



# Ventilation Safety

Monetizing the  
Most Valuable Amenity  
in Real Estate



# How Do We Know If Ventilation Is Safe?

## We Don't



Inadequate ventilation is responsible for **52% of indoor air quality risk** including pathogens; buildings lack capability to verify, manage, and communicate safety performance resulting in:

Annual Cost Per Employee of Sick Leave  
Attributable to Poor Ventilation

Cost, Energy & Carbon Penalties From  
Mistargeted Ventilation Practices (Est.)

Employees With Health Concerns  
About Returning to the Office



# Ventilation Performance

## Total Addressable Market (US)



Office



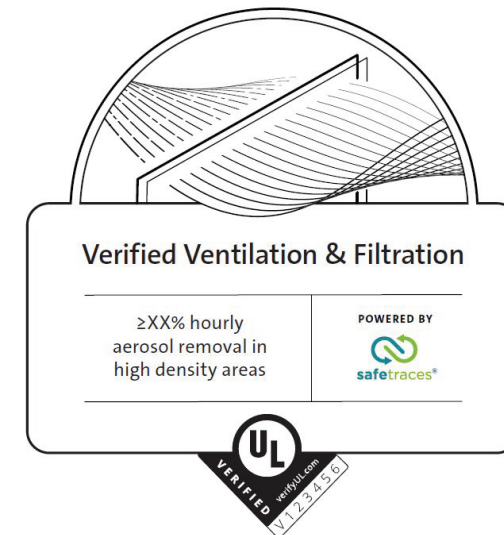
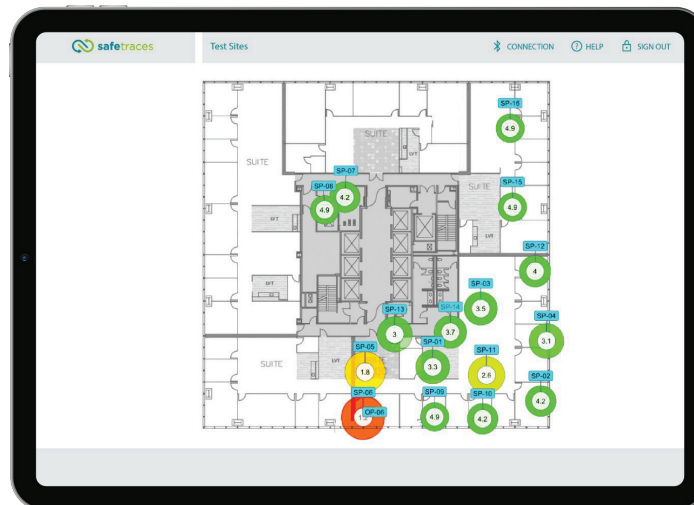
Education



Healthcare

# Performance Management Platform

## Closed Loop of Patented Technology Rooted in Biosecurity



### SaaS-Based Analytics Powered by IP-Protected Biotech

**Subscription Testing:** FIRST solution for field verifying ventilation safety via patented aerosol tracers  
**Pooled Analytics:** Visualizing, benchmarking, and monetizing portfolio performance (BMS-compatible)

### Annual Verification Mark

FIRST ventilation safety verification mark  
co-branded with healthy building leader UL

*Fundamental R&D funded and supported by:*



# Customer Case Study

## Optimizing Health & Safety and Financial ROI

### Key Decision

- Optimizing ventilation & filtration spend across 600 facilities

### Key Findings

- MERV 8 vs MERV 13:** Negligible difference indicated
- Portable HEPA's:** Significant benefit in high density areas

