





Welcome to CleanSpace™

Drayson Technologies working with King's College ERG

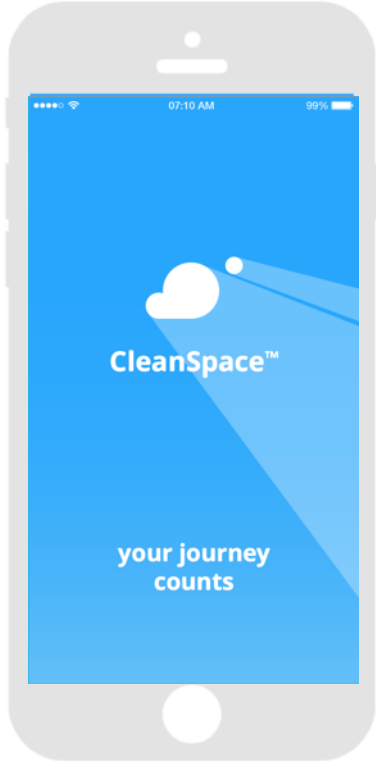
Lord Drayson PhD FREng
Chairman & CEO
Drayson Technologies Ltd

CleanSpace™

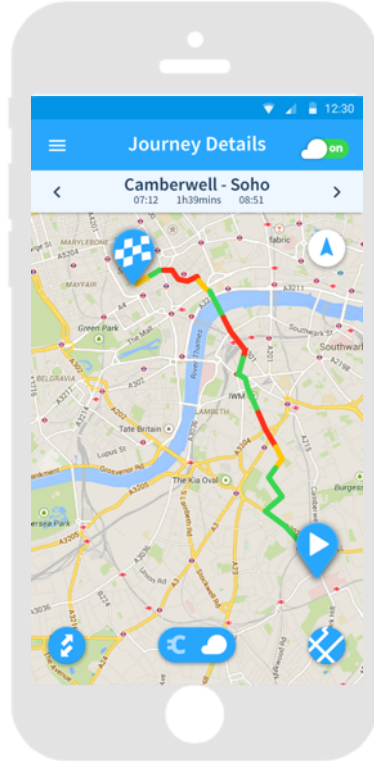
Providing members with actionable air quality data, enabling people to understand the air quality around them & choose routes based on this.

The app will track their 'clean air' miles when walking, running, cycling, or using electric or hybrid vehicles, & will then reward them for making clean choices.

