

AIRaware

North America Rollout Strategy

INVESTOR & STRATEGIC PARTNER PRESENTATION — 2026



Executive Summary



Next-Generation Air Quality Platform

01

AIRaware delivers real-time indoor & outdoor air quality monitoring built for commercial scale across enterprise environments.



\$2.3B Market — 9.5% CAGR Through 2034

02

North America IAQ monitoring market valued at \$2.3B in 2025, on a high-growth trajectory driven by regulatory mandates and post-pandemic demand.



Three-Phase North America Rollout Strategy

03

Targeting Tier 1 metro markets, national enterprise channels, and OEM partnerships across a structured 2026–2028 go-to-market plan.



AI-Differentiated with Full BMS/HVAC Integration

04

Differentiated by AI-driven analytics, multi-pollutant sensing (PM2.5, VOCs, CO₂, NO₂, Ozone), and seamless plug-and-play BMS/HVAC integration.



Seeking Strategic Capital & Channel Partnerships

05

Actively engaging investors and channel partners to accelerate U.S. & Canadian market penetration and reach \$25M ARR by end of 2028.

MARKET SNAPSHOT

\$2.3B

North America IAQ market size in 2025

9.5%

CAGR projected through 2034

\$5.3B

Projected market value by 2034



Post-COVID health awareness + tightening EPA & ASHRAE standards are creating a once-in-a-generation market inflection point.



First-mover window is open now. The next 18–24 months are decisive for channel and specification list dominance.



AIRaware

North America Rollout - 2026

CONFIDENTIAL

The Air Quality Crisis — **Why Now**



90%

of our time is spent **indoors**, where air can be **2–5× more polluted** than outside

SOURCE: EPA



\$40B+

annual U.S. productivity loss attributed to poor indoor air quality

ECONOMIC IMPACT



41%

North America's **global IAQ market share** in 2025 — **largest region by revenue**

2025 MARKET DATA



48M+

connected IAQ monitoring devices deployed globally in 2025, up from **near zero in 2018**

GLOBAL DEPLOYMENTS

⚡ **Post-COVID health awareness** + tightening **EPA/ASHRAE standards** are creating a **once-in-a-generation market inflection** — the window to lead is now.

Introducing **AIRaware**

One platform. Every environment. Real-time intelligence.



Multi-Pollutant Sensing

PM2.5, PM10, VOCs, CO₂, CO, NO₂ & ozone — all from a single compact device.

7 POLLUTANTS



AI-Powered Analytics

Anomaly detection, predictive alerts & trend forecasting — powered by on-device ML.

PREDICTIVE AI



Real-Time Dashboard

Live data streams via mobile & web. Role-based access for facilities teams & executives.

LIVE DATA



BMS & HVAC Integration

Plug-and-play with Honeywell, Siemens, Johnson Controls & Daikin. Zero custom dev.

PLUG-AND-PLAY



LEED / WELL Compliance

Automated reporting for green building certifications. ASHRAE 241-ready out of the box.

