Proposal Evaluation Form

	EUROPEAN COMMISSION Horizon Europe (HORIZON)	Evaluation Summary Report

Call:	HORIZON-EIC-2023-ACCELERATOR-01
Type of action:	HORIZON-EIC-ACC-BF
Proposal number:	101161752
Proposal acronym:	AMPS
Duration (months):	18
Proposal title:	AMPS (Air Monitoring & Purification Station)
Activity:	EIC

N.	Proposer name	Country	Total eligible costs	%	Grant Requested	%
1	ADDAIR CORPORATION CEE S.R.L	RO	4,357,616.25	100.00%	2,500,000	100.00%
	Total:		4,357,616.25		2,500,000	

Abstract:

Cities worldwide face a grave issue: the relentless deterioration of air quality, adversely impacting both indoor and outdoor environments. It is imperative that cutting-edge technologies be embraced to actively monitor and effectively combat this pollution menace. The alarming consequence of poor air quality is a significant reduction in life expectancy by over four years in highly polluted urban centres. A devastating toll of seven million premature deaths annually is exacted, tallying a staggering 13.5 billion years lost collectively by the present human population.

Airvolt is determined to tackle this monumental challenge. Our groundbreaking approach revolves around the convergence of Out-Of-Home (OOH) digital displays with state-of-the-art air monitoring and filtration technology. This synergy enables the creation of cost-effective, high-performance indoor air filtration systems, seamlessly integrated with IoT-connected screens. We collaborate with private sector organizations and help them in harnessing their advertising spends to contribute to the noble cause of cleaner air for cities but also derive tangible benefits from their annual advertising expenditures. This synergy fosters a sense of corporate responsibility while simultaneously bolstering the economic interests of these businesses.

Airvolt's vision is clear: to revolutionize the way cities combat air pollution. By seamlessly integrating cutting-edge technology with the private sector's resources, we strive to make clean air a reality for all urban dwellers, fostering healthier, more vibrant communities. In doing so, we aim to rekindle hope for a brighter, healthier future in the face of an escalating global challenge.

Evaluation Summary Report

Evaluation Result

Total score: 6.00 (Threshold: 9)

Scoring explanation

Each criterion receives a score per expert: GO = 1 point and NO GO = 0 points

The threshold to receive a GO in each criterion is 3 i.e. 3 evaluators awarding a GO (1 point each)

The threshold to receive an overall GO is 9

An applicant must reach the threshold of 3 in all 3 criteria to receive a GO overall

(Note: There is always a maximum of 4 points per criterion even if the threshold is 3. The reason for this is due to the fact that in some proposal resubmissions, the initial 3 experts awarded a total of 8 points, therefore a fourth expert is required to assess the one criterion that received a NO GO. In such cases, the individual criterion may reach 4 points and the final overall score may be over 9.)

Criterion 1 - Excellence

Score: **2.00** (Threshold: 3 / 4.00 , Weight: -)

Breakthrough and market creating nature : Does the innovation have a high degree of novelty, compared to existing products, services and business models, with the potential to create or significantly transform markets?
Additional Consideration for EIC Accelerator Challenges ONLY : How relevant are the proposal objectives in contributing to the specific objectives of the Challenge?

The proposal suggests the market exploitation of an air quality measurement and monitoring service encompassing air purification devices' indoors and outdoors placements. The service is set to incentivize private brands to adopt it by allowing them to be advertised on digital displays embedded externally on the enclosure of the air purification device while promoting the volume of air purified as Corporate Social Responsibility action of the brand within an ESG-oriented advertising investment of the brand. The claimed direct relevance of the proposal with objectives of the "Aerosol and surface decontamination for pandemic management" EIC challenge is valid because the air purification functionality of the service can convincingly capture and deactivate pathogens. However, this air purification functionality is composed by a combination of state-of-the-art, already market-applicable, technologies offering only incremental technological advance with no breakthrough character. Moreover, the integration of digital ad displays in indoor/outdoor air purification devices is already applied in market-available air purification devices. It is assessed that the brand incentivization aspect of the proposed service alone is not sufficient to bring up disruption of the relevant Air Purification and Digital Out-of-Home (DOOH) markets.

