The Covid-19 crisis has highlighted the dramatic environmental impact and the supply & quality issues of the current surgical mask industry.

The Ariadne’s Thread project offers the first sustainable European alternative to disposable surgical masks for medical use through the industrial manufacture of trackable, washable and sterilizable fabric masks with EN14683 type II certification.

**1 Who are your clients?**
Mask user ≠ Mask customers
- Step 1 Healthcare institutions
- Step 2 Facility service companies
- Step 3 Pharmacies
- Step 4 Public strategic stocks

**2 How do you make money?**
By selling the mask through a yearly subscription contract.
The price includes two full weeks + 1 day of high consumption to cover weekly rotations for a year.

**3 What gives you credibility?**
- EN14683 certification type II
- Swissmedic accreditation
- Oeko-Tex certification
- Partnership with European industries

**“ The first sustainable alternative to disposable surgical mask accredited for medical purpose ”**

**TEAM MEMBERS**
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**Next steps**
1. What are you going to do in the next 6 months?
   - Mask prototyping
   - Laboratory tests (EN14683, washing, sterilization)
   - Trademark
   => MVP ready for January 2022

2. HR needed after the training
   - Advisors from medical & sustainability fields

3. What kind of support are you looking for?
   - Innosuisse Business development training
   - Advisors / coaching sessions
   - Funding