AUTO-REPORTS



Cloud + Edge Architecture

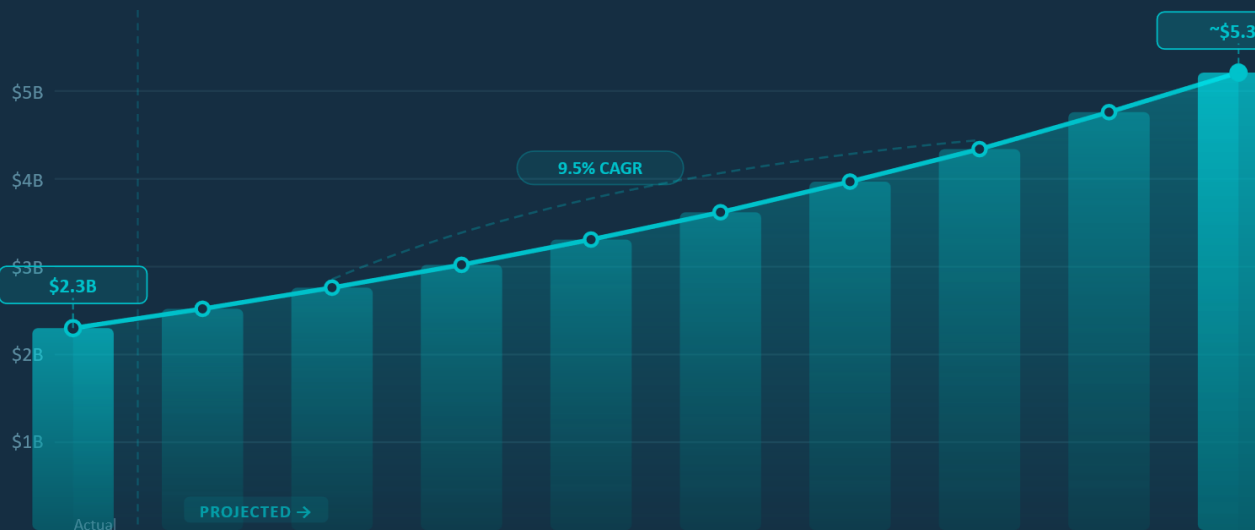
Fully operational in low-connectivity environments. Enterprise-grade security & encryption.

OFFLINE-READY

North America Market Opportunity

IAQ Monitoring Platform — 2025 to 2034 Growth Trajectory

NORTH AMERICA IAQ MARKET SIZE — USD BILLIONS



\$ MARKET SIZE

\$2.3B

North America IAQ market in 2025 —
34.2% global share

↗ GROWTH RATE

9.5%

CAGR

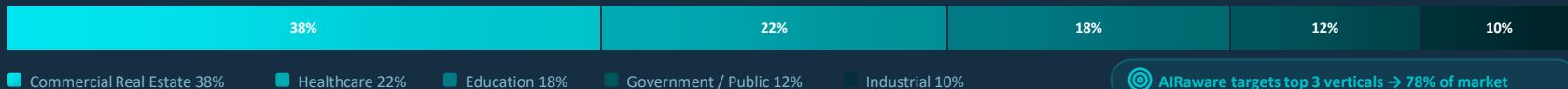
Projected growth 2026–2034,
reaching ~\$5.3B

🏠 AIRAWARE TAM

61%

of deployments in **commercial & institutional** buildings — AIRaware's primary target

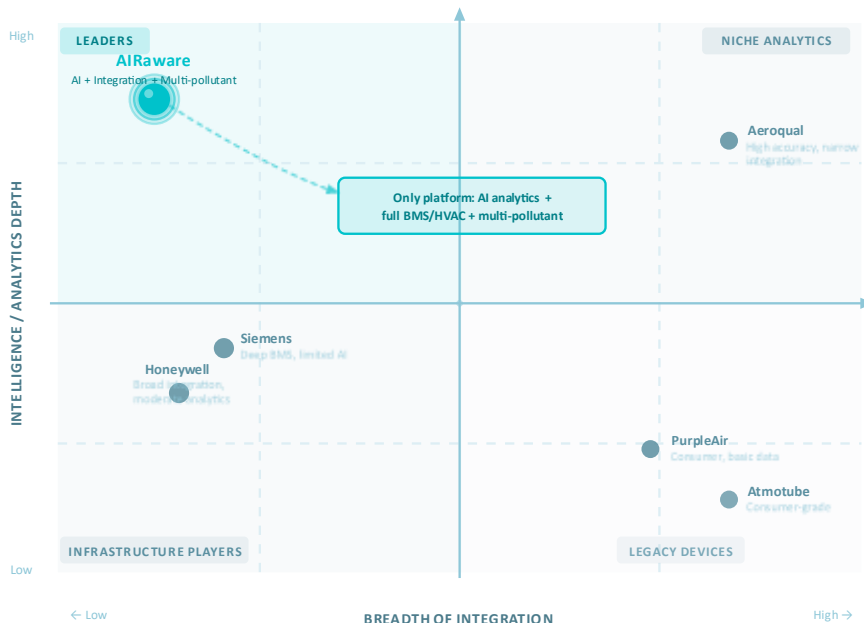
MARKET BREAKDOWN BY VERTICAL — NORTH AMERICA 2025



🎯 AIRaware targets top 3 verticals → 78% of market

● AIRaware ● Competitors

Only platform combining
AI analytics + full BMS/HVAC
integration + multi-pollutant
sensing — no competitor
occupies this position.