The solution named AMPS of the company Airvolt is a Multi-Stage Filtration and Air quality monitoring solution, providing with continuous monitoring and measuring air quality. It is introducing technological novelty (DOOH: Display Out of Home) with considerable industrial benefits and beyond to the existing products, and therefore could have high impact to the market. Offering an effective and low-cost technology to air quality in public urban environments the solution has definitely a high-risk/high-potential also with high chance of success. In my opinion the company offers a groundbreaking solution by integrating Ad Tech with Environmental Responsibility, introducing the Advertising & Air Monitoring & Purification Station (AMPS) that combines digital advertising with air quality improvement. Unlike traditional billboards, AMPS engages audiences while addressing air pollution concerns, fostering cleaner environments. It revolutionizes the market by providing a multi-purpose, efficient air purification system, sensor integration for real-time data, and innovative business models, distinguishing itself from competitors such as Blotenberg, Static Air, and others. Namely, as the provided competitor analysis shows, existing solutions lack comprehensive pollutant coverage, sensor integration, and software/cloud integrations, hindering informed decision-making and proactive pollution management. Airvolt's solution eliminates upfront costs, making it easier for users to adopt air purification solutions, thus positioning itself as a unique, socially responsible, and technologically advanced player in both air quality improvement and dynamic advertising. The proposal has applied in the Challenge „Aerosol and surface decontamination for pandemic management" and the proposal objectives are contributing well to the specific objectives of this Challenge. Namely, in the context of the challenge, the solution addresses the critical issue of air quality in closed spaces, which is especially relevant during pandemic emergencies. By offering a system that combines air monitoring and purification, the solution is enabling social interaction in indoor environments without jeopardizing safety. This will be achieved by the following components: continuous indoor environment and air quality monitoring (parameters such as viruses, bacteria, dust, pollen, various gases such as NO2, O3, SO2, CO, NO, and tracking temperature and humidity levels) and air remediation and purification system equipped with pre-filters aiming to removing gases, viruses, bacteria, suspended dust particles, and other harmful emissions, creating a cleaner and healthier indoor environment. The third component which is revenue generation through advertising is not directly contributing to the objectives of this challenge but can also have an added value, given that there is a possibility to the advertisers to monitor the impact of their campaigns on air quality, creating a unique synergy between advertising and air purification.

The "Multi-stage Air Filtration Unit, integrated with Digital Signage, using Sensors and Display Connected to IoT" solution, has a good link with the challenge: Aerosol and surface decontamination for pandemic management and surface decontamination for pandemic management.
The level of novelty is relevant when considering the developments focused on improvement of the existing other solutions, with a combination of different proven and very well-known technologies, such as HEPA filters, and IoT developed for this specific case providing information visible on real time, a distance follow up of those register, for example, on the mobile or ipad, Moreover, the solution have the possibility of having advertising located on the outside of the device and this can contribute for the financial support of the device costs, which were indicated that are lower than de competence. These are part of the benefits of the solution proposed, and are convincing.

Timing : Is the timing right for this innovation in terms of market, user, societal or scientific of technological trends and developments?

The applicant uses sufficiently convincing argumentation on the right timing of arrival of the proposed service in the market. Facts and figures presented show that the relevant Air Purification and Digital Out-of-Home (DOOH) markets are on a rise, also possessing growth rates of significant size. In addition, diminishing social distancing is of social and policy concern nowadays and the proposed service does offer a mean for such social distancing reduction.

The timing is completely right because this innovation is going to contribute in a distinctive way to the protection of the environmental conditions within European cities with most of European citizens living in urban areas. Namely, air Pollution in cities continues to rise in both indoor and outdoor environments and habitats are suffering from contaminants. Also, this innovation is going to allow a better control of the air quality, offering important benefits in terms of prevention of many health problems (which is well demonstrated with examples of the problems, illnesses and other consequences). Another consideration is that most governments and local administrations find air quality management to be expensive and it is difficult to them to implement technology that can monitor and capture air pollutants. Therefore, there is a need for an effective and low-cost technology that drives a higher standard of air quality in public urban environments. Moreover, the current competitive scenario is characterized by players that are not able to introduce such innovations and novelty in the real time monitoring; as a consequence, there is a competitive gap in the market and a potential demand to be stimulated. The applicant sufficiently describes the necessity to have this innovation in the market and why this innovation is going to be differential considering other players, competitors and other solutions. The company seems to be at the right maturity level to develop the innovation and if not funded, could certainly lose its first-mover advantages.

