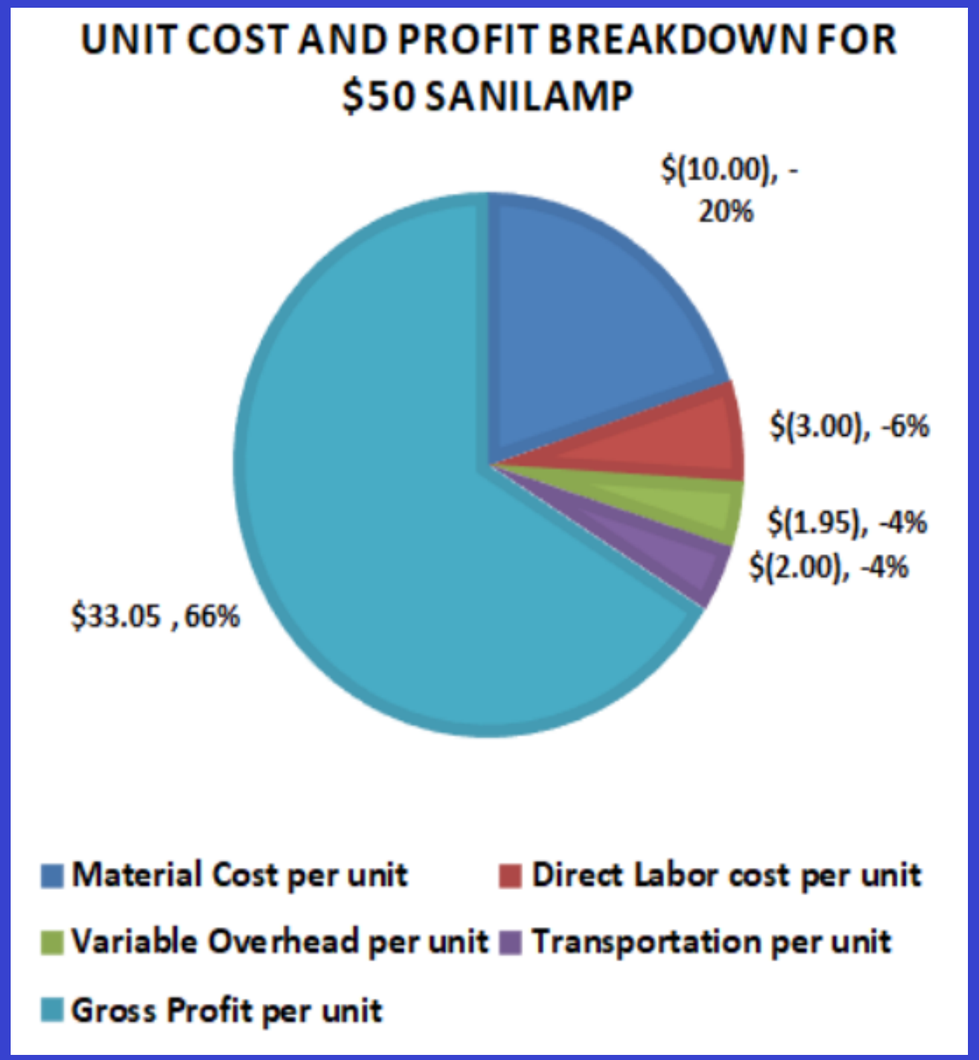


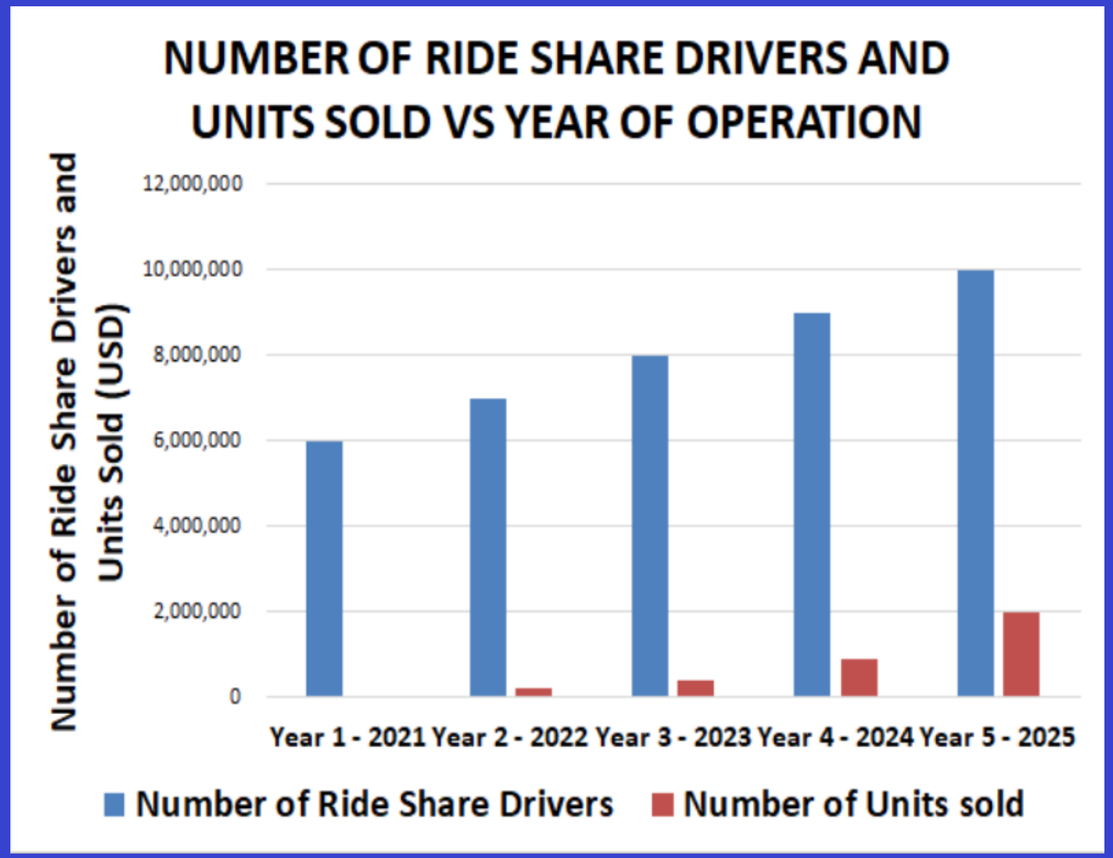
Milestones & Marketing



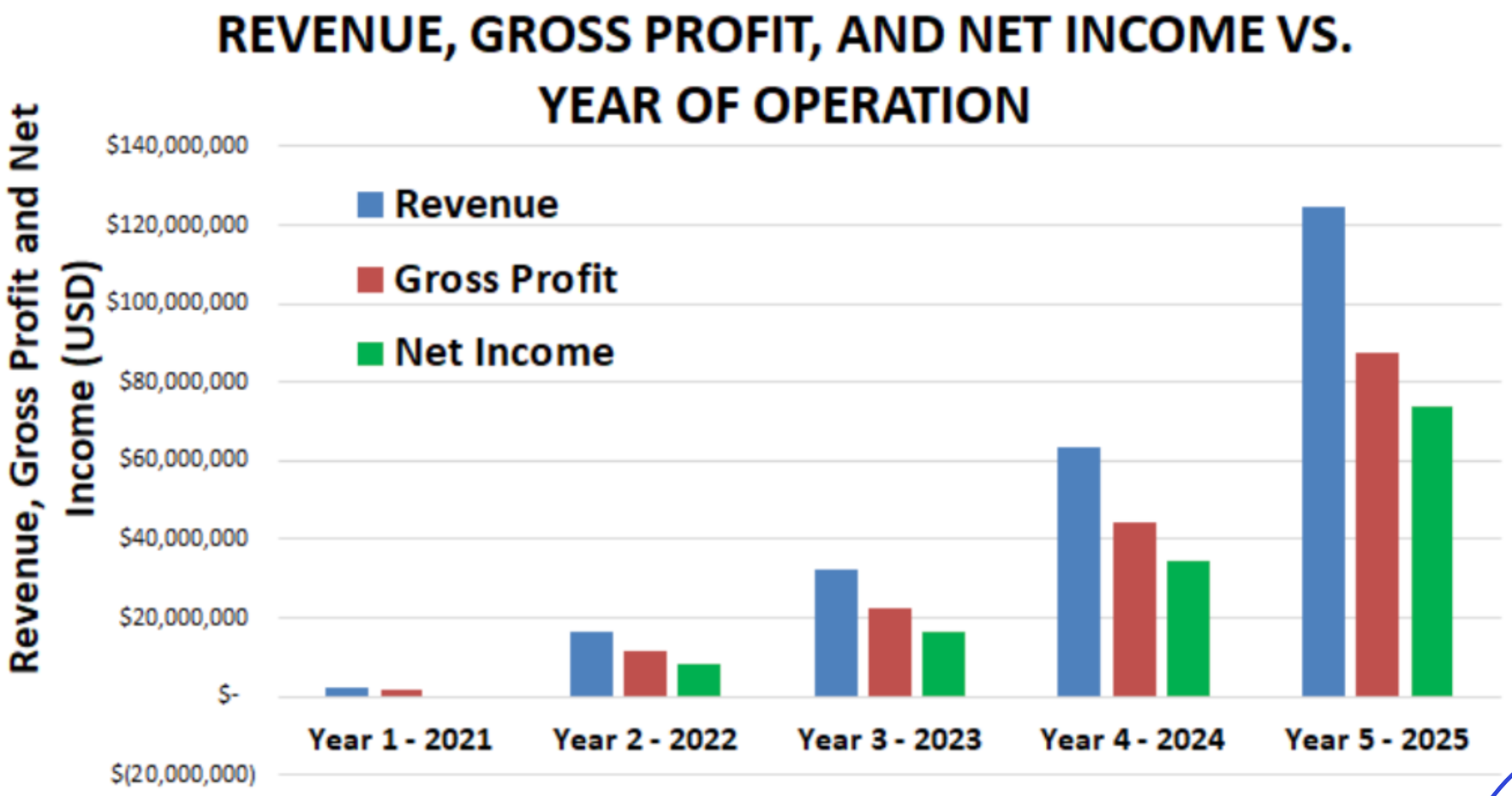


Units Sold Projections & Cost Breakdown