Why AIRaware Wins

Head-to-head comparison against the market

✓ 6 ADVANTAGES

✗ COMPETITOR GAPS



Next-Generation Platform

VS



Legacy & Point Solutions

- ✓ AI-driven anomaly detection + predictive alerts
- ✓ Full multi-pollutant sensing: PM2.5, VOC, CO₂, CO, NO₂, Ozone
- ✓ Plug-and-play BMS integration (Honeywell, Siemens, Daikin, JCI)
- ✓ LEED, WELL, ASHRAE 241-ready automated compliance reports
- ✓ Edge + cloud hybrid — works offline, enterprise-grade security
- ✓ OEM-ready hardware + white-label firmware for channel partners

- ✗ Threshold-only alerts, reactive
- ✗ Limited to 2–3 pollutants per device
- ✗ Proprietary or siloed systems, custom integration required
- ✗ Manual data export, no compliance automation
- ✗ Cloud-only, connectivity-dependent
- ✗ No OEM/co-brand program

☆ The only platform combining AI analytics + full BMS/HVAC integration + multi-pollutant sensing + built-in compliance reporting — in a single solution.

Regulatory Tailwinds — North America

Compliance requirements are accelerating air quality monitoring adoption across every sector.



2022 — EPA / NAAQS

EPA strengthens NAAQS PM2.5 standard; tightens ambient air monitoring requirements nationwide.

2022

2023



2023 — ASHRAE 241

ASHRAE Standard 241 published: first enforceable IAQ standard for commercial buildings, post-pandemic.

2024



2024 — EPA PM2.5 RULE

EPA lowers PM2.5 annual standard to 9.0 $\mu\text{g}/\text{m}^3$, expanding compliance monitoring obligations across all sectors.

2025



2025 — INFRASTRUCTURE LAW

Bipartisan Infrastructure Law funds IAQ monitoring in schools, public health facilities, and federal buildings.

2026



2026 — WELL V2 / LEED V5

WELL Building Standard v2 adoption accelerates; LEED v5 draft mandates continuous IAQ monitoring for certification.

2027+



2027+ — STATE IAQ MANDATES

CARB (California) and state-level IAQ mandates expected to ripple across 12+ states, driving widespread compliance demand.



AIRWARE ADVANTAGE

AIRware is **pre-certified** for ASHRAE 241, WELL v2, and LEED compliance reporting — a critical procurement advantage at every regulatory threshold.