The contamination of the air is an immense present problem in urban areas, not just in 27 countries European Union cities, but also outside the European Union. Inside buildings, as for example conference rooms, the quality of the air will always drop significantly with time, as function of the number of persons that are present. With the pandemia COVID 19 there were several devices developed to be applied on interior spaces of the buildings and rooms. The air quality is afecting tremendously the group of people that have alreay respiratory ilmesses, like ashma. It is also causing significant deaths in the EU and outside EU. During the time of the r many years. Even the new tecnology of the Green Hydrogen which is still under R&D, is expected to emissions that will be treated by equipment similar to what we have now. In conclusion, the device proposed, a combination of different existing tecnologies that can be use on the exterior and interior, has a very good timing in terms of market, use, societal and health trends.

Technological feasibility : Is the innovation based on a technology or technologies that have been adequately assessed at least in a laboratory environment and relevant environments to characterise the potential and assess the level of risk (at least TRL 5/6)? Is the technology developed in a safe, secure and reliable manner?

Visual material presented in the proposal depicts air purification devices with integrated digital ad displays of the service as well as a well-developed air quality parameters' monitoring User Interface. On the other hand, despite the process of a standard applied for quality assurance of air purification systems is described in the proposal, no convincing descriptions and evidence are provided in the proposal to justify the effectiveness of the air purification device either in industrial or in a laboratory environment. Furthermore, the claimed efficient air purification process of the device is not justified in the proposal. Within the latter aspect, although it is claimed that the device is energy-autonomous, no specifications are provided with respect to the nominal consumption power of the device and the system applied to render the device energy-autonomous. The applicant also claims AI involvement within the implementation of the processing of the air parameters measured and monitored by the involved sensors in the air purification device. Such a claim is assessed to not be true because the descriptions provided suggest the development of algorithms that calculate air quality indices as output by measured input air quality parameters. To this end, such kind of algorithmic development does not refer to any AI implementation.

The current stage of development is at TRL5, as there are prototypes validated in urban environments across the world (with a map showing the pilot units) by engineers at other European companies employing similar HEPA and UV-C purification technologies. Later on, from the work plan it is visible the company will acquire components and assemble the units, provide installation and commissioning, regulatory compliance and certification, manufacturing and commissioning of 100 units, capturing data on the performance and user feedback, performance validation (in WP2 and WP3.) So, future development is well elaborated in the work plan with well identified technological risks and concrete mitigation technics.

All the technologies that are part of the solution are well known and have been tested at the time. Integration into a device is in testing. TRL 5 is considered by the applicant to be accepted.

Intellectual Property : Does your company have the necessary Intellectual Property Rights to ensure freedom to operate and adequate protection of the idea?

The applicant claims that the proposed service is protected by following a trade secret strategy. Despite a law advisor is engaged in the venture, the freedom to operate analysis included in the proposal is not a thorough one. It is rather a statement instead of an analysis. The applicant outlines an IP protection strategy to be followed and foresees the filing of 3 patents. Nevertheless, the context of protection of those 3 foreseen patent filings is not defined.

The company prioritizes freedom to operate and conducts thorough patent searches to avoid infringing on others' rights. They monitor the patent landscape to navigate existing patents and identify opportunities for new inventions. Legal provisions in contracts secure ownership of arising IP during the AMPS project, aiming to file at least 3 patents. Therefore, the IP and FTO is demonstrated sufficiently in the proposal and attached documentation.

The analysis done by the applicant refers that there aren't barriers in relation to the use of the tecnologies, nor patents that could have an interference on the FTO - freedom-to operate and future commercialization by the applicant. They update this analysis with a external supporter.

Criterion 2 - Impact

Score: **2.00** (Threshold: 3 / 4.00 , Weight: -)

Scale up potential : Does the innovation have scale up potential, including the potential to develop new markets and impact on the growth of the company? Are the associated financial needs well assessed and realistic?

The proposal defends the claimed robust position of the applicant for scale up by relying on the received LoIs with respect to the suggested service, the established partnerships with equipment and component suppliers for the manufacturing of the air purifying devices, the foreseen in-house manufacturing of the devices and the competent team of the applicant. It is assessed that those arguments are not sufficient to convince about the existence of big scale up potential held by the service proposed. Although these arguments are necessary for any business wishing to scale-up they do not support that the proposed service is set for scale. In addition, it is assessed that the proposed service mostly lies within the traditional advertising services market and being such, it does not develop any new market. The budget presented until the anticipated break-even point is rationally set and realistic.

