* Company overview
  + SaniLamp provides owners of passenger vehicles with an 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
  + Uber and Lyft reported that ride-share bookings were down 75% within the first few months of the pandemic
  + People are more concerned about using shared vehicles and limiting their exposure to others
  + As we have seen throughout the pandemic, traditional cleaning supplies are subject to shortages.
  + Other UV-C cleaners are expensive, not fit for personal use, or are hands-on and therefore less safe to use.
* Market
  + The target consumer market for SaniLamp includes drivers for ride share organizations such as Uber and Lyft and owners of passenger vehicles.
  + As of 2020 there are roughly 5 million drivers for Uber, and 2 million drivers for Lyft
  + There are currently about 128.6 million homes in the United States averaging 1.88 cars per household, and the annual number of cars is expected to increase 1-2% annually.
  + The global ride-sharing market was valued at $73.07 billion in 2019 and is expected to reach a market value of around $209.6 billion by 2025.
  + The global UV disinfection equipment market was valued at $1.3 billion in 2019 and is projected to reach $5.7 billion by 2027.
  + We see growth in both of these markets.
* Competition
  + UV-C light wands
    - Vary in size, effectiveness, and price (between $40 and $1,000)
    - Hands-on use; we want to reduce user exposure to UV-C light
  + Wellness pod
    - No market price available yet
    - Scent diffuser → this requires more energy consumption by the product than SaniLamp
    - It requires factory installation
    - More expensive to manufacturer and use
  + Greenlite system
    - Large and expensive, would not not fit a passenger vehicle
  + Threat of substitutes:
    - Clorox and P&G have partnerships with Uber and Lyft to provide their drivers with wipes
    - Uber and Lyft announced they will be switching to 100% electric vehicles