

# Home Air Quality Measuring Device

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## Samenvatting

**Datum:** 23 September 2021

**URL:** <https://venturecapital.nl/home-air-quality-measuring-device/>

## Contact & Site

## Extra beschrijving

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## Company description:

This startup focuses on the manufacture, sales, distribution and promotion of home air quality measuring devices.

Commencing October 2021, Production initiation February 2022, evaluation and 'stop-go' decision March/April 2022.

Company Purpose:

- Promotion and focus on enclosed space air quality, as separate from the outside environment;
- To measure and present this as a robust, ascetically pleasing, exciting, visually attractive, safe, user friendly and understandable display; "geek to chique";
- Become the premier supplier by size and revenue into targeted home air measuring markets.

The Home Air Quality measuring device enables people to understand and be knowledgeable of the immediate surrounding air quality in a visual and pleasant format.

'Forewarned is forearmed' allowing people to address their health environment.

Besides addressing physical health, the HAQ unit also assists in mental health; prominent visual display and health subject stimulating discussion and human interaction.

**Business Model:**

Revenue and profit to be generated through manufacture and sales - both to distributors and direct.

**Customer type / profile:**

Main consumer households (200 M+ TAM Europe) through B-B (Retail, Brick & Mortar), B-C (web, e-commerce platforms), B-C (own web sales).

**Preferable investor type:**

Angel investor; Venture Capitalist

**USP's:**

Unique Product: "Geek to Chique" - makes what is invisible in the air, visible through the display of coloured light-each distinct for CO2, Humidity, TVOC gasses, PM Particulate Matter, with red intensity signifying degree of pollution. Health and air quality are today principal topics - logical extension is to the home/enclosed environment, where we on average spend over 90% of our time.

**Capital amount needed:**

Approx. €600.000,-

**Investment need:**

- Hardware, engineering, assembly 46%
- Packaging, fulfillment, distribution 7%
- Salaries 33%
- Business expenses 14%

**Sector:**

Health; Consumer goods; Electronics

**Phase:**

Seed

**Number of founders:**

2

**Current number of employees:**

1-5

**Monthly turnover (current):**

€0,-

**Turnover (forecast) next 12 months:**

€6.300.000,-

**Turnover (forecast) months 13 - 24:**

€60.000.000,-

**Current monthly expenses:**

€15.000,-

**Committed funding:**

The founders invested to date:

- 2 Founders 10 months (38 hour work week) work & effort at €85,- hr. total €258.400,-
- CTO work & effort €10.000,-
- Travel & entertainment €4.500,-
- Raw material, assembly prototypes €6.400,-

**Additional information:**

8 months for "proof of demand" clarification, then "Stop - Go"decision.  
Business Plan with detailed financials are available for seriously interested  
against NDA.

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