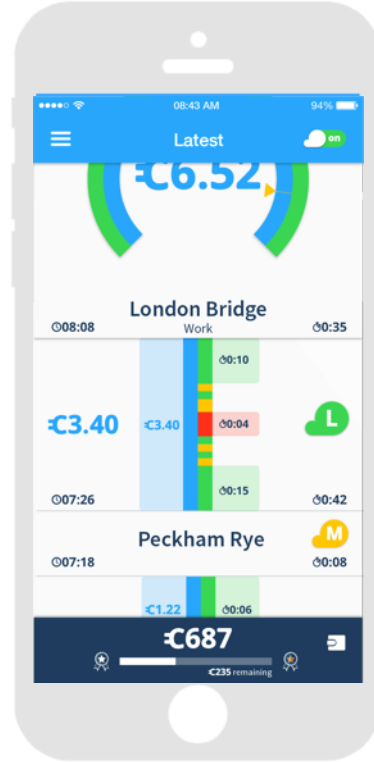




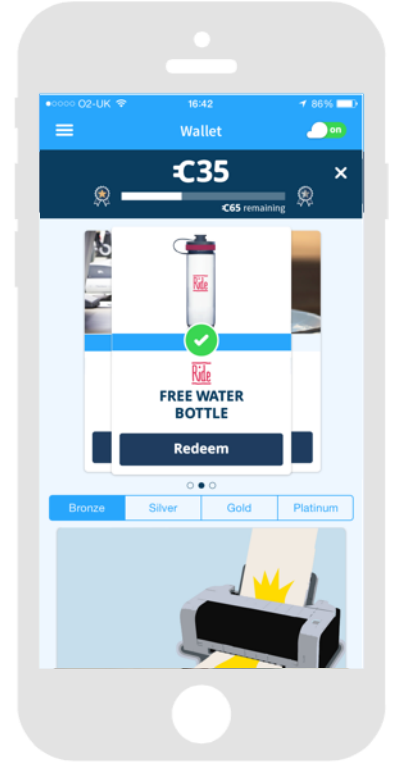
Download the app



Travel Clean



Collect Clean Miles

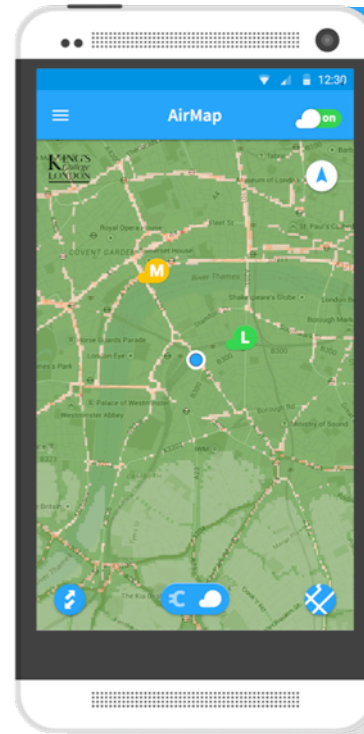


Earn Rewards

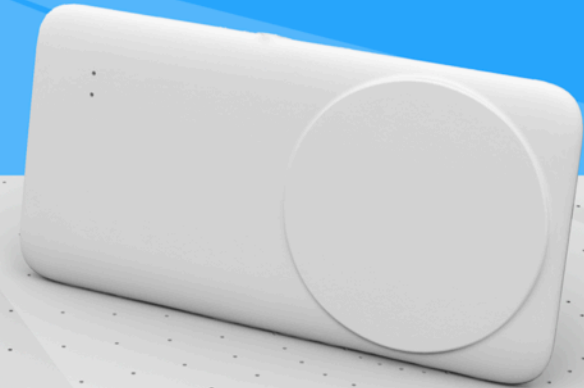
AirMap & AirTag

Air quality data from sensors placed around London is interpreted by the Environmental Research Group at King's College, London University & fed into CleanSpace™

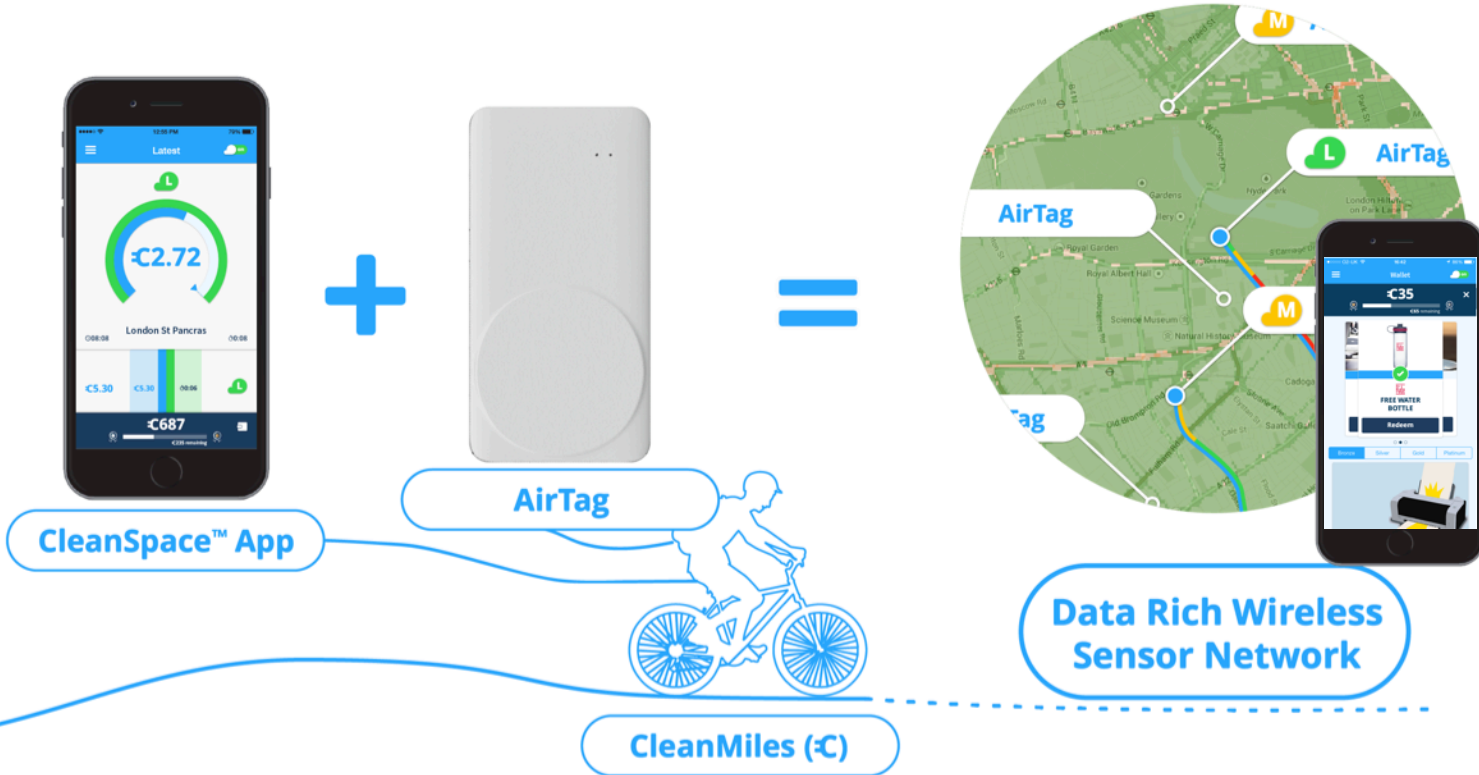
AirTag personal air quality sensors will be introduced from September 2015 to widen this network & create even more accurate data in future