The innovation has a great scale up potential; it will have a great impact on the growth of the company. The innovation has the opportunity to introduce a solution that may importantly improve the monitoring of pollution, thus offering great added value to different stakeholders, such as citizens, administrations, scientists and other companies involved in the preservation of the environment. The targeted market sufficiently well described and the potential relationship between the market demand and the innovation is robust. The business idea is convincing because of its relevant contributions compared to the existing solutions. The revenues will be generated by the companies (brands) through the sale of DOOH advertising space where each screen will run a minimum of 16 hours/day and 26 days/month or a minimum of 416 hours/month, with basic rates beginning at 0.025 Euro/10 second clip (minimum). But also this unit (DOOH technology on which are running advertisements) feeds real-time air quality data and statistics into the cloud which the brands and advertisers can use to monitor the impact of their campaigns on air quality. This option sounds very interesting not only to achieve their positive reputation for sustainability by raising awareness and engaging audience while investing in air quality without additional expenses and clean environment, but also to meet compliance requirements to combat pollution and enhance air quality. The timeline is reasonable in function to the current maturity of the innovation. Financial needs seem to be realistic and in line with the objective of the investments /project (2.5mio € of blended finance through the EIC Grant for the activities TRL 5-8; and 1.3mio € through the EIC Equity investment to cover the equity amount and the TRL9 activities foreseen in the work plan).

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1) The scale up plan is very good and credile. The organization will use the knowledge obtained with the pilots plants already installed and improve based on the needs identified.
2) Forecasted sales are relevant to the market and the organization. The new markets have a serious approach, with good justifications.

Broader impact : Will the innovation, if successfully commercialised achieve positive broader societal, economic, environmental or climate impacts? Additional Consideration for EIC Accelerator Challenges ONLY : Does the proposed application have the potential to contribute to the expected outcomes and impacts set out in the Challenge?

It is assessed that even in case the applicant achieves the forecasted device placements until 2030, still the impact with respect to the reduction of the need of social distancing would be low. 3125 air purification units anticipated to have been placed until 2030, either indoors or outdoors, would bring minimal quantities of clean air at a global level given the limited space-covering range of any standalone air purification device. Reduction of the need for social distancing is the major outcome that demands high impact level brought up by any project addressing the "Aerosol and surface decontamination for pandemic management" EIC challenge. It is further assessed that the forecasted growth would generally bring low contribution levels with respect to the society wellbeing and the environment while would only bring positive economic results to the applicant.

The proposal represents an important contribution in the framework of the EU roadmap for sustainability, reducing the environmental footprint and promoting a better indoor and outdoor atmosphere but also to make a significant impact on public health. Broader impact is comprehensively described: health/ social, economic, environmental, economical impact is addressed in a credible way. The proposal has applied in the Challenge „Aerosol and surface decontamination for pandemic management" and the proposal objectives are contributing well to the specific objectives of this Challenge. Namely, in the context of the challenge, the solution addresses the critical issue of air quality in closed spaces, which is especially relevant during pandemic emergencies. By offering a system that combines air monitoring and purification, the solution is enabling social interaction in indoor environments without compromising safety. This will be achieved by the following components: continuous indoor environment and air quality monitoring (parameters such as viruses, bacteria, volatile organic compounds, various gases such as NO_2, O_3, SO_2, CO, NO, and tracking temperature and humidity levels) and air remediation and purification system equipped with pre-filters aiming to removing gases, viruses, bacteria, suspended dust particles, and other harmful emissions, creating a cleaner and healthier indoor environment. The third component which is revenue generation through advertising is not directly contributing to the objectives of this challenge but can also have an added value, given that there is a possibility to the advertisers to monitor the impact of their campaigns on air quality, creating a unique synergy between advertising and air purification.

The air contamination is a reality of several EU countries as people that died every year as a consequence of this. The solution will reduce air contamination in several of its constituents, including the biological ones. Positive impacts on issues related to impact such as social, economic, environmental or climate impacts.

Market fit and competitor analysis : Has the potential market for the innovation been adequately assessed, including conditions and growth rates? Has a competitive analysis been thoroughly performed, including identification of potential customers and relevant types of users, including women and men, definition of unique selling points and key differentiation from competitors?

