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| **CATEGORIES** | **KEY ELEMENTS AND ASSUMPTIONS** | **HYPOTHESIS** |
| Business/Market | People require a better quality of air.  We are capable to convince corporations (e.g. metro or bus) about the needed of that systems.  There is a market need for purifiers, buyers will pay the over cost of modification. Corporations will implement in their air-conditioning systems.  Present solutions are not working | There is a market for the product when COVID19 crisis ends, and concern about air quality will continue  No negative response in population (i.e. press campaign) happens in base to supposed effects of ions. |
| Technology | Ionizer is adequate for every air-conditioning system without any maintenance.  There is no problems to scale the technology.  Price will not be a problem.  Compatibility with any material of air-conditioning systems (i.e. oil). No affection to efficiency of pre-existing air-conditioning system. | Technology is appropriate for any air-conditioning, materials construction and no harm-effect over people.  Technology has same effectiveness over any pathogen.  No lateral effects (e.g. open doors in a bus) could affect negatively to the airborne reduction.  Our price is lower enough to assume the integration in any air-conditioning system. |
| Regulatory | I’ve not problem to pass any regulatory limitation in the world because no chemicals are emitted. No regulatory problem with air-conditioning regulatory. It’s assumed there is not emitted any chemical into the air. There is no risk associated to ions generation.  We will obtain any license or permission to introduce device in any site. | No emission of chemicals will warrantee easy regulatory acceptance.  Demonstrate that the introduction of our product increase the effectiveness of classical systems. |
| Clinical | Ionizer is appropriate for reduce infectivity more than 2 orders of magnitude of every strain of every pathogens from the three main families (bacteria, viruses and fungi). Transmission is reduced no matter how crowded is the space. | Technology will cut disease transmission via in an appreciate way and next lock-down will be less probable. |