

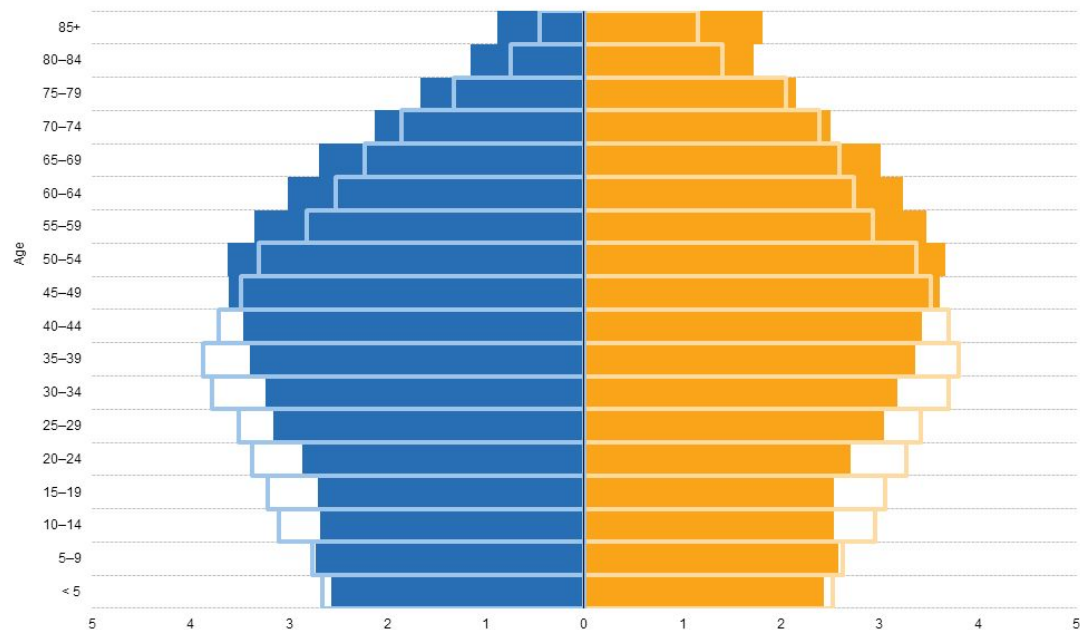
## PITCH DECK

cAIRe

**Make every breath worth breathing**

# POPULATION IS AGING FAST AND THE MODERN FAMILY STRUCTURE OFTEN EXCLUDES ELDERLY

**Population pyramids, EU-28, 2003 and 2018**  
(% of the total population)



Source: Eurostat 2018, EU Population pyramid 2002 and 2018

Solid colour: 2018  
Bordered: 2003  
Men Women

A wide-angle photograph of a busy hospital ward. In the foreground, a patient lies in a bed, partially covered by a white sheet. To their right, another patient sits up in bed, wearing a light purple hospital gown. In the center, two nurses in blue scrubs are standing and talking. The ward is filled with rows of hospital beds, some occupied by patients. Medical equipment, including IV stands and monitors, is visible throughout the room. The ceiling has recessed lighting and a television screen is mounted on a stand. The overall atmosphere is one of a busy, functional medical environment.

