



**Dimer**<sup>™</sup>

Leaders In UVC  
Innovation

# Executive Summary

1

The UV robot market is expanding rapidly, projected to grow from \$341M in 2019 to more than \$5.6B by 2026

2

Existing market is fragmented with nearly identical product designs, and limited market penetration represents an opportunity to capture share across various sectors

3

Proprietary technology with 14 patents – issued in US, EU, Japan - ensure Dimer products are literally orders of magnitude faster and more germicidal than competitors

4

Channel partnerships with Honeywell Aerospace (Q2 2020), Medline (Q1 2021), and Honeywell HBT (Q1 2020) represent both market traction and significant forecastable revenue growth

5

Dimer is a price leader that maintains robust gross margin, with opportunities for long-term recurring revenue pre-installed in products (e.g., software reporting, field service plan, and active Disinfection as a Service partner)

6

Demand is long-term, regardless of COVID. Dimer solutions can provide financial ROI in all industries, from reducing HAI's in healthcare to decreasing cleaning expense

7

Early direct sales success includes niche areas that necessitate alternatives to chemicals - electronics manufacturing, luxury good fulfillment, etc.

8

Founders are premier experts in the UVC space; assembled team includes robust legal experience, ex-McKinsey & BCG talent, Forbes 30 under 30 advisory board

# Social & Economic Impact

## Annual US influenza toll<sup>1</sup>:

Preventable infections contribute to preventable deaths while carrying significant economic burden

Systemic issues that have always existed have been emphasized during COVID-19

Improvements in health and safety standards will offer consistent future value above and beyond pandemic relief

**\$10B**  
Lost Productivity

**\$25B**  
Direct & Indirect Costs

**400,000**  
Hospitalizations

**50,000**  
Deaths

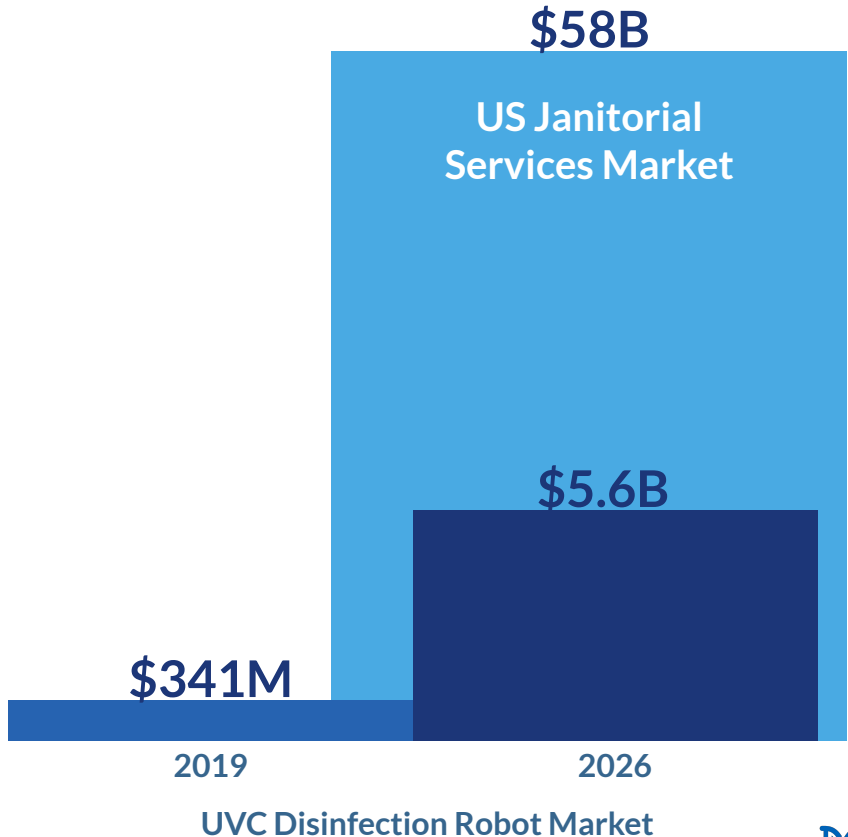
<sup>1</sup><https://www.cdc.gov/flu/about/burden/past-seasons.html>

# Market Opportunity

Dimer is positioned to capture market share within the existing UV disinfection market – Dimer is both a capability and price leader

The UVC disinfection robot market is projected to grow upwards of 33% CAGR from \$341M to \$5.6B by 2026<sup>2</sup>

Dimer, in conjunction with Honeywell, will help drive this expansion by deploying UVC in a multitude of new markets, including Janitorial Services