ASHRAE 241 Certified



WELL v2 Ready



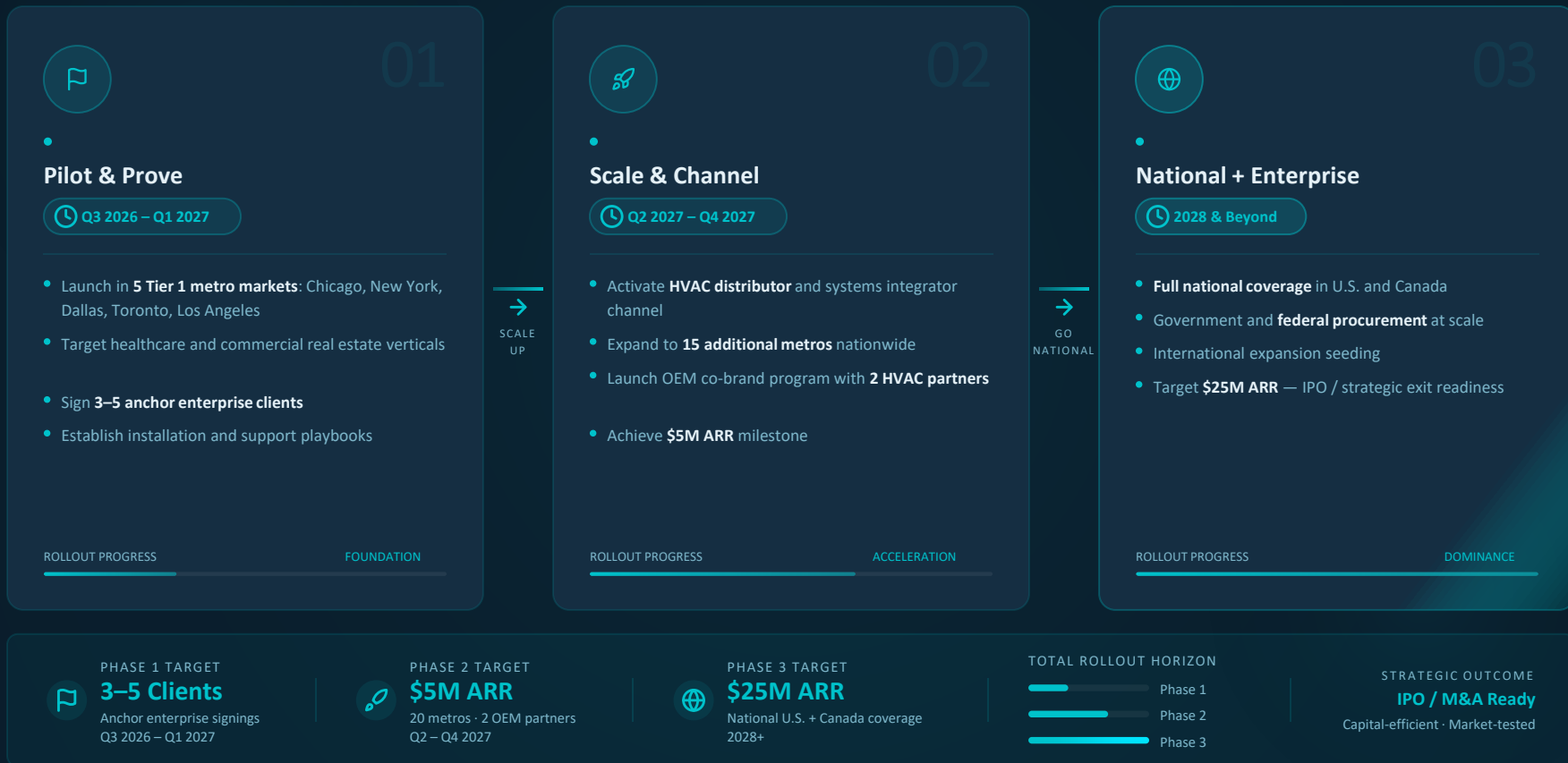
LEED v5 Compatible



EPA PM2.5 Compliant

✓ PRE-CERTIFIED — SHIP READY

Three-Phase North America Rollout



Phase 1 Target Markets & Rationale

6 PILOT METRO MARKETS

Chicago ILLINOIS, USA

Largest Midwest commercial real estate market; strong **ASHRAE 241 compliance demand**; 3 identified anchor enterprise clients ready to pilot.

COMMERCIAL RE

ASHRAE 241

3 ANCHOR CLIENTS

1

New York NEW YORK, USA

Nation's highest density of **LEED/WELL-certified buildings**; deep healthcare and financial sector demand for continuous IAQ monitoring.

LEED / WELL

HEALTHCARE

FINANCE

2

Dallas TEXAS, USA

Fastest-growing commercial construction market in the U.S.; HVAC-first procurement culture perfectly aligned with AIRaware's integration model.

HIGH GROWTH

HVAC CHANNEL

CONSTRUCTION

3

Los Angeles CALIFORNIA, USA

CARB regulations + wildfire smoke events driving urgent IAQ demand; strong education and healthcare sector focus with funded mandates.

CARB

WILDFIRE IAQ

EDUCATION

4

Toronto ONTARIO, CANADA

Canada's financial hub with **federal IAQ initiative funding**; serves as AIRaware's gateway to the Canadian enterprise channel and distributor network.

FEDERAL FUNDING

CA GATEWAY

FINANCE HUB

5

Minneapolis MINNESOTA, USA

★ HOME BASE

Home base advantage with established enterprise relationships; serves as AIRaware's primary pilot reference site and installation playbook testbed.