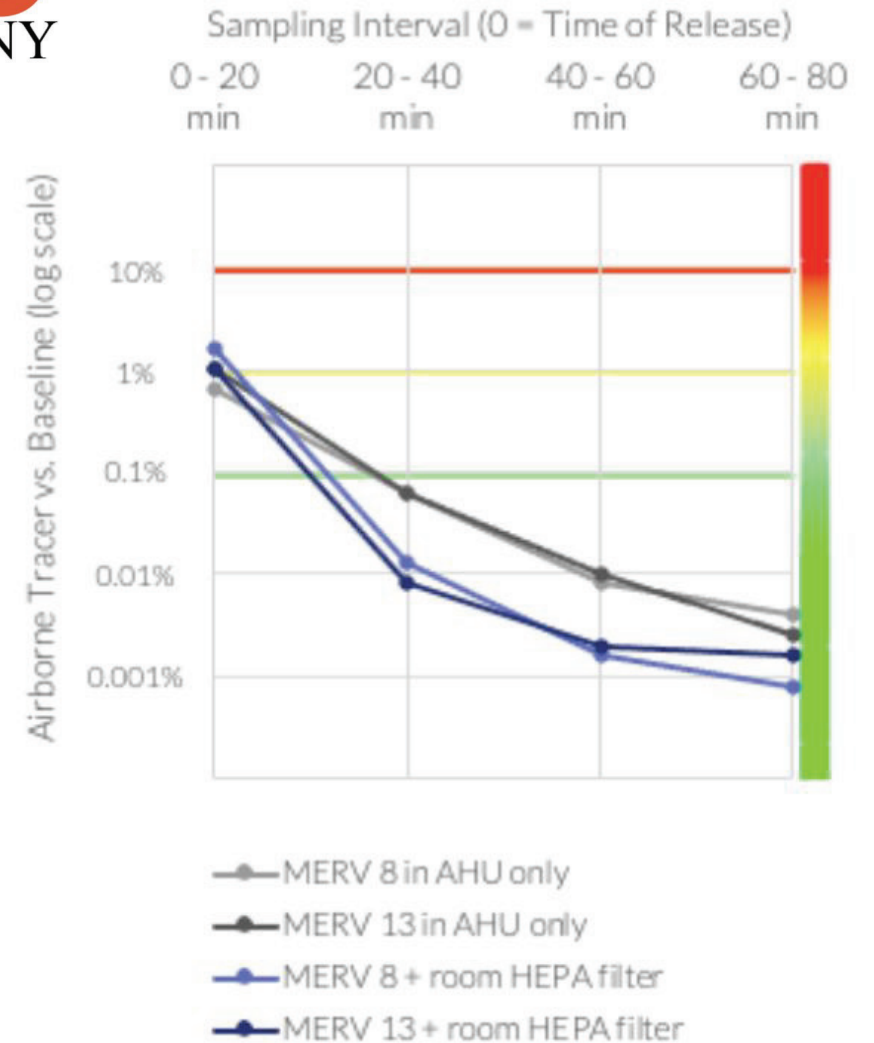
### ROI

- \$25M annual cost savings\*** from data insights via reduced filter changeouts, service & maintenance, and energy usage

*\*Cost savings analysis provided by customer; does not include savings from reduced infections and absenteeism*

FORTUNE  
**100**  
COMPANY

### Overall Reduction of Airborne Pathogens Over Time





# Customer Case Study

## Marketing Safety Performance, Realizing Financial Value

### Challenge

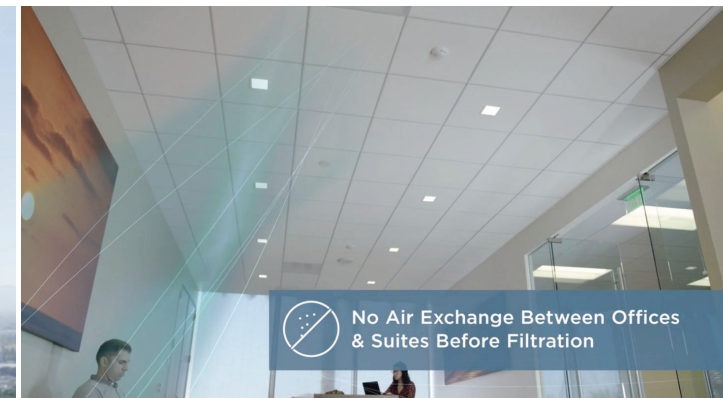
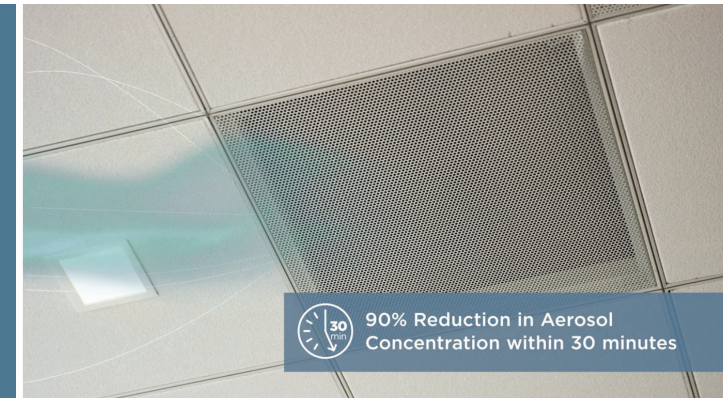
- Maintaining tenants' pre-COVID office footprint and extending WALT