<sup>2</sup><https://www.verifiedmarketresearch.com/product/uv-c-disinfection-robots-market/>

# Dimer is Redefining Public Health Standards

Honeywell chose Dimer as their expert UVC partner, betting on our innovative technology to restore air-traveler confidence

After exceptional early traction, this partnership has been expanded to include all transportation markets



*Active, public pilots and partners include:*







TIME  
BEST  
INVENTIONS

2020

Honeywell

Dimer

*“As we look to add additional layers of protection by utilizing cutting-edge technology, we have identified the Honeywell UV Cabin System [formally Dimer’s GermFalcon] as a potential game changer”*

Joanna Geraghty  
President & COO JetBlue

# Introducing the UVHammer



Germicidal variable angle wing



Operator driven mobility

Dimer's patented designs offer **10x** faster, **500x** more effective disinfection at **a fraction of the cost** of traditional UV solutions



# A New Approach to UV Disinfection



## Effective

Capable of killing 99.99% of pathogens on all high touch surface – in any environment



## Safe

Impervious Shield ensures 0.00% operator exposure alongside onboard safety measures



## Simple

Easily implement into existing sanitation procedures with training taking < 4 hours



## Consistent

Mechanized UV Wing emits consistent germicidal dosages with realtime operator feedback



## Fast

Disinfect upwards of 12,000 sqft per hour with zero operational downtime



## Sustainable

Battery operated solution eliminates material waste associated with chemical use

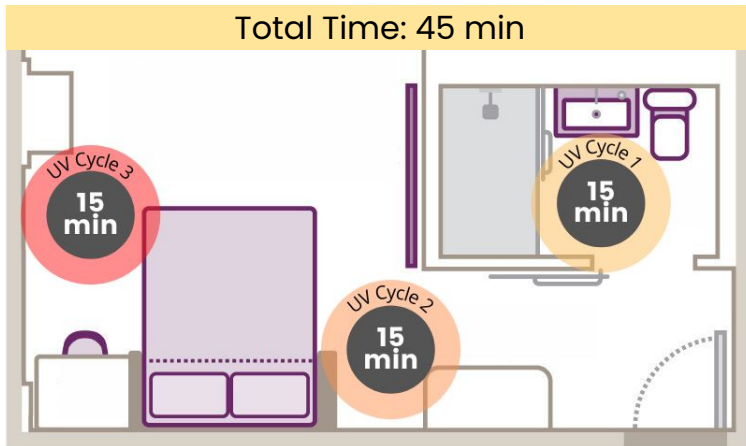




# A Faster, More Effective Solution

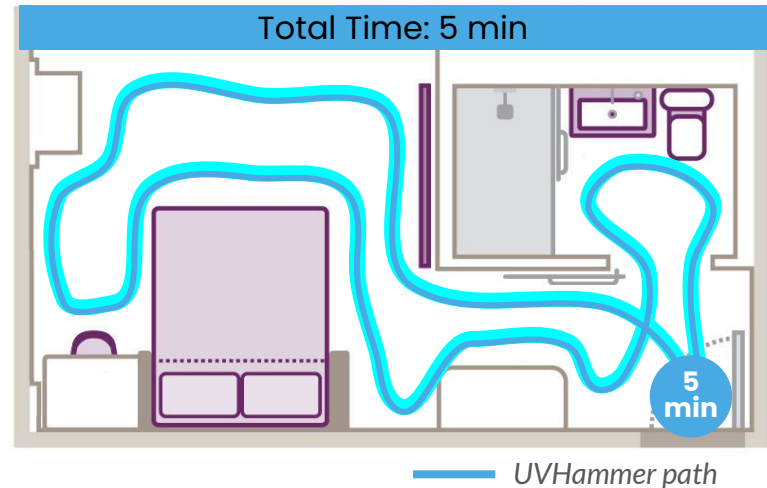
## Vertical Tower Model (the competition)

- Requires multiple cycles to deliver light to all necessary surfaces
- Cycles must be long to overcome limitations of distance on germicidal effectiveness



## UVHammer's Patented Mobile Design

- Operator rapidly targets each high touch surface
- Adjustable wing ensures optimal, parallel exposure at any height or room configuration



UVHammer allows 9x reduction in turnover time - deliver immediate efficiency value

