Air4U · Air & Environment

Air4U

Country: ?? Colombia · Bogota **Category:** Air & Environment **CT Taxonomy:** CT-IN-001 — Industrial Energy Efficiency & Monitoring **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** 5.0 **Website:** https://air4u.co/ **Funded:** True (50000.0)

Elevator Pitch

We're a airtech startup focused in develop technology to tracking, controlling and improving your indoor air quality with nanotechnologies and AI solutions.

Climate Problem

Indoor air pollution. As well we know about outdoor pollution and the consequences of these problem but WHO and Passport Euromonitor mention about indoor air could be 10 times more polluted than outdoor air with a high impact in our health

Solution

We offer a complete solution that allow to identify how is your indoor air quality in real time and if the system detect pollution you can use our hybrid air purifiers (With controlled ozone and nanofiber filters technology) to remove all pollutants.

Revenue Model

Selling and renting of our solutions (Indoor air quality tracking system and domestic/industrial air purifiers with ozone and nanofibers filters)

Target Market

B2C (families w/ children & singles) + B2B (hospital cleaning, medicinal cannabis, car dealers, hotels, pharma & food cos). Global IAQ market: $5.44B (2025) to $11.84B by 2035 (CAGR 8.09%).

Social Impact

Women, LGBTQI+ People

Demand Evidence

Bogotá’s PM2.5 often exceeds WHO limits 3x, causing ~1,500 deaths/year & respiratory issues in children/hospitals. LatAm IAQ market (CAGR 6%+) and health awareness drive demand in our B2C families & B2B (pharma, food, hotels).

Competitors

Global competitors: IQAir, Airthings, Awair (consumer IAQ) and Honeywell. In Colombia/LatAm: emerging market with mostly imports and basic government monitors. No known local connections yet.

Founder Expertise

Miguel (CEO): Strategy & Innovation (ex-FEMSA). Robinson: 35+ yrs in electronics manufacturing. Team includes air quality/HVAC Mech. Engineer, pharma expert & Paula (branding).

External Support

Emprende + Program - Universidad Externado de Colombia Next Generation City Action - Denmark Technical University (DTU) AIT Colombia Startups - ICETEX & St Gallen University (Switzerland) Miami Immersion Program - Manatech (USA) Angel Investor

Team

Miguel leads strategy, administration and finance. Robinson handles product development and manufacturing of purifiers. Sebastian specializes in air quality & HVAC solutions. Lisimaco is expert manages sales and Paula leads branding concept and design.

Founder

Miguel Rozo

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