### Strategy

- Differentiate on health & wellness
- Spotlight superior HVAC performance backed by SafeTraces + UL validation

### ROI

- **Revenue:** Enhanced competitiveness for winning on leasing and renewal
- **Cost:** Optimized budget spend via recurring performance verification



# Mission-Driven Leadership

Startup-Tested Commercial, Operational & Technical Excellence



**Erik Malmstrom**  
**CEO**

Combat vet & prior founder  
successful in commercializing  
& scaling disruptive tech



**Ulrike Hodges**  
**COO**

Seasoned operational executive  
in early and mid-stage tech and  
SaaS companies



**Phil Arnold**  
**VP Engineering**

Proven track record leading  
multi-disciplinary tech  
development



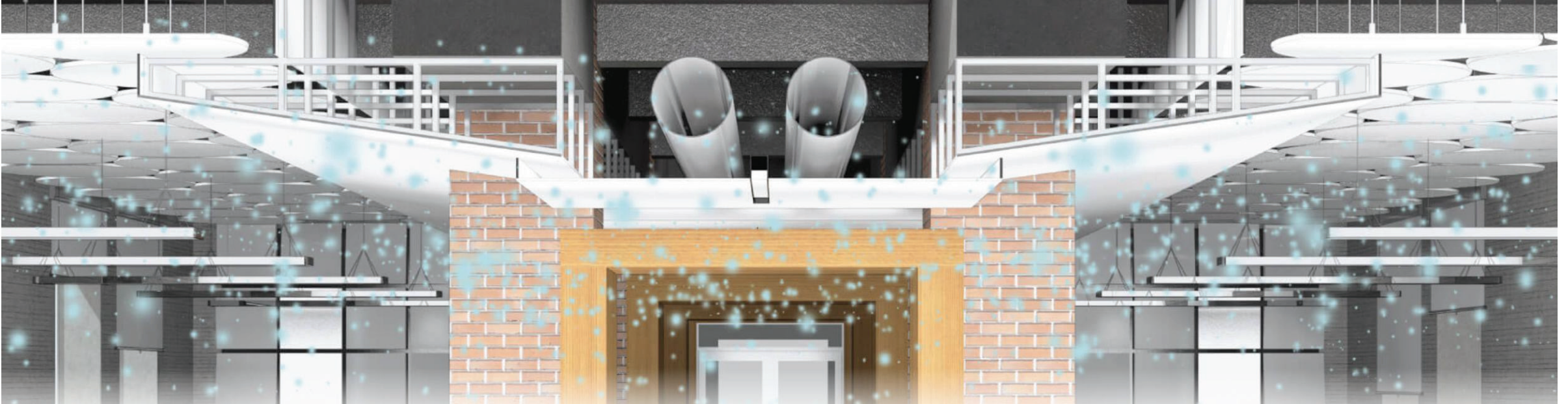
**Nick Heredia**  
**Director R&D**

Microbiologist experienced in  
cutting edge research for  
industry applications (USMC vet)

*15 Employees | Awarded & Pending Patents | Lawrence Livermore NL Exclusive Perpetual License | FDA Generally Recognized As Safe (GRAS)*



# Ventilation Safety in the “New Normal”



	Pre-COVID Paradigm	Post-COVID Paradigm
Employees/Tenants	Lack of Perceived Value	High Perceived Value
HR/Brokers	Value Not Communicated	Value Clearly Communicated
Corporates/Landlords	Cost Center	Profit Center