

# Atmos



Presented by Lior  
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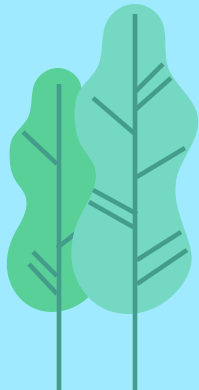
# What Percent of Air Pollution was from Corporations in 2024?

A) 20%

B) 45%

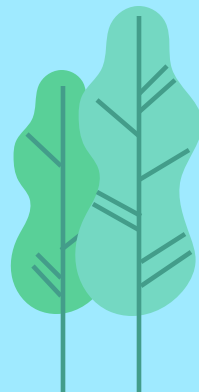
C) 60%

D) 75%



# What Percent of Annual Air Pollution was from Corporations?

**D) 75%\***



# Air Pollution in Numbers

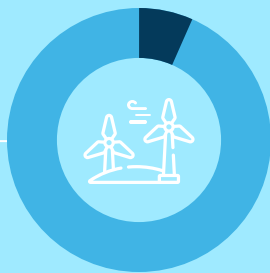


75% of air pollution is emitted by corporations



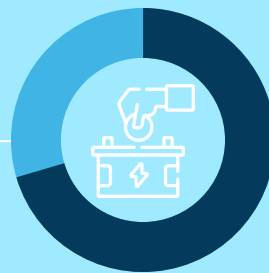
75%\*

6% of GWP



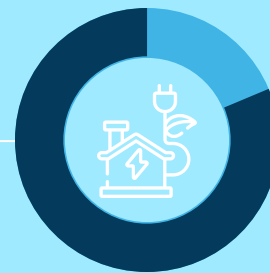
Air pollution induced losses equivalent to USD\$8.1 Trillion\*

Consumers favour Eco-conscious brands



~71%\*

75-80%\*



Energy, Agriculture, and Manufacturing are the dominant sectors for global greenhouse gas

\*(US EPA, OAR, 2019)

\*(Wang et al., 2024)

\*(Jain and Hagenbeek, 2022)

\*(U.S. EPA, 2024)

# Problem Statement

Air pollution is a major environmental and health concern in Australia and around the globe because it causes severe terminal diseases, affects vulnerable communities in risk-prone areas and harms the environment.

## The Solution:

- Real-time data that's easy to access and understand
- Public awareness of Corporate impact
- tools that link daily actions to Avoid pollution in a meaningful way

# Our Mission

Atmos is a application that measures and ranks businesses by their carbon footprint and air pollution. It provides public scores to help consumers make informed, eco-friendly choices and encourages companies to improve their environmental impact.





## OUR TEAM

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**Lior Nagawkar**

•••

Lead Developer and Strategist



**Ray Taouk**

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Lead Graphics Designer





## OUR TEAM



**Ishan Kumar**

...

Marketing Specialist,  
Lead Presenter



**Harshil Kakkar**

...

Lead Strategist and  
Developer



**Rayan Sharma**

...

Chief Visionary



01

• • •  
Lower Air Pollution

02

• • •  
Build Your Brand  
Reputation

03

• • •  
Save the planet

# 01

...  
**Lowering Air  
Pollution**





# How does Atmos Lower Air pollution?

## Incentivises:

- Switching to renewable energy
- Improving supply chain efficiency
- Reducing waste and transportation emissions
- Optimising heating, cooling, and logistics



# 02

• • •  
**Build Your Brand  
Reputation**



# What Atmos shows about your business



03



Save The Planet





# Just a 10% Reduction in Emissions Would:



**USD\$810 Billion**

...

In annual Savings  
(Wang et al., 2024)



**~700,000 Lives Saved**

...

Millions fewer sick.  
(WHO, 2016)

**Reverses Climate Change**

...

Reverses effects; better  
ecosystem resilience



**1.8 Years**

...

Increase in Global Life  
Expectancy. (SoGA, 2019)

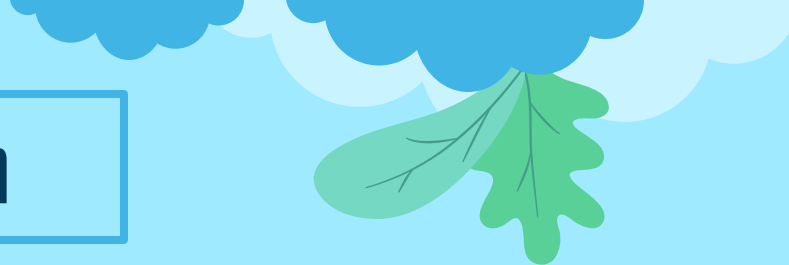
# 04

...

## Project Development



# Prompts and Initial Design



**Target users & Roles:**

- Who are the primary users (factory managers, environmental officers, data analyst)?
- Answer - Factory and agricultural businesses.
- Will users need the app to be across multiple platforms?
- Answer - Yes, users will need to log in to use a Smartphone, Tablets, Web visualization, writing pollution reports.
- Do you need different access levels (Admin, Manager, User)?
- Answer - Yes, as each administrator access from the backend developers of the app and client side levels of what, and one level for visitors to check the information.

