

**"Unlock peak performance
through better breathing."**

Aerboost Nasal Strips

Founded by Devansh Bajaj



The Problem

- Athletes and individuals fail to reach their true potential due to lower oxygen intake than possible
- Everyday users suffer from poor energy, disrupted sleep, mild respiratory issues



My Solution:

- AerBoost Nasal Strips—eco-friendly, silicone-mounted strips for enhanced airflow
- Unique formula: recycled fabric + water-resistant + gentle adhesive
- No magnets or heavy non-athlete-friendly materials, which also provide all-day wearing benefits.



Product Highlights

Comfortable fit

The Aerboost nasal strips are designed with breathable fabric and elastic to ensure no irritation over long sessions

Enhanced Airflow

The AerBoost Nasal Strip helps to widen the nasal passages, allowing for improved airflow and oxygen delivery to your muscles, which can enhance performance and endurance.

Sustainability

The Aerboost nasal strip is made from recycled fabric and with minimal packaging



Technology & R&D



Tested

Backed by
prototype testing &
user feedback



RESEARCH

Premium materials:
silicone adhesive,
recycled
breathable layers



Physics

Simple moments
used for levers



Market Opportunities



Sports & fitness

Aerboost can be used by professional athletes/teams and enthusiasts



Health & Wellbeing

Health-conscious consumers and sleep-challenged





Market Opportunity:

- 50 million+ athletes and wellness enthusiasts in India
- better breathing solutions.
- The sports and wellness nasal strip market is projected to grow by 10%

Competitive Landscape:



Brand	Eco-Friendly	Comfort	Cost (INR)	Duration	Availability
Aerboost	Yes (rPET)	All-day	39/strip	8+ hrs	Online, Clubs
Breathe Right	No	Night	45/strip	6-8 hrs	Pharmacies
Generic Strip	No	Limited	20/strip	5-6 hrs	Limited

Financial projections:

Estimate: ₹20 per unit cost (materials, production, packaging).

If we sell 2,000 units at ₹39 in Year 1, projected revenue = ₹78,000 INR.

Major expenses: pilot manufacturing, digital marketing, and packaging.