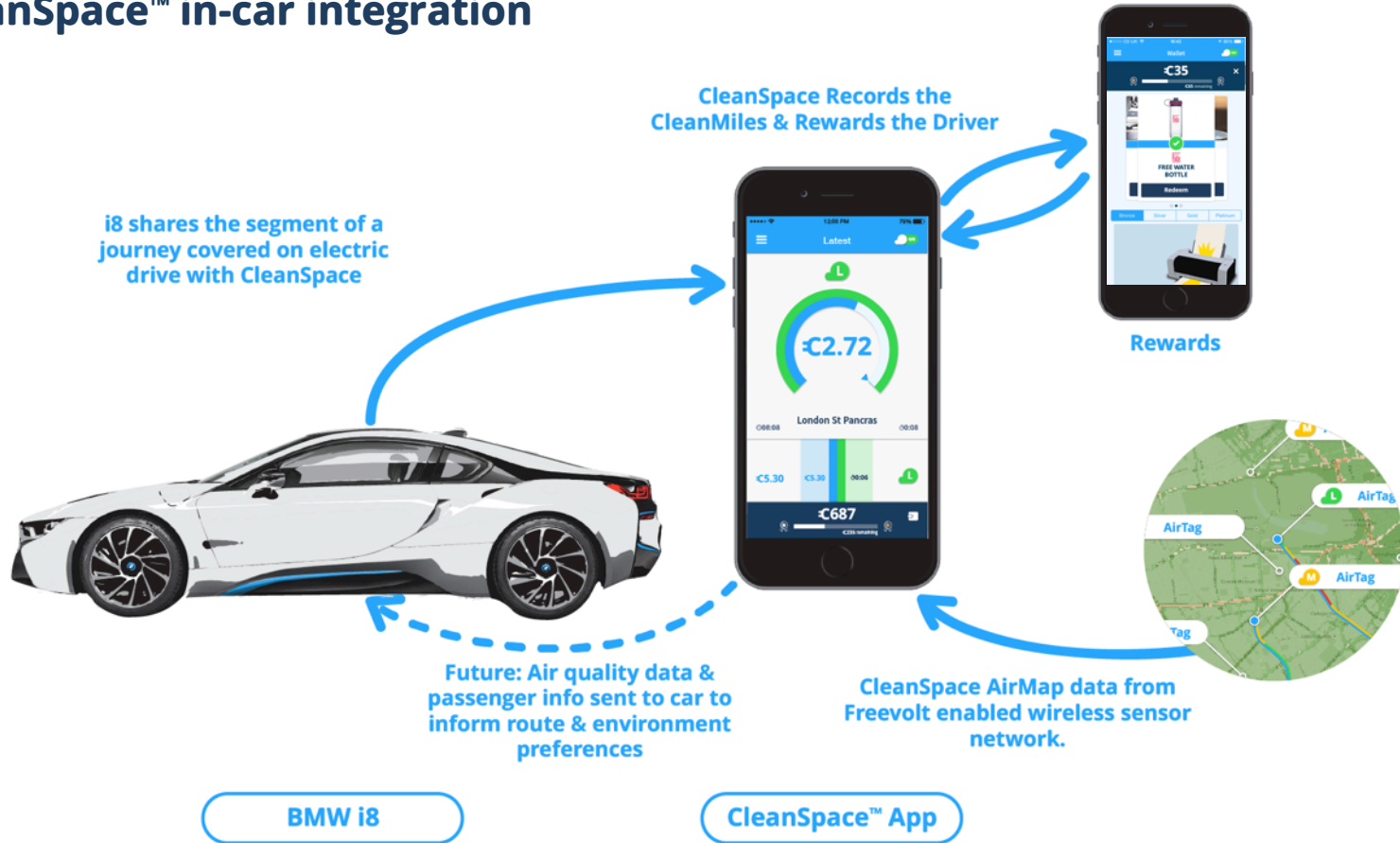
AirTag™



CleanSpace™ Network Architecture



CleanSpace™ in-car integration





Target Audiences

This isn't just a journey...
it's 'me' time

Commuters
with
smartphones

Eco
Conscious

This isn't just a journey...
it's an ethical choice

When it comes to clean air, every journey counts
(and together we make a difference)