**TAKE A DEEP  
BREATH**

**BREATHE OUT  
AGAIN**



**WHAT WOULD BE  
HEALTHY TO  
SMELL?**





**MISSION**

**LET EVERY RESIDENT  
BREATHE FREELY  
INSIDE THEIR FOUR WALLS**



# MANY SPACES TO BREATHE FREELY IN

## Hospices

300 000 beds in Nordic countries



## Workspaces

1 400 000 m2 in Europe

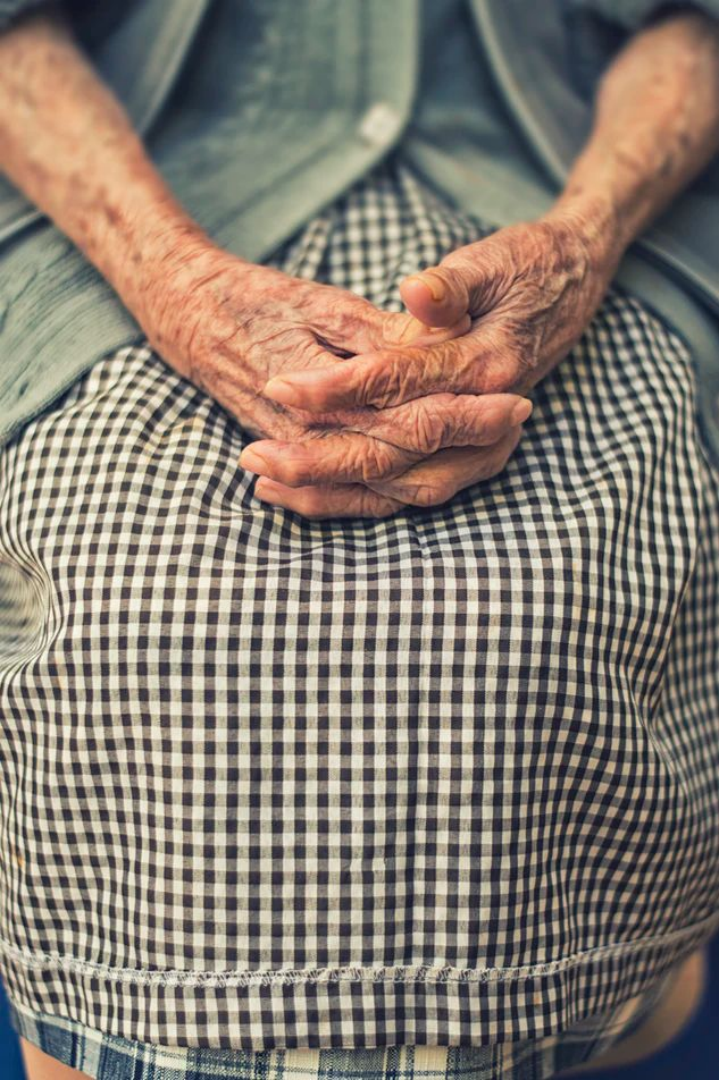


## Private housing / student dorms

Endless potential







# BRING A BETTER FEELING TO HOSPICES

**Vegetation**  
elicits positive  