REFERENCE SITE

ENTERPRISE NETWORK

HQ MARKET

6

Who Buys AIRaware

Five high-value verticals with urgent compliance and wellness mandates.





Execution Roadmap — 2026 to 2028

Quarterly milestones across three phases · Nodes connected by phase

• PHASE 1 — PILOT & PROVE · Q3 2026 → Q1 2027

Q3 2026

Pilot Launch

5 metro markets live. 3 anchor enterprise signed. Hardware v1.0 shipped.

Q4 2026

Phase 1 Onboarding

Client onboarding complete. Dashboard v2.0 live. First compliance reports delivered.

Q1 2027

Channel Ready

Case studies published. Channel partner LOIs signed. OEM hardware v1.5 ready.

• PHASE 2 — SCALE & CHANNEL · Q2 2027 → Q4 2027

Q2 2027

Phase 2 Launch

15 new metros. HVAC distributor channel live.

\$2M ARR

Q3 2027

OEM + Federal

OEM co-brand live w/ 2 HVAC partners. Federal pilot contract awarded.

Q4 2027

Series B Ready

Series B / growth round. 20+ enterprise clients.

\$5M ARR

• PHASE 3 — NATIONAL + ENTERPRISE · 2028+

Q1–Q2 2028

National Coverage

Full U.S. + Canada coverage. Government contracts scaling.

\$12M ARR

Q4 2028

Strategic Exit Ready

Strategic partnership or M&A readiness.

\$25M ARR

3-YEAR TARGET

\$25M

ARR by end of 2028

- ✓ 400+ enterprise buildings
- ✓ Full U.S. + Canada coverage
- ✓ 80%+ recurring SaaS revenue

Strategic Channel & Integration Partners

AIRaware goes to market through best-in-class ecosystem partners.



HVAC & BMS Manufacturers

EXAMPLE PARTNERS

Daikin Honeywell Johnson Controls
Trane Technologies Siemens

PARTNERSHIP VALUE

- Embedded sensor suites in new HVAC installs — zero incremental friction
- OEM hardware co-brand with full AIRaware intelligence layer
- Joint GTM access to millions of commercial buildings in installed base

OEM + EMBEDDED CHANNEL



Systems Integrators & Distributors

EXAMPLE PARTNERS

Comfort Systems USA EMCOR Group
ABM Industries Limbach Holdings

PARTNERSHIP VALUE

- Last-mile installation and support nationwide — no new field org required
- Existing client relationships across all target verticals
- AIRaware as a margin-accretive add-on service to existing contracts

INSTALLATION + DISTRIBUTION



Smart Building & PropTech Platforms

EXAMPLE PARTNERS

JLL Spark CBRE Build Domo
Microsoft Azure Smart Buildings

PARTNERSHIP VALUE

- Deep data platform integration — AIRaware feeds live IAQ into existing dashboards
- AI co-development opportunities for predictive building intelligence
- Instant access to enterprise real estate client bases and large building portfolios

DATA + PLATFORM INTEGRATION

The ROI Case — Built to Convince CFOs

AIRaware delivers measurable financial returns across multiple value streams.



→ IAQ PERFORMANCE

91%

Indoor PM2.5 reduction achieved with HVAC filter upgrade guided by AIRaware monitoring. Clean air = reduced HVAC overwork and filter replacement costs.

Documented at Corona-Norco YMCA field deployment



→ ENERGY SAVINGS

20–35%

Energy cost savings from AIRaware-guided ventilation optimization. 65% of sites were found to be over-ventilated in Daikin/Poppy field trials — immediate OPEX reduction.



→ PRODUCTIVITY VALUE

\$3,500

Average annual productivity value per employee in buildings with certified clean air — translates directly into measurable workforce output gains.

Harvard T.H. Chan School of Public Health — COGfx Study



→ PAYBACK PERIOD

6–18 mo

Typical payback period for AIRaware deployment vs. cost of poor IAQ, regulatory fines, and WELL re-certification cycles. Fast ROI across all target verticals.



