**Purification Technology for Superior Indoor Air Quality**

Transformair® is an environmental-technology company commercializing indoor air purification equipment that rapidly and safely destroys all airborne bacteria, viruses, mold, and volatile organic compounds. These pollutants create and contribute to a swath of diseases and allergies, drive up costs associated with these health issues and can be deadly in the case of bioterrorism and disease outbreaks. Transformair® serves critical environments in the healthcare, life-science, defense, aerospace, and industrial sectors in addition to residential and commercial applications. The company’s technology provides an effective and scalable solution for superior indoor air quality that outperforms all available solutions on the market.

**Technology**

Transformair® is a patented photo-electrochemical air disinfection technology that completely destroys pollutants in air. The core disinfection unit consists of a low-energy, ultraviolet light source shining on a specially designed filter surface. The technology works as UV photons initiate a photo-electro-catalytic process on the surface of the filter. The process destroys contamination at room temperature, leaving no residue other than carbon dioxide and water. By manipulation of the electron flow, this new technology works 15 times faster than conventional processes. Without this rapid destruction, pollutants can recirculate many times, furthering the risk of exposure and infection.

**Market Potential**

The estimated $4 billion market for indoor air quality equipment in the United States does not encompass the size of the remediation market, the money spent cleaning contaminated environments, which is an estimated $5.5 billion. In 2012, sales in the United States included 3.9 million residential HVAC systems and 400,000 commercial HVAC systems, each representing multiple high-capacity units.

**Strategy**

The company anticipates the earliest adopters of Transformair® to be asthma and allergy sufferers. Those suffering from such conditions actively seek out new and improved air-quality solutions. The company plans to work directly with HVAC distributors to develop the channels and partnerships for launching Transformair®’s first product line, the Transformair® Duct Unit. These units can be installed by HVAC professionals into a building’s existing HVAC infrastructure to completely clean indoor air. The company also is exploring assisted-living and nursing homes where both residents and operators are extremely sensitive and cognizant of the consequences of poor indoor air quality. The company is in discussions with medical facilities where there is a tremendous liability associated with the inability to provide clean air.
Management Team

Lovely Goswami, CEO
Ms. Goswami is a seasoned, successful business leader, having founded Advanced Technologies & Testing Laboratories, Inc. in 1994. The company performed contract work for the Army Corp of Engineers, the U.S. Air Force, and other government and military entities. Ms. Goswami successfully sold the lab-testing business in order to focus on Transformair®.

Dilip Goswami, CTO
Mr. Goswami, a Ph.D. candidate at Stanford University, invented the latest technology patented by the company. He has worked at Bell Labs, Applied Signal Technology and various medical-technology and clean-energy startups. He received his B.S. in Electrical Engineering from the University of Florida. The effectiveness of this technology on Mr. Goswami’s asthma conditions inspired the team to come together to develop this technology commercially and help people all over the world.

Jaya Rao, COO
Ms. Rao, who previously worked for Stanford ChangeLabs, holds a master’s degree from Stanford University in Mechanical Engineering and Public Policy and her B.S. in Mechanical Engineering from the University of Florida.

YangYang Zhang, Engineering Lead
Dr. Zhang, an expert in catalyst development, engineering design, and photocatalysis for air purification, holds a Ph.D. in Chemical Engineering from the University of South Florida.

Contact Information
Jaya Rao, COO
Transformair®
jayarao@attlab.com
352-871-3803
http://www.transformair.net