mood and  
improves  
episodic  
memory

15% patients  
have clinical  
**depression**

**Nature** impacts  
psychological,  
as well as social  
functioning

**14 billion** air  
freshener  
market  
revenue

# NO SUSTAINABLE SOLUTIONS TO FIGHT ODORS

- Aesthetics
- High maintenance
- Not movable



- Contributes to the climate change



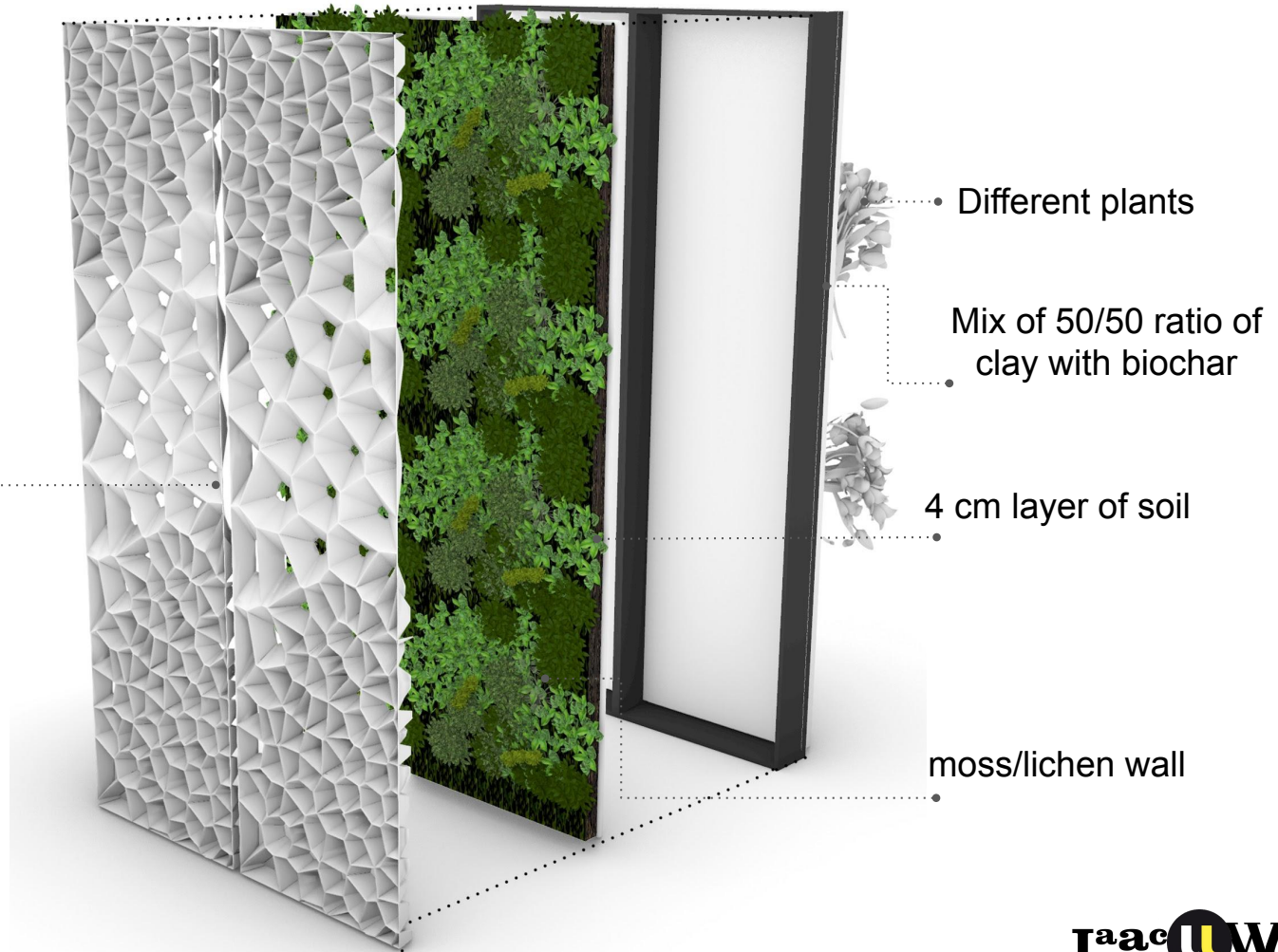
- Heavy
- Not sustainable
- Non-degradable
- Serves only one purpose



