

# MASK ON



## A GLOBAL PANDEMIC

With death tolls passing a quarter million in May 2020, there is no doubt the COVID-19 pandemic has a terrible impact on the world. To tackle this, there is a need for cooperation across borders.

### THE PROBLEM

In the world wide caring for COVID-19 patients, protective equipment has rapidly become a scarce resource, leaving health care workers and patients at risk. With this being a substantial problem in the pandemic management, we took upon ourself to be part of the solution.

### DESIGNING THE SOLUTION

Following the recommendation of the World Health Organization (WHO), FFP2-certified particulate respirators is what health care workers who work with COVID-19 patients should wear. With the goal of supplying health care workers with the much needed masks, we realised that there were production capacity in factories around the world not utilized that could be used in the production of masks. The challenge? The organization of financial means.

COVID-19 is an infectious disease caused by a newly discovered coronavirus. Most people infected with COVID-19 will experience mild to moderate respiratory illness, but among elderly the disease can be fatal. The virus spreads primarily through droplets of saliva or discharge from the nose when an infected person coughs or sneezes, hence facial masks for health care workers is vital.  
*Information collected from the World Health Organisation*

## PROCESS



### 1. Funding

Large companies have the financial means to help, and often a desire to do just that (coming from genuine altruism or the wish for goodwill). However, establishing of new connections, takes time and the use of resources that shareholders might oppose. Problems involving information asymmetry could also pose an obstacle, where it isn't clear how the money comes to use. With companies facing several impediments that discourages potential donors from providing the help they wish.

This is where Mask On provide help; by removing the burden of finding producers, entry barriers are relieved and companies are enabled to donate life-saving equipment without incurring the delivery risks otherwise present.



### 3. Donations

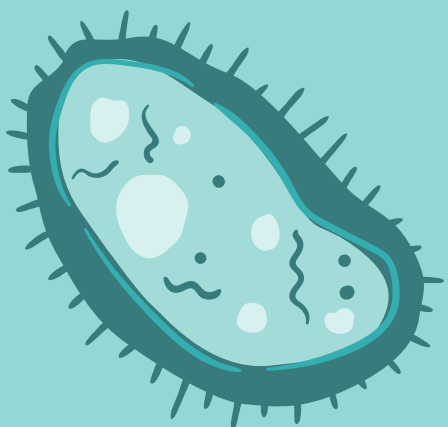
By connecting global actors, the donation of particulate respirators is enabled. Starting with Swedish hospitals, there are potential of future donations within other areas as well as further global collaborations. With current established contacts on the production side, promising available production levels of at least 500 000 masks, there are large possibilities.



### 2. Production

We found that there are several producers across the world that possess the resources and capabilities needed to produce FFP2-certified masks. Finding trustworthy buyers with capital from companies potentially on the other side of the world can, however, limit the actual amount of masks being produced as the local market is saturated.

With Mask On acting as a consistent intermediary, representing Swedish companies willing to donate masks, producers are guaranteed stable order volumes from a well known partner that incur the financial risk of companies not being able to pay invoices.



## Sustainable Development Goals

3 GOOD HEALTH AND WELL-BEING



By enabling financially strong actors the ability to donate protective masks, we help to ensure healthy lives and promote well-being for the people on the front-line of the battle against COVID-19.

8 DECENT WORK AND ECONOMIC GROWTH



Health care workers across the globe are being forced to work without proper equipment. By providing particulate respirators, we enable a healthy working environment.

17 PARTNERSHIPS FOR THE GOALS



By connecting financiers, producers, and receivers, we enable partnerships and foster unity such that everyone with the means can contribute to the world reverting to its ordinary state.



## FUTURE OF MASK ON

109 COMPANIES currently in talks with Mask On, potentially enabling donations of up to...

500K MASKS being delivered to hospitals across Sweden, amounting to a total contribution of...

15M SEK from private companies in an effort to protect our health-care workers.