Information provided to defend the TAM composed by the markets targeted with the proposed service is adequate and includes valid justification regarding the size and the respective growth rates. The SAM and SOM however are defined without any description and explanation of clear assumptions. The competition is analysed versus a representative sample of competitive entities however no robust unique selling point of the proposed service is identified within the analysis presented. Entities serving as the potential clients for the service are clearly defined.

The provided SWOT analysis is relevant and convincing with very specific aspects and it is clear the company is aware and realistically analyses the environment. Competitors analysis is extremely well elaborated and it is clear the differentiation and advantages of the solution. Customers segments are also very well identified. There is a clear exploitation strategy with clear objectives and specific activities, very relevant to successfully achieve growth.

A) The potential market was assessed with relevant conclusions as for example:
1) TheTotal Available Market for air purification and DOOH is €20 billion (growing ata CAGR of 10.6%) and €52 billion (growing ata CAGR of 13.2%) by 2030, respectively.
2) For the Serviceable Available Market, weexpect to capturearound 2% of theTotal Available Market.
3) Based on our financial estimates, our Serviceable Obtainableis expected to reach at least €750 million by 2030.
4) the price of publicity on the solution is about 40 000 € / year
5) The company forecasts to reach at least €750 million by 2030.

B) Competitors were positively identified and compared with the solution.
The solution has several benefits:
1) a lower cost when compared to other solutions;
2) it is reliable once it is based on the previous pilots that are in test with good results;
3) It can be used indoors and outdoors (and several of the other solutions are just to be used indoors or outdoors);
4) promotes air quality improvement, including biological potential contamination among other physico-chemical relevant parameters;
5) it is a compact solution easy to install;
6) Contributes to the UN Development Sustainable Goals related with the air contamination, climate change, sustainable cities, health improvement of the population or/and ilness prevention;
7) contributes to minimize locally on the space where it is installed, the
8) use of the bestavailablesensors and analysis tech, together with designs
improved for modularity of filtration, theefficiency of filtration,and efficiency of maintenance
C)
Customers are very well identified, as for example: smart cities, hotels, shopping malls, healthcarecenters,etc.

Commercialisation strategy : Is there a convincing and well thought-through strategy for commercialisation, including regulatory approvals /compliance needed, time to market/deployment, and business and revenue model?

The commercialization strategy presented follows a rationale that is convincing and includes pilot implementations, so that customer feedback could be considered, alongside with technical development, proper marketing activities and a plausible time to market. Regulative aspects are properly addressed. The business and revenue models to be followed are the same with the ones that are widely applied in the advertising industry. To this end the applicant falsely claims that advertised brands are given the opportunity to use the service within their existing budgets for advertisement. This is because when a brand buys the service directly from the applicant, the payment comes on top of the payments to providers of other advertisement means used. When on the other hand a brand is advertised in the inventory of an applicant's partner (e,g, a property manager), then again a brand is going to pay (on top of other advertisement means bought) the price that the applicant's partner sets for the inventory sold to the brand.

The applicant has used the vast global air quality management market driven by public health concerns and environmental sustainability and its Go-To-Market strategy is clear, relevant and thorough. The marketing approach is well demonstrated and relevant for the type of the potential customers and the solution will be offered to be sold directly to Public and Private properties and Advertisers under B2B business model in two specific areas, Air Monitoring and Purification Systems and Advertising Space. This commercialization strategy is further specified and very convincing and applicable. There is already a proof of market traction, the model has been validated with a network of customers and distribution partners (it is provided how, with specifically named customers).

The marketing strategy is logical, and presented and justified. They intend to enter the market on 2025.
here is a pertinent plan to be implemented and for that there some phases :
1) Phase 1 (2023-2026): plan to produce 100 pilot units and validate them with Customers readily available in Bucharest, Romania.
After gaining additional insight and successfully validating more product features, we aim to launch The Airvolt Network of AMPS in Romania(Bucharest), Poland (Krakow & Warsaw), Bulgaria (Sofia) & Greece (Athens)
2)
Phase 2 (2026-2028): During the EU expansion phase based on increased visibility and gaining traction, Airvolt AMPS Networks will be launched into the rest of Europe covering all major economies. Airvolt' will target Germany, Italy, Spain, France and aim to ensure its presence across Eastern, Central and Southern Europe.
5)
Phase 3 (2029 and beyond): During the Global Expansion phase Airvolt will target Northern Europe and US markets while also covering the UK & the Nordic Countries.