**REVOLUTIONIZE THE  
CONCEPT OF THE WALL**

# LAYERING

Pure biochar  
structure (10 cm)  
that supports  
moss/lichen growth



• Different plants

• Mix of 50/50 ratio of  
clay with biochar

• 4 cm layer of soil

• moss/lichen wall

Modular structure 60 cm x 220 cm



# LAYERING

Water system with  
rubber pipe

Different plants

Mix of 50/50 ratio of  
clay with biochar

Pure biochar  
structure (10 cm)  
that supports  
moss/lichen growth

4 cm layer of soil

moss/lichen wall

Second view

# PRETOTYPE

2 sided wall

Second side : USER EXPERIENCE

Five different plants  
with specific smells  
and colors

biochar



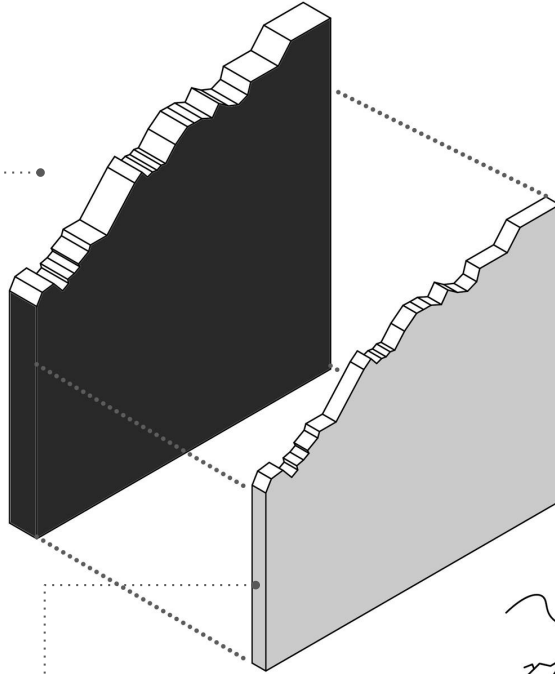


# LAYERED WALL CONCEPT



biochar

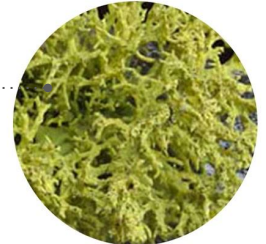
organic  
soil



moss



lichen







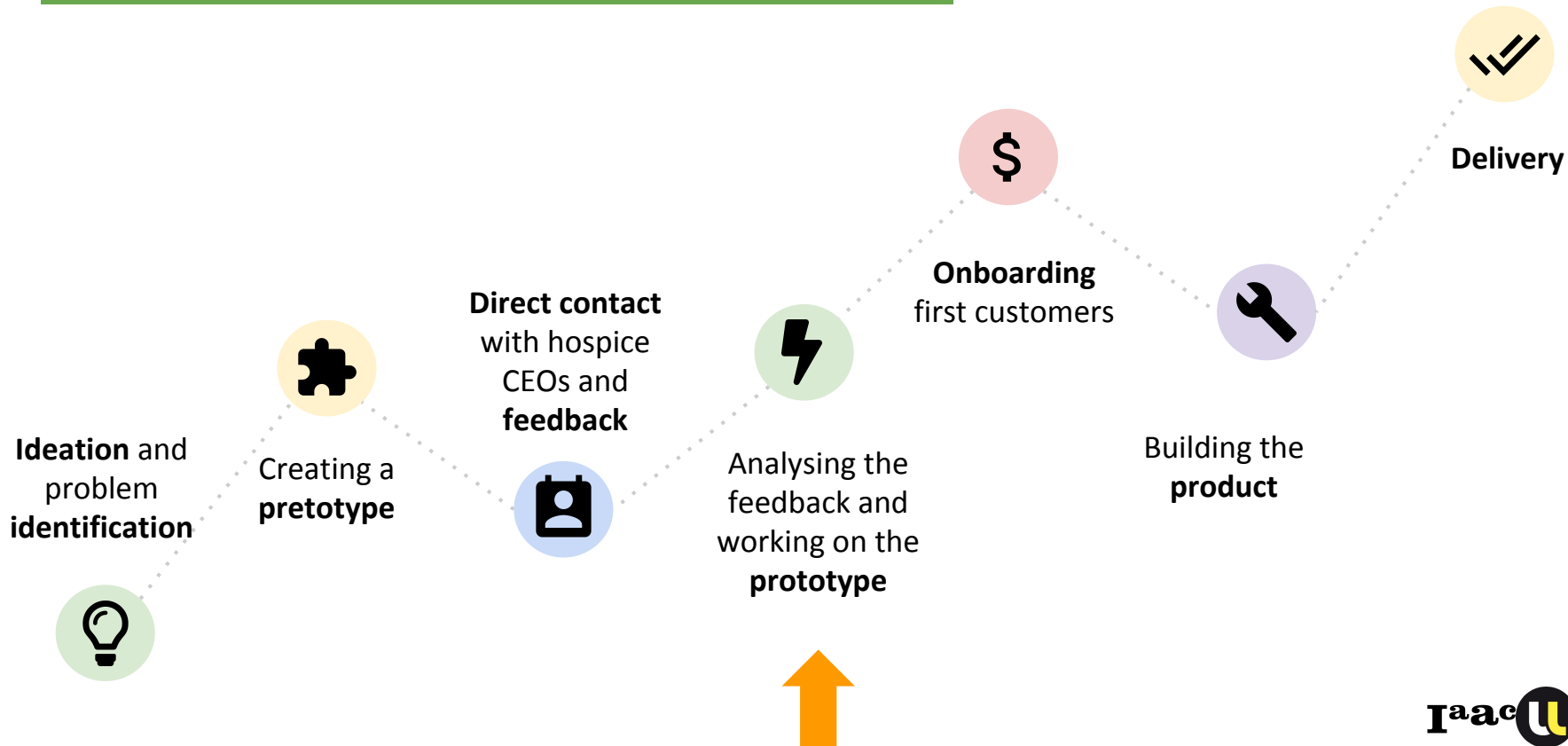
# VALUE FOR GUESTS AND RELATIVES

- 1 | Neutralize smell
- 2 | Purify the air
- 3 | Aesthetics



**Creating  
competitive  
advantage  
for hospices**

# 7 STEPS LAUNCH PROCESS





# MEET THE TEAM

Business  
+  
Biology  
+  
Architecture  
