

# Mistify AI

Mistify is a tech-driven company that delivers innovative Dust Suppression Solution for construction and industrial sites.

## About Mistify AI

At Mistify AI, we develop intelligent dust suppression technology to reduce harmful air pollution from construction and industrial sites. By combining mechanical systems, environmental sensors, and artificial intelligence, our solution adapts in real time to reduce particulate emissions such as PM2.5 and PM10. Founded in Oxfordshire, we identified a major gap in how construction dust is managed and set out to create a smarter, more sustainable solution. Our early prototypes have already shown promising results, achieving up to 84% emission reduction in testing.

## Challenges & Growth

Our main challenge has been progressing from early prototypes to a fully integrated, AI-driven system. This requires technical development, specialist expertise, and strong industry partnerships. Our ambition is to secure pre-seed funding to accelerate development and launch pilot projects, with a longer-term goal of scaling across the construction and infrastructure sectors to improve air quality and worker safety.

## Next steps

Over the next six months, we'll focus on advancing our technology and preparing for real-world deployment. We are working towards raising pre-seed investment to expand our engineering team and develop the next generation of prototypes. We also plan to launch pilot projects with construction partners to validate the system in live environments. It's an exciting stage, and we're confident Mistify AI can play a key role in creating cleaner, healthier urban environments.

## Support from Enterprise Oxfordshire Business

Enterprise Oxfordshire has provided valuable guidance during our early growth. Support from Ant Parsons helped us refine our business model, