**SLIDE 1- Team 7 (V)**

Hi we’re team 7! I’m Victoria, ……, and we are the creators of SaniLamp.

**SLIDE 2 - Intro (V)**

Hands free UVC-light car sanitizer that kills pathogens and prevents the spread of disease. It can be easily installed in most standard sized vehicles, making it perfect for family and share-ride vehicles. SaniLamp also reduces waste by eliminating the need for cleaning wipes that are often subject to shortages.

**SLIDE 3 - Company Overview**

New cleaning technology that has show promise and is on the rise. More adaptable and cost-effective than some other alternatives. We mainly saw a leading edge through our use of partnerships, which will help greatly increase our sales. We are working to develop a patent for this specific UV light technology solution. Barriers to entry are existing competitors (which Isabelle will go into more in depth) and stony buyers which may be apprehensive to trust the effectiveness of our product and may stay with traditional cleaning methods such as cleaning wipes and sprays.

**SLIDE 4- Isabelle**

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.

* The problems SaniLamp seeks to solve include that:
  + 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 huge predicted growth in both of these markets.

**SLIDE 5- R Solution Statement**

The need for a contact-free, cost-effective sterilization system to combat deadly pathogens is increasingly imminent. Our UV-C LED modular system would cost between $50 to $65 for a one time purchase.

**SLIDE 6 - R Solution Concept**

Our solution for eliminating pathogens is to use UV-C light to sterilize most contact surfaces inside an automobile as you can see from our design concept. Perhaps, a little less orange and a little more blue. We would be using separable flash modules to irradiate as much surface area as possible.

**SLIDE 7-R Proposed Solution**

Moreover, we built upon leading research in this field done by Philips though we seek to further test it for more viruses including SARS-CoV-2. You can see one of the early prototypes on the right hand side image.

**SLIDE 8- Secret Sauce (V)**

New cleaning technology that has shown promise and is on the rise. More adaptable and cost-effective than some other alternatives. We mainly saw a leading edge through our use of partnerships, which will help greatly increase our sales. We are working to develop a patent for this specific UV light technology solution. Barriers to entry are existing competitors (which Isabelle will go into more in depth) and stony buyers which may be apprehensive to trust the effectiveness of our product and may stay with traditional cleaning methods such as cleaning wipes and sprays.

**SLIDE 9- Competition**

* + UV-C light wands
    - These vary in size, effectiveness, and price (between $40 and $1,000)
    - They also require hands-on use; with SaniLamp, the user can reduce user exposure to UV-C light
  + Wellness pod
    - There is no market price available yet for this product
    - However, it includes a scent diffuser, which requires more energy consumption by the product than SaniLamp, additionally it requires factory installation, whereas SaniLamp can be installed by the vehicle owner.
    - The pod is thus more expensive to manufacture, and will be more expensive for the customer.
  + Greenlite system
    - These are used only in ambulatory and emergency vehicles
    - They are large and expensive, and would not not fit a passenger vehicle
  + Threat of substitutes:
    - The biggest risk with this venture is that Clorox and P&G have established partnerships this year with Uber and Lyft to provide their drivers with wipes
    - However, Uber and Lyft announced they will be switching to 100% electric vehicles. Therefore, the value of our product increases and we can mitigate these risks going forward as more autonomous vehicles will be used for ride-share and could benefit from automatic cleaning.

**SLIDE 10 - Sales & Marketing**

We plan on using our channels and our online stores for sales. In person Target stores and Amazon, Target, and company store sites for web sales. To accommodate for the fee these companies will ask for to sell at their stores, we will uncharge to $65, while SaniLamp’s online store will charge $50. For marketing, we plan on relying on our channels to promote and market the product. We will primarily use web advertising, but we have also allocated some of our marketing budget to radio advertisement.

**SLIDE 11 - Business Partnerships (R)**

We primarily seek to aid rideshare companies (like Uber & Lyft) to provide safety and reassurance for their customers. Our secondary market is for Intercity-Bus services which are in dire need to survive through this pandemic and going further.

**SLIDE 12 - Manufacturing Partners (R)**

As I previously mentioned, Our primary research has been through our partnership with Philips's Lab. Furthermore, To stick the cost efficient range- we sought out a manufacturing partner in India (instead of China), Omni Automation- who have expertise in manufacturing electronic hardware systems at scale.

**SLIDE 13 - Milestones & MKT**

As previously mentioned, we’ve already created our marketing plan, an initial prototype design, and we have established a manufacturing partner with competitive prices. We plan on spending almost half our 1st year budget on marketing as shown in our Year 1 cost breakdown. Most of this money will go towards online advertising and radio spots in order to create awareness for our product and to generate an interest in safe ridesharing.

**SLIDE 13 - Units Sold & Cost Breakdown**

We want to target our audience towards rideshare drivers who want to make sure that cleanliness is important to get good reviews and regain the popularity of ridesharing. As shown on the left our current pricing estimates have over a 66% Gross margin ratio and we are still able to be a cost leader since our prices are lower than our competitors who are in the 80-200+ $ price range. As ridesharing continues to grow and as we continue our aggressive marketing we expect to reach about 20 % of the market by our 5th year of business.

**SLIDE 14-**

When assessing our 1st 5 years of growth we will be able to achieve profitability early in the life of our business. We estimate we will only have losses in the 1st year of our business because we plan on having a small team and keeping our expenses to a minimum.

**SLIDE 16- Breakeven**

Additionally our breakeven analysis shows the high odds of success because we only need to sell 55 thousand units to break even. With the increased demand for ridesharing and with the continuing concerns over COVID and other diseases we believe that we can easily achieve this popularity with our business model.

**SLIDE 17- management team (R)**

Our team structure looks something like this- We plan to run our team lean and would be looking to hire 8 people our first year- feel free to apply!

**SLIDE 18 - Use of funds and exit (David)**

To begin our business we will need just under 2 million dollars to establish our product and have immediate marketing. To get these funds we will try and bootstrap as much cash as we can as well as take advantage of the current loans and crowdsourcing due to the massive interest in products that help fight against COVID-19. Our ideal exit strategy would be to hand off our business to one of our partners or to hand off the technology to a different company that specializes in car products.

**SLIDE 19- Summary (V)**

CDC= antibiotic resistance as one of the biggest public health challenges of our time.

Need for consistent hygienic practices to prevent the rise of new pandemics and new cleaning techniques to avoid the shortages we saw during this pandemic. As a result, we developed SaniLamp as a cheap, adaptable, and easy to use way to keep customers feeling safe and securing business’ client base.