=



**Jasmo**

#PeopleProfitPlanet  
#noPlanetB  
#thankful



**Mario**

#HWPO  
#TacosandTequila  
#NatureDidItFirst



**Melanie**

#Agronomy  
#SalsaWhileTravelin  
g#SoccerPlayer



**Ninon**

#Vitis.vinifera  
#robinsonCrusoe  
#NatureisArt



**Sophia**

#DataIsTheFuture  
#HustleWhileHaving  
Fun #LustForLife



**Xhilda**

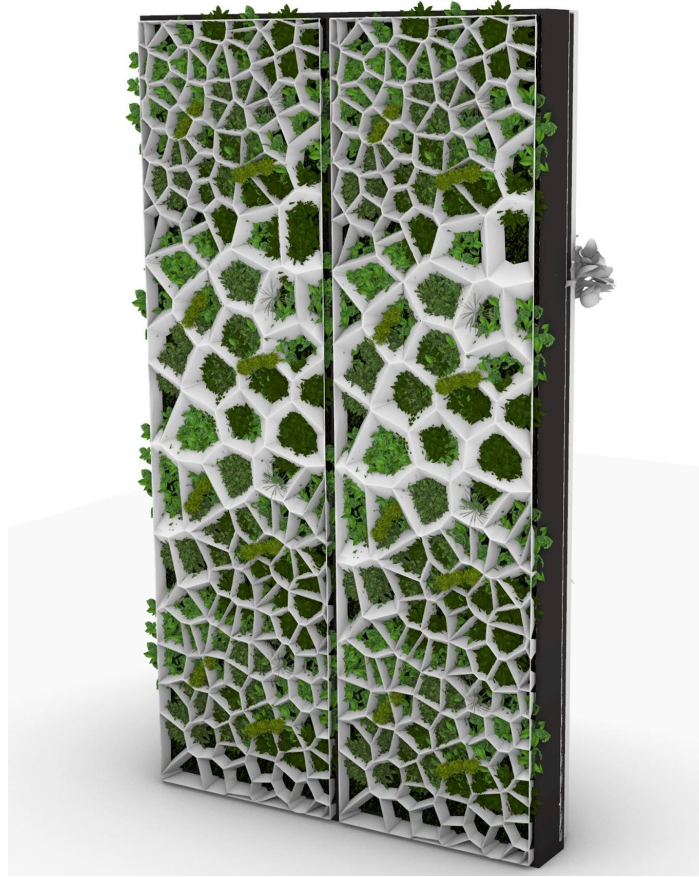
#alwaysCurious  
#BlackandBlack  
#runAtSunrise

# SEED CAPITAL OF 100K LAB & CONSTRUCTION

The background image shows a modern laboratory. In the foreground, a woman in a white lab coat is seated at a desk, looking at a computer monitor. Another person is partially visible on the left. In the background, another scientist is working at a different station. The lab is filled with various pieces of equipment, including microscopes, test tubes in a rack, and bottles on shelves. The overall atmosphere is professional and scientific.

Analysis of smell  
neutralizing bacteria

Construction and  
cultivation of prototype



THANK YOU.

cAIRE

**Make every breath worth breathing**