

HumiTech

Howell Group 14

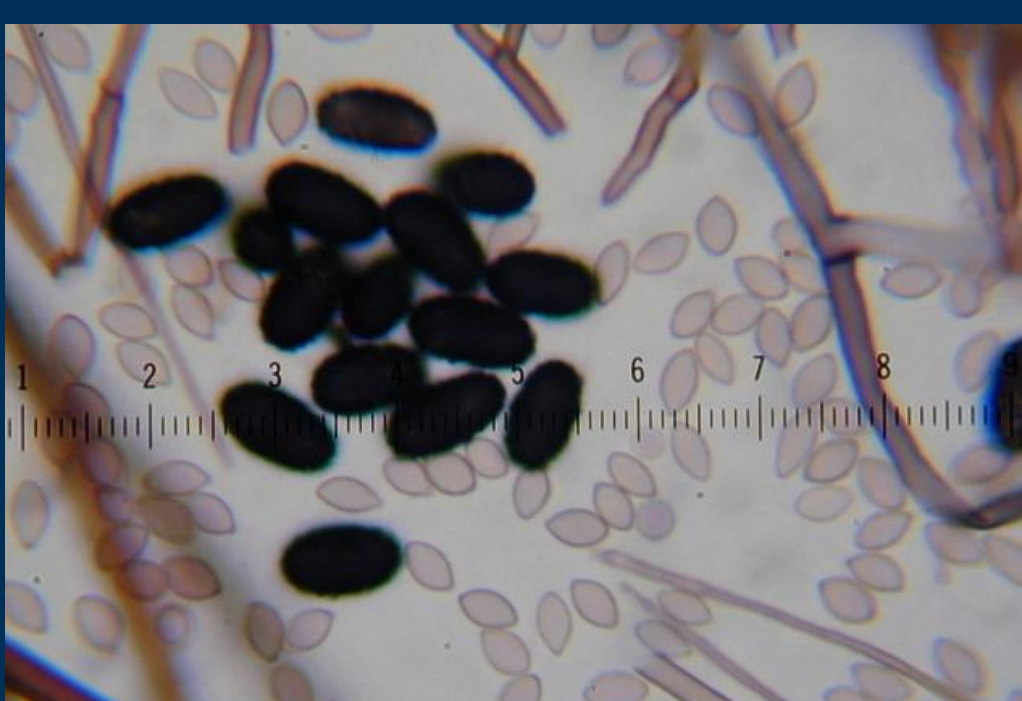
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PROBLEMS

40 - 47% of those in low socioeconomic & humid zip codes are affected by asthma

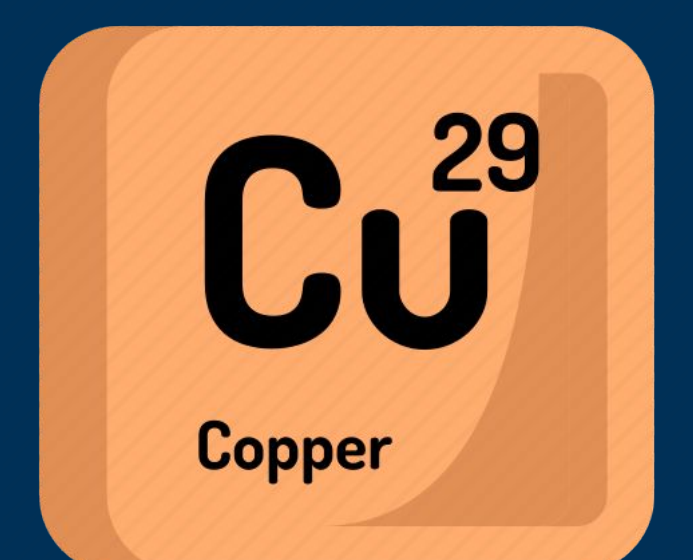
KEY INSIGHT:

Landlords refuse to maintain their HVAC systems unless threatened with lawsuits



OUR SOLUTION

- Copper has documented antimycotic abilities - backed by many research studies
- By adding copper to a paint-like adhesive substance, mold growth can be inhibited in any part of the house
- Copper is not toxic and is cheap in small amounts



MOLD!

- An estimated 70% of houses have some type of mold
- Black mold can cause allergies, asthma, and even lung damage
- People who rent can have problems with unhelpful landlords
- Current solutions involve using toxic chemicals to fight mold

“How might we reduce impact caused by mold in low-socioeconomic households?”



EARLY ADOPTERS

- Early adopters will be low income households
- Provide easy access to product through general stores such as groceries
- Needs to be easy and safe to use
- Needs to be effective for long periods of time



BUSINESS MODEL

- Partner with manufacturers of copper based products to receive excess copper at lower costs
- Target advertising in low income areas
- Possibility of getting funding from US government to help with the health crisis

UNIQUE VALUE PROPOSITION

Our solution is cheap, safe to use, and does not require repeat application. Our product will help renters put matters into their own hands with their health and home.