**Core Information & Messaging:**

- What specific air pollution metrics do you want to track?
- Answer - Realtime based metrics (PM2.5, PM10, SO2, etc...)
- Will the data be manually entered or automatically collected from sensors/Weather?
- Answer - Combination of both, data comes from external source - Eg. API for air quality pollution data and then the sensor that the client side releases and manually checks off to track it for the user.
- How frequently will the data need to be updated?
- Answer - Hourly.

**Features & Functionality:**

- Do you need real-time monitoring capabilities?
- Answer - Yes, including alerting email alerts.
- Would you like to include reporting and analytics features?
- Answer - Yes, including data analysis, graphical displays and future air pollution and data visualization.
- Should the system send alerts when pollution levels exceed certain thresholds?
- Answer - Yes, definitely.
- Do you need visualization tools (charts) for the data?
- Answer - Yes, using external libraries like Plotly and Matplotlib.

**Timeline & Deliverables:**

- Are there specific governmental regulations or standards that need to be considered?
- Answer - Yes, including national, regional, local specific air quality and government regulations. Ethical considerations should also be included.
- Do you need to generate compliance reports for regulatory bodies?
- Answer - Yes for factories and governments.

**Integration Requirements:**

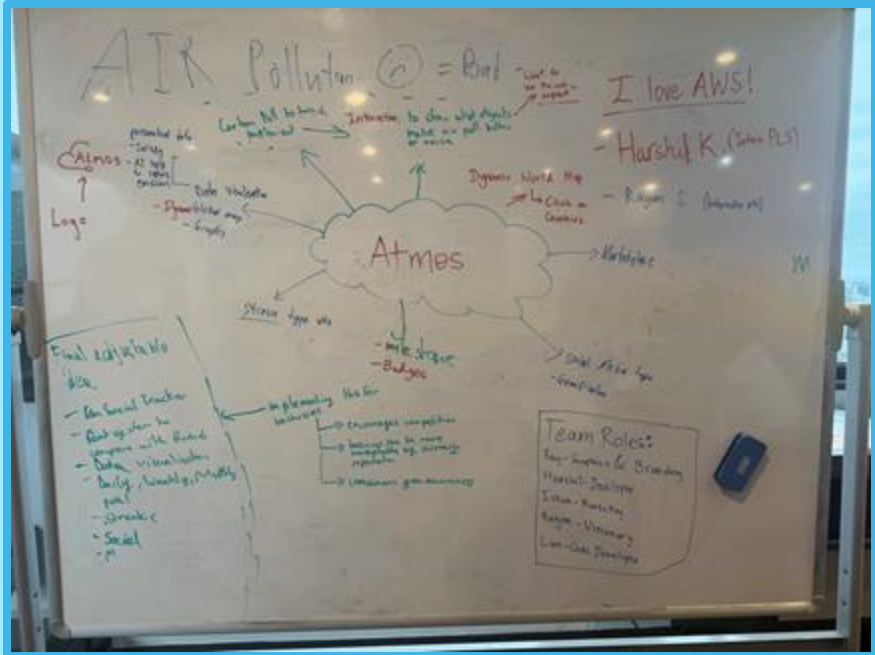
- Does the system need to integrate with existing factory management systems?
- Answer - No, not really.
- Will it need to connect with any external APIs or databases?
- Answer - Yes, including OpenWeather API and Factory management systems.

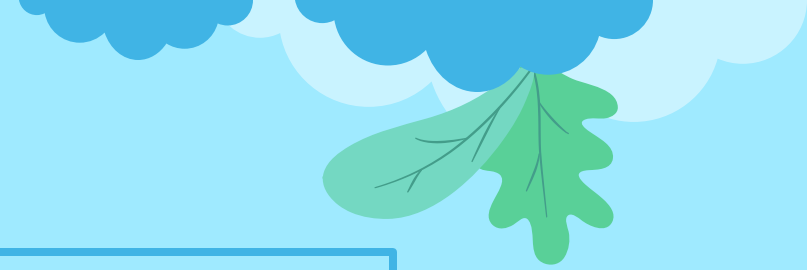
**Deployment Strategy:**

- Do you plan to deploy the app in a specific region or globally?
- Answer - Worldwide only.
- Do you need localization support?
- Answer - No.

**Further questions:**

- Feedback - The feedback has to work based off a group of things who specialized and discussed about each section and make them.
- Timeline/Deliverables - Create 10 major deliverables that are half done and half left.





# Project Timeline





# 05



## Social Media Presence





# Our Social Media Presence



## Instagram



## Facebook



## Twitter



## Colours



## Logo



# Area of Operations



## Australia

Current scope of operations



## East Asia (China)

Expansion to target Industrial Air Pollution



## North America (USA)

Multinational Corporations with large impact on environment





**Please Scan or go to:**

**[lior-atmos.vercel.app](https://lior-atmos.vercel.app)**





## Conclusion

In a world where air pollution silently shortens lives and harms our planet, Atmos offers a fresh, engaging way to make a difference one choice at a time.

By combining real-time emission tracking and social motivation, Atmos empowers everyday users to understand their impact and act on it. Whether it's reducing car trips, competing with friends in streaks, or simply being more aware, Atmos turns data into action.

Our mission isn't just to track pollution it's to inspire responsibility, spark behaviour change, and build a cleaner, healthier future together.

**Thank you. Let's breathe better with Atmos.**