Key partners : Have the key partners required to develop and commercialise the innovation been identified and engaged, including their roles /competences and a sufficient level of commitment and incentivisation?

The applicant presents a complete and convincing supply chain including partners that are assessed to be sufficiently engaged. Key partners with respect to implementation of piloting activity foreseen to take place are already identified and are assessed to also be sufficiently engaged.

Key partners of the company are clearly defined and well structured as types (customer, potential customer or partner) and as component suppliers, software partners, mechanical structure suppliers, testing & certification partners, with well explained roles. The company is also seeking forms of Joint Ventures or close partnerships in Europe, US and Asia. Letters of intents are attached, all including a clear commitment. Key partners are included also as one of the key components of the business plan strategy.

The partners considered are private and public property managers as for example: smart cities, hotels, shopping malls, health carecenters,etc. The instalation is free of charge, as the payment is done with the publicity from these partners at the solution which will contribute to a positive image of the partner that makes the publicity, as it can be seen as one that is providing to the visitants a better air quality - and in consequence preventing ilness among the visitors of the space that uses the solution. The information on the equipment is also informing all not just on the organization that paid the publicity, but the monitorization of the air quality. There are several letters of intention from the partners confirming their interest.

Criterion 3 - Level of risk, implementation, and need for Union support

Score: **2.00** (Threshold: 3 / 4.00 , Weight: -)

Team : Does the team have the capability and motivation to implement the innovation proposal and bring it to the market? Is there a plan to acquire any critical competencies which are currently missing, including adequate representation of women and men?

The core team of the applicant is composed by sufficiently experienced members that are assessed to be enough motivated to pursue the success of the project and the market uptake of the proposed service. The proposal contains a convincing and gender-balanced recruitment plan that includes clear definitions of the specialties needed and incentives for dedication.

The team comprises Technical Officers specialized in Manufacturing, Materials, Mechanical, Energy, Process & Software Engineering, supported by experienced practitioners with extensive experience in business development and project management. This is justified with attached CVs. Together with the founders this team has certainly not only competence and experience, but also a motivation and a commitment to the project, with god retention strategy, gender balance and strategy, governance and Employee Stock Ownership Plan to be effective in 2025. The applicant also underlines the need for other critical competences and explains very clearly the ratio behind such necessity. The employment projections have been calculated in coordination with the commercialization strategy.

There is a team with some women who are part of the group of Directors (in total 5) but they have a plan focused on achieving the equality of gender.Overall, the team presented has very good skills for this project, which are explained in the CVs.
However, for other identified required skills, there is a plan to acquire additional employees.
The project will help promote employability very positively (By 2030 - new 69 employees)

Milestones : Is there a clear implementation plan with defined milestones, work packages and deliverables, together with realistic resources and timings?

The implementation plan presented for the project is analysed well and contains the setting of milestones that make sense and permit for effective monitoring of the project's progress. Resources employed and timelines set are both realistic. Work packages foreseen compose a valid project's workflow while proper deliverables have been set.

The implementation plan is thorough, logical, with adequately planned work packages, clear and elaborated tasks. Milestones and the timeline is also realistic, and the deliverables are clear and measurable. The reasources needed are clearly identified and seem realistic.

The project is to implement in 24 months.
They planned 6 realistic WPs : WP1 - Optimization, WP2 - Manufacturing, Installation & Maintenance; WP 3 - Validation; WP4 - Business Development & IP Strategy; WP 5 - Project Management (Achieving TRL8) ; WP6 - Market Deployment (achieving TRL9) .
The tasks included per WP, are pertinent and clearly linked with the main objectives of the project.
The WPs , resources and timings are logical.

Risk level of the investment : Does the nature and level of risk of the investment in your innovation mean that European market actors are unwilling to commit the full amount alone? Is there evidence that market actors would be willing to invest, either alongside the EIC or at a later stage?
Note: Small mid-caps will be expected to provide documentary evidence that their bank has refused the financing needed for the project

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It is assessed that the proposed service involves such high risk so that an investing entity would not burden it alone. On the other hand, the proposal does not bring any evidence that such investing entities would invest alongside EIC or at a later stage. No established contacts with such entities are described in the proposal and this is considered as a major shortcoming of the proposal because it is assessed that the proposed project will need further financing to perform better than forecasted and create impact of high level.

