**Overview**

SaniLamp is a UVC-light car sanitizer that eliminates the need for constant wiping of surfaces. It can be used in family automobiles and shared-vehicles by simply turning the light on and leaving the car for the duration of the cleaning session. SaniLamp is designed for anyone that drives or uses a car, such as families, individuals who work for ride-share services, and more, and may be adapted to fit most vehicle sizes. This product efficiently kills bacteria and cleans frequently touched surfaces, effectively preventing the spread of COVID-19 and other communicable diseases, all while reducing waste and the use of chemical cleaners and disposable wipes, which are often scarce. With its simple installation, you can set a timer and contactlessly turn the light on for a cleaning session.We hope that the innovative use, price, and ease of use of this product will appeal to consumers.

Victoria: Business Model and Value Proposition

**Problem**

* COVID-19 pandemic has increased the importance of cleaning frequently touched spaces in shared vehicles to prevent the spread of communicable disease.
* Traditional cleaning supplies produce waste and are subject to supply shortages.
* Ride-sharing bookings were down 75% during the COVID-19 pandemic.

**Solution**

* UVC light sanitation device self-installed in vehicles.
* More effective, contactless cleaning.

**Business Model**

Profit primarily comes from the price we will charge our customers, which will be X$ for our full UV sanitation light kit. The light set will be standardized across most household vehicles and allow for self-installation. Not offering installation will avoid finding a third party partnership or incorporating an additional company service. We will also look for partnerships with ride-sharing companies, such as Uber and Lyft, as well as privately owned bus companies.

**Value Proposition:**

* Sanitize vehicle interiors to prevent spread of illness
* Ensure customer safety and comfort
  + Increase ride-sharing app use
* Automizes the tedious cleaning process
* No need for cleaning wipes
  + Cuts down on waste
  + Not subject to cleaning supply shortages

**Market and Competition**

The target market for SaniLamp is employees of ride-sharing organizations, such as Uber or Lyft, in large urban areas such as New York City, Chicago, and Boston, as well as anyone in the United States who owns and drives a car regularly. The global ride-sharing market was valued at $73.07 billion in 2019 and is expected to grow by more than 50% between 2020 and 2021. The ride-sharing industry is expected to reach a market value of around $209.6 billion by 2025. Among the leading companies in the industry, Uber has approximately 69% of the U.S. market share and roughly 5 million drivers, while Lyft has approximately 31% of the U.S. market share and about 2 million active drivers. In 2020, both Uber and Lyft announced that they will be shifting to using 100% electric vehicles by 2030. From the 2016 census, approximately 115 million cars commute to work daily. As of 2019, there are 128.58 million households in the United States, with 1.88 cars per household, on average. The number of cars in the U.S. is expected to increase 1-2% annually. The global UV disinfection equipment market was valued at $1.3 billion in 2019 and is projected to reach $5.7 billion by 2027.

SaniLamp’s biggest direct competitors are the German company Yanfeng’s newly released “Wellness Pod”, as well as GHSP’s UVC light sanitizer for ambulances and emergency vehicles. The Wellness Pod is a factory-mounted UVC sanitizer and scent diffuser that takes approximately thirty minutes to kill up to 99% of bacteria on exposed surfaces and diffuses a variety of scents to enhance overall wellbeing, reduce stress, or increase alertness. Although released in 2019, there is no option to purchase the device yet online or anywhere in the United States, but due to its numerous features and factory installation, it will likely be more expensive than SaniLamp. Further, Michigan tech-based company GHSP has created UVC sanitizers for ambulatory vehicles that are currently being used in Grand Rapids, Boston, and cities in North Carolina. If proven successful in this industry, GHSP could potentially enter the market with a similar device adopted to be used in mass-transit or ride-hailing vehicles.

Indirect competitors are companies that produce smaller personal UV sanitation devices, like wands, which can range in price between $60 and $400 depending on size and quality grade. Companies such as Clorox, who sell traditional cleaning supplies, or substitute products, have established partnerships with ride-sharing organizations like Uber to provide disinfecting wipes to drivers in Atlanta, Chicago,and New York City in July 2020. Similarly, P&G professional has partnered with Lyft to supply cleaning and disinfecting products for drivers following the outbreak of the COVID-19 pandemic. Although these partnerships may prove challenging, as these industries will shift towards autonomous electric vehicles in the future, SaniLamp’s value will grow due to an increased need for touchless cleaning methods. With predicted growth in the number of household vehicles and both the ride-sharing and UV light sanitation markets, SaniLamp may gain traction among vehicle owners by providing an advantage over traditional cleaning methods; SaniLamp reduces waste from cleaning products and is not subjected to supply shortages. Compared to alternative forms of UVC sanitizers, it is also less expensive, easy to install, and safer to use by functioning remotely.

In bullet point form for presentation:

Market

* Employees of ride-sharing organizations and anyone who owns and drives a car regularly.
* Ride-sharing industry is expected to grow by 50% 2020-2021 and reach a market value of around $209.6 billion by 2025.
* Global UV disinfection equipment market was valued at $1.3 billion in 2019 and is projected to reach $5.7 billion by 2027.
* 128.6 million U.S. households, averaging 1.88 cars per household.
* Number of cars in the U.S. is expected to increase 1-2% annually.

Competition

* Direct competition: Yanfeng’s Wellness Pod, GHSP’s grēnlite system
  + More expensive, requires installation, not yet for sale for personal vehicles
* Indirect competition: UVC Light Wands (price range: $60-$400)
  + Not as safe, quality and size vary
* Threat of substitutes: Clorox and P&G professional currently have partnerships with Uber and Lyft, respectively, to supply disinfecting wipes to their drivers in major cities
  + Both companies planning to shift to 100% electric vehicles by 2030
  + Shift toward self-driving electric vehicles will increase the product’s value
* <https://www.businessofapps.com/data/uber-statistics/>
* (<https://www.freep.com/story/money/cars/mark-phelan/2020/05/16/here-ways-your-next-car-could-virus-proof/5188959002/> )
* <https://www.yfai.com/sites/yfai_corporate/files/20190904_yf_wellness_pod_en.pdf>
* <https://www.cnet.com/roadshow/news/coronavirus-covid-19-virus-car-tech-germs-hepa-ultraviolet-clean/>
* <https://www.businesswire.com/news/home/20201001005966/en/PG-Professional-Partners-With-Lyft-to-Develop-New-Cleaning-Guide-for-Drivers>
* <https://www.alliedmarketresearch.com/UV-disinfection-equipment-market>
* <https://www.statista.com/statistics/910704/market-share-of-rideshare-companies-united-states/>
* <https://www.mordorintelligence.com/industry-reports/ridesharing-market>
* <https://www.statista.com/statistics/551403/number-of-vehicles-per-household-in-the-united-states/#:~:text=On%20average%2C%20there%20are%201.88%20vehicles%20per%20U.S.%20household>.
* <https://www.statista.com/statistics/183635/number-of-households-in-the-us/#:~:text=In%202019%2C%20there%20were%20128.58,million%20households%20in%20the%20U.S>.
* <https://onlinepubs.trb.org/onlinepubs/trnews/trnews259billioncars.pdf>
* Top cities for ride share <https://www.autoblog.com/2019/09/15/best-rideshare-cities-uber-lyft-drivers/>

**Partnership**

**Financials**