

airhead

REVOLUTIONARY POLLUTION MASK

FOR URBAN COMMUTERS

THE FOUNDING AIRHEADS

ELLIOT DENVIR

AIRHEAD OF FINANCE



Former Barclays Product Owner



Cyclist, wild camper and foodie

HARRY YOUNG

AIRHEAD OF MARKETING



Former Corporate strategist and Chartered Banker



GB tag rugby player,
musician and cyclist

ALEX SMITH

AIRHEAD OF OPERATIONS



Former Barclays Commercial Manager



Cyclist, triathlete and outdoor lover

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AIR POLLUTION IS A GLOBAL HEALTH EMERGENCY

8.8

MILLION GLOBAL
DEATHS
PER ANNUM

6

£ BILLION COST
TO NHS
EACH YEAR

6%

REDUCTION IN WORKPLACE
PRODUCTIVITY

WE KNOW THE EXISTING MASKS ARE NOT GOOD ENOUGH



- ✗ "Like breathing through a straw"
- ✗ "Hurts my nose"
- ✗ "It leaves gaps around the sides"



- ✗ "Style does not look as good as in pictures"
- ✗ "I'm now searching for a mask that doesn't make me look so scary"



- ✗ "It sort of feels like you have a nappy on your face"
- ✗ "Restricts line of sight"
- ✗



- ✗ "Forms a poor seal on next to your nose"
- ✗ "The filtering can't possibly be as effective"

A GAME- CHANGING POLLUTION MASK

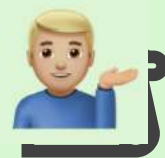


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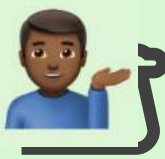
AIRHEAD WILL DELIVER WHAT CUSTOMERS WANT:



“WE WANT IT TO BE COMFORTABLE”



“IT’S GOT TO LOOK GOOD”



“MAKE SURE IT WORKS PROPERLY”

BACK US ON

KICKSTARTER

COMING APRIL 2020

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BENEFITS

ENCOURAGE CYCLING

REDUCE POLLUTION

INCREASE EXERCISE LEVELS



WE'RE GOING AFTER A \$4.6BN 2025 MARKET

30% MARKET GROWTH DRIVERS

1. Growing awareness of air pollution
2. Increased willingness by consumers to spend on protecting their health



CHANNELS

DIRECT B2C SALES

B2B PARTNERSHIPS

DATA PARTNERS

THE FUTURE

WEARABLE TECH SENSORS

BREATHING ANALYTICS

BRITISH STANDARDS



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