Clients who achieve WELL Certification command a **4–7% rental premium** on commercial real estate — AIRaware is the fastest path to that certification. Source: JLL Research

WELL v2

LEED Ready

JLL Verified

Revenue Model & Growth Trajectory

FINANCIAL PROJECTIONS 2026–2029

REVENUE STREAMS



ONE-TIME

\$800 – \$2,500 per unit

AIRaware sensor units and gateway devices. Per-device revenue scales with tier — Standard, Pro, and Enterprise configurations.



RECURRING

\$200 – \$1,500 / month per building

Per-building subscription based on size and features. AI analytics, compliance reporting, and BMS integration included. **80%+ gross margin.**



PROJECT

\$5,000 – \$50,000 per engagement

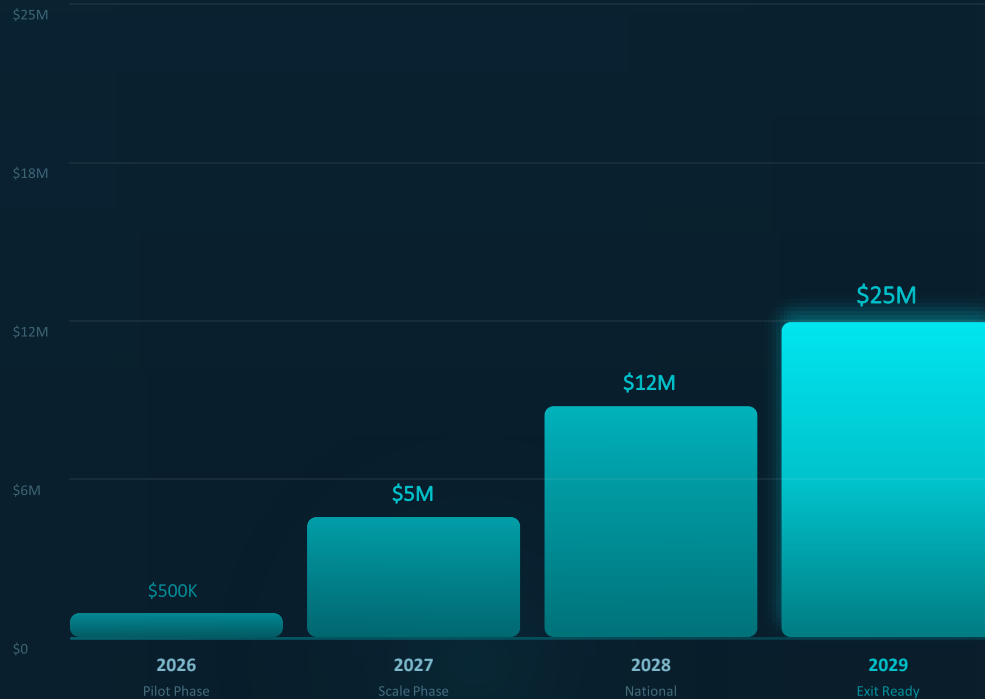
Implementation, compliance reporting automation, and HVAC/BMS integration services. Delivered by AIRaware certified partners.



REVENUE MIX TARGET — YEAR 3

■ SaaS 80% ■ Hardware 14% ■ Services 6%

ANNUAL RECURRING REVENUE (ARR) PROJECTION



KEY ASSUMPTIONS

- ✓ 80% revenue from recurring SaaS by Year 3
- ✓ Net Revenue Retention target: 115%+
- ✓ 400 enterprise buildings by end of 2028

Co-Branding & OEM Program



White-Label Hardware

AIRaware sensor modules shipped under partner brand name and livery. Full FCC/CE certified. MOQ 500 units.

HARDWARE



White-Label Firmware & Dashboard

Fully rebrandable web and mobile dashboard. Partner controls UX, color palette, and data permissions.

SOFTWARE



Private-Label Cloud Instance

Dedicated cloud environment on partner subdomain. API-first architecture for deep integration into partner platforms.

CLOUD



Joint WELL/LEED Certification

Co-branded compliance reports citing both AIRaware and OEM partner — shared halo effect on green building credentials.

COMPLIANCE



Revenue Share Model

Partner earns **20–35%** margin on hardware + **15%** ongoing revenue share on SaaS subscriptions. Predictable recurring upside.