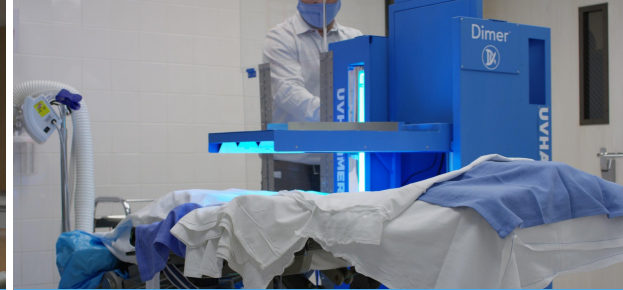
# Designed to Work Anywhere



Athletics



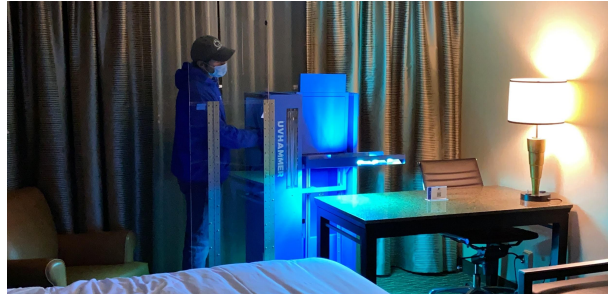
Commercial Real Estate



Medical



Industrial



Hospitality



Education

# Distinct Competitive Advantages

## Non-Dimer UVC Solution Features

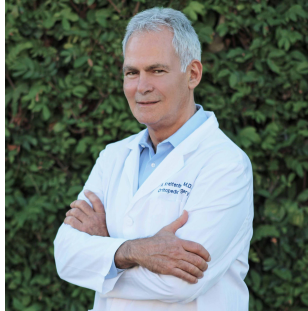
- Require multiple positions and/or units for proper disinfection
- Long cycle times (30+ min per 400 sf room)
- Shadows on critical areas caused by vertical lamp design inhibit disinfection
- No floor exposure invites risk of cross room contamination
- Short battery capabilities create long downtimes for charging
- Units with autonomous capabilities require frequent manual coding leading to difficult implementation

<b>UVC DISINFECTION LANDSCAPE</b>	 <b>Dimer UVHAMMER</b>	 <b>Diversey MoonBeam™3</b>	 <b>UVO ROBOTS</b>	 <b>Tru-D SmartUVC</b>	 <b>XENEX LIGHTSTRIKE</b>
<i>Operationally Mobile</i>	✓	✗	✓	✗	✗
<i>Proven Effective 254nm UVC</i>	✓	✓	✓	✓	✗
<i>Lamp Angle Variability</i>	✓	✓	✗	✗	✗
<i>Equally Effective on Horizontal &amp; Vertical Surfaces</i>	✓	✓	✗	✗	✗
<i>No Cycle Times</i>	✓	✗	✗	✗	✗
<i>Battery-Powered</i>	✓	✗	✓	✗	✗
<i>Prevents Cross Contamination (Wheels, Cord)</i>	✓	✗	✗	✗	✗

# Go-to-Market Plan

Direct Sales	Reseller Partnerships	IP Licensing
<p>Establish proof-of-concept by targeting best fit markets for early adoption</p> <p>Strong offering with competitive pricing and flexible leasing options</p>	<p>Leverage expansive sales networks and existing customer relationships to rapidly penetrate markets</p>	<p>Bypass barriers to entry into heavily regulated verticals</p> <p>Greater R&amp;D funding allows short product development cycle and rapid iteration</p>
Electronics Manufacturing	Medline	Honeywell Aerospace
Hospitality	Honeywell Building Technologies (HBT)	
	ProStar Energy	
	Brady Industries	

# The Dimer Team



**Dr. Arthur Kreitenberg**  
Co-founder, CTO



**Elliot M. Kreitenberg**  
Co-founder, President



**Saheb Sabharwal**  
Senior Advisor  
*Forbes 30 Under 30*  
*Techstars*  
Need-to-know Investor



**Rob Solomon**  
Senior Advisor  
*B2B growth expert, Founder Bulldog B2B*



**Connor Kraus**  
CCO  
*Ex-BCG*



**Carl Bernicker**  
COO  
*Ex-McKinsey*



**Daniel Rosenberg**  
SVP of Sales  
*Ex-LinkedIn*



**Max Solomon**  
VP of Marketing  
*Ex-TRG*



**Mitch Perkiel**  
Senior Advisor  
*Ret. Troutman Sanders*



# Additional Resources



Introducing  
UVHammer



Dimer: Canyon  
Wall Effect



Dimer  
Website



Signify x BU  
SARS-Cov-2  
Study



McKinsey  
Hospitality Report

Reach out with any questions  
[info@dimeruv.com](mailto:info@dimeruv.com)



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