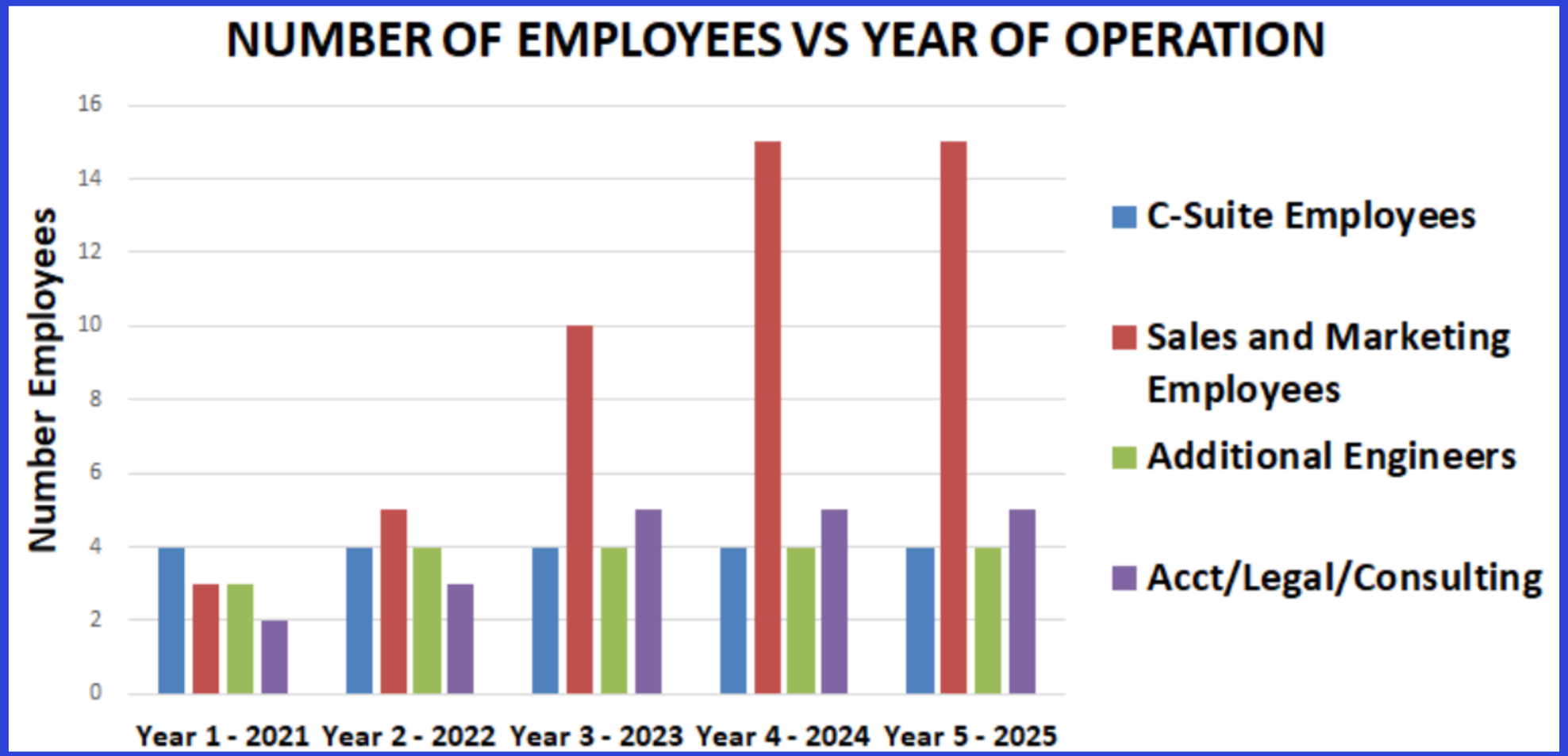


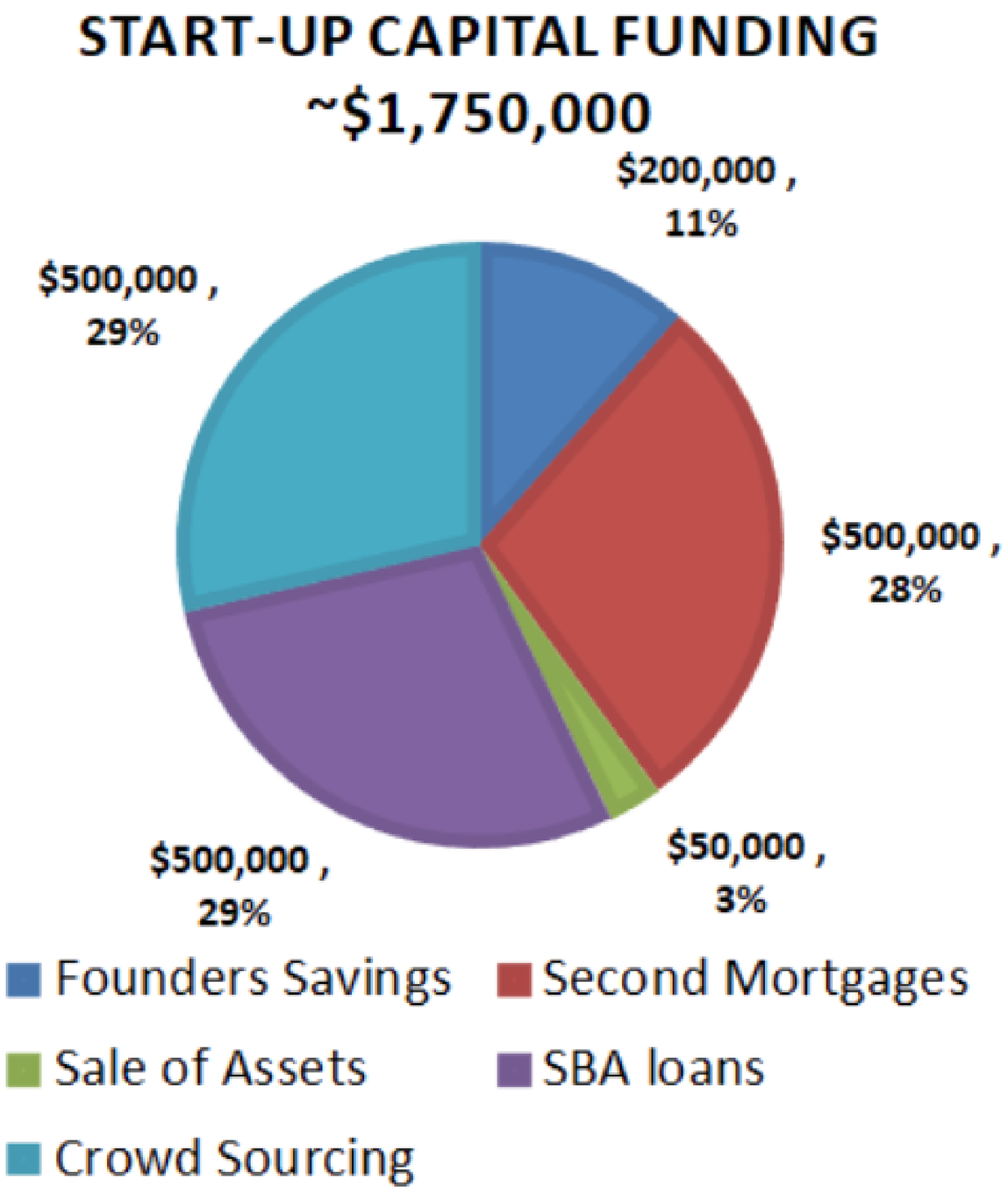


How Will You Make $



Employee Count & Management Team





Use of Funds & Exit Strategy

- Start-up funds
  - Bootstrap it
  - Government Loan
  - Crowd Sourcing
- Exit Scenarios
  - Bought out by partner
  - Acquired by other car products company

SaniLamp

Summary

ENSURING PEOPLE'S SAFETY AND HELPING BUSINESSES SECURE CLIENT-BASE

COST-EFFECTIVE, ADAPTABLE, EASY TO USE!

ANTIMICROBIAL RESISTANCE ON THE RISE = NEED FOR NOVEL CLEANING TECHNIQUES