It is evident the company is not investment ready for the market, and with TRL5, the company is now planning further development which consist technological development up to TRL8 and market activities to the full potential. Therefore, the company is requesting EIC grant of 2.5mio €, coupled with equity amounting to 1.3mio €. This can be possible and it is well justified, with well experienced and competent team, well structured work plan and already existent and committed investors and customers / potential customers and partners. Namely, the business model has been successfully validated with a network of customers and distribution partners, which can be proven with the letters of intent showing great commitments. Therefore, the funding will enable the company to scale up operations, reach breakeven, and meet the market demand for their technology. It is also foreseen that additional investment might be provided to support future developments beyond EIC funding, through the work package relevant activities the company will be actively involved to prepare the investor package, and it seems already several investors have expressed willingness of support.

There is evidence that the applicant has planned activities that will be financing through contributions from existing and new equity investors. A seed round of investment is also in the works to align with the EIC equity request.

Risk mitigation : Have the main risks (e.g. technological, market, financial, regulatory) been identified, together with measures to take to mitigate them?

The applicant is aware of the most critical risks faced within the venture. For those risks, convincing mitigation actions are described in the proposal. Risks, consequences of those risks and mitigation actions described cover technical development, market, and financial aspects.

There are identified relevant key risks (technological, market, financial and commercial) which are very specific, with realistic likelihood and effect, and well demonstrated and relevant mitigation strategies possible to be applied within the team.

There are several main risks estimated based on the first hazards identified, as for example in relation to the market, commercial, financial, technological.
The risk is evaluated and includes the action plan. Overall this is a very good approach.

Scope of the application

Based on the information provided, this application is:
'in scope' because it corresponds, wholly or in part, to the topic description against which it has been submitted

Comments (in case the proposal is out of scope)
Not provided

Use of human embryonic stem cells (hESC)

Does this proposal involve the use of hESC?
No

If YES, please state whether the use of hESC is, or is not, in your opinion, necessary to achieve the scientific objectives of the proposal and the reasons why. Alternatively, please state if it cannot be assessed whether the use of hESC is necessary or not, because of a lack of information.

Not provided

Use of human embryos

Does this proposal involve the use of human embryos?

No

If YES, please explain how the human embryos will be used in the project.

Not provided

Activities excluded from funding

Activities that :
- aim at human cloning for reproductive purposes, or
- intend to modify the genetic heritage of human beings which could make such changes heritable (with the exception of research relating to cancer treatment of the gonads, which may be financed), or
- intend to create human embryos solely for the purpose of research or for the purpose of stem cell procurement, including by means of somatic cell nuclear transfer, or
- lead to the destruction of human embryos (for example, for obtaining stem cells)

are excluded from funding. Does the proposal include any of these activities?

No

If YES, please explain.

Not provided

Do no significant harm principle

Status: **Yes**

If Partially/No/Cannot be assessed please explain

Not provided

Exclusive focus on civil applications

Do the activities proposed have an exclusive focus on civil applications (activities intended to be used in military application or aims to serve military purposes cannot be funded)?

Yes

If NO, please explain.

The activities proposed are not focus on civil applications.

Artificial Intelligence

Do the activities proposed involve the use and/or development of AI-based systems and/or techniques?

Yes

If YES, the technical robustness of the proposed system must be evaluated under the appropriate criterion.

The proposal suggests the development of AI--based algorithms but the relevant explanations provided do not correspond to the development of an AI system. Thus any technocal robustness of an AI system is not justified.

AI based algorithm will be developed in Work package 1 (Task 1.1 Optimization of Air Quality Monitoring System). This task includes the description of the environment, data sources to be used and methods, and seems substantial (it is foreseen to choose "the best combination of sensors to employ sensing-as-a-service solutions for hyperlocal air quality monitoring, as well as adjacent data sources, from the likes of Airly & Airthings, Sensirion and Terabee who provide complete hardware & software integrated sensing systems. The real-time data available from these sensor combinations will be fed into the algorithm to help understand, monitor and quantify the improved air quality while utilizing the advertising spends by companies".)

It is not included the activities proposed tasks related

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