Journey
quantifiers

Family
guys

This isn't just a journey...
it's a measurable exercise

This isn't just a journey...
it's my kids' future

Key Headlines from Consumer Research

Air Quality

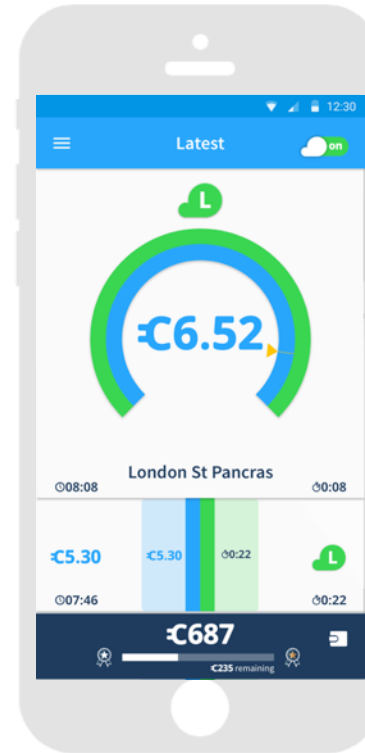
- Identified as a real problem affecting the lives of Londoners ('you can see it, taste it, feel it')
- We are on the cusp of change – 'Toxic air quality in London' - front page of Evening Standard recently

CleanSpace™

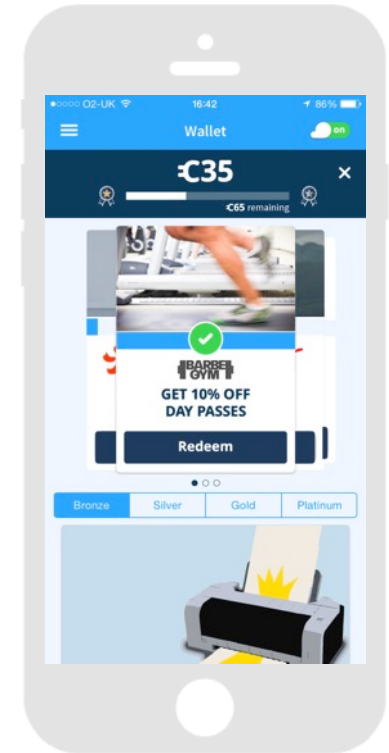
- Immediately interested in being able to access, at a glance, what the air quality is like, because it enables them to make better choices about their (and their family's) health
- Encouraged by a collective movement for change by rewarding people for travelling more cleanly

CleanSpace™ Partners

- Need to be authentic – they have to demonstrate their commitment to reducing carbon too – i.e. company schemes, employee schemes, promoting cleaner choices.
- The ideal reward scheme will connect clearly to the overall idea – health, travel, on my journey etc



Milestone cards



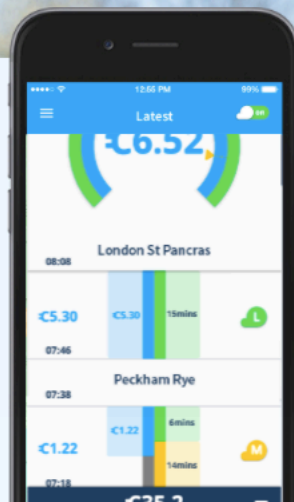
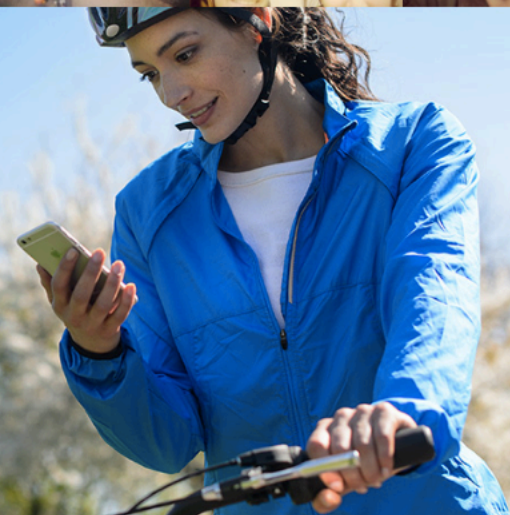
Offers (active and used)



Join the CleanSpace movement and help improve the quality of the air you and your fellow Londoners breathe.



Pre-Register



Your journeys

The app will automatically track every clean journey you make, no matter how big or small, and calculate exactly how many CleanMiles you've earned.

A woman with dark hair tied back is running on a grassy hill. She is wearing a bright blue zip-up jacket over a white top and black leggings with blue side stripes. She is holding a smartphone in her right hand. The background shows a city skyline under a clear blue sky, with trees in the foreground. The text 'Join the movement now at our.clean.space' is overlaid in white on the image.

**Join the movement now
at
our.clean.space**