ECONOMICS



Go-to-Market Support

AIRaware provides co-marketing budget, training, sales tools, and dedicated channel manager. Fully supported launch.

PARTNERSHIP

“ The combination of post-pandemic health awareness, tightening EPA and ASHRAE standards, and billions in federal infrastructure investment has created a market inflection point that will not repeat. The window to establish dominant market position is the next **18–24 months.** ”

— AIRAWARE MARKET ASSESSMENT, 2026



Regulation Is Mandatory Regulatory compliance is no longer optional — it is mandatory and enforced across commercial, healthcare, and federal sectors.



Up to 40% Subsidized Federal and state incentive programs subsidize up to **40%** of deployment costs in qualifying facilities under the Bipartisan Infrastructure Law.



First-Mover Advantage First-mover advantage in channel relationships and WELL/LEED specification lists is decisive and durable — the window closes fast.

Why AIRaware **Wins** in North America

1

Category leadership in analytics depth + integration breadth — positioned in the **Leaders quadrant alone**, with no direct competitor matching both dimensions.



2

Regulatory tailwinds are mandatory, not optional — ASHRAE 241, EPA PM2.5 revision, and WELL v2 create **compliance-driven demand** that does not slow in a downturn.



3

\$2.3B and growing North America market with a strong **first-mover window** in commercial real estate and healthcare — before the channel consolidates around a dominant platform.



4

Proven ROI that converts CFOs: **6–18 month payback**, 20–35% energy savings, and 91% IAQ improvement — all documented in live field deployments, not projections.



5

OEM / co-brand program creates **exponential channel reach** through HVAC and BMS ecosystem partners — embedding AIRaware intelligence inside millions of commercial building installs.



6

Three-phase rollout to \$25M ARR by 2028 — disciplined, market-tested, and capital-efficient. A plan built on real buyer behavior, real regulatory mandates, and a proven playbook.



Capital Raise — \$10M Growth Round

Funding a disciplined, milestone-driven path to \$25M ARR by 2028.

\$10,000,000

SERIES A / GROWTH ROUND — TARGET CLOSE Q4 2026



CATEGORY	AMOUNT	%	USE OF FUNDS
● Sales & Go-to-Market	\$3,500,000	35%	Direct sales hires, channel development, co-marketing with HVAC partners, trade show presence
● Product & R&D	\$2,500,000	25%	Hardware v2.0, AI analytics platform, firmware OEM customization, WELL/LEED certification
● Operations & Infrastructure	\$2,000,000	20%	Cloud infrastructure scale, customer support, supply chain, installation playbooks
● Business Dev & Partnerships	\$1,500,000	15%	OEM program launch, systems integrator onboarding, federal procurement pursuit
○ Working Capital & G&A	\$500,000	5%	Legal, finance, HR, and general administrative to support rapid scale

📈 Milestone-linked deployment: 60% deployed by end of Phase 1 · 40% deployed through Phase 2 channel buildout · Target: \$5M ARR by Q4 2027 as primary KPI for next round.

INVESTMENT & PARTNERSHIP OPPORTUNITY

Join the AIRaware Platform

We are actively engaging strategic investors, channel partners, and OEM co-branding candidates.



STRATEGIC INVESTMENT

Growth Round Participation

Participate in our growth round. Lead or join as co-investor. Preferred terms available for strategic partners who bring channel access or enterprise client relationships.

 Preferred Co-Investor Terms



CHANNEL PARTNERSHIP

Authorized Integrator & Distributor

Become an authorized AIRaware integrator or distributor. Access competitive margins, co-marketing support, and exclusive territory rights in Phase 1 markets.

 Exclusive Territory Rights



OEM CO-BRAND PROGRAM

Embed AIRaware Intelligence

Embed AIRaware intelligence in your product. White-label hardware and software. Launch in 60–90 days from LOI signing.

 Launch in 60–90 Days



Contact us to receive our full data room and partnership term sheet.



Thank You

AIRaware — Breathing Intelligence Into Buildings



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CLEAN AIR. INTELLIGENT BUILDINGS. MEASURABLE RESULTS.



ASHRAE
241



WELL
V2



LEED
COMPATIBLE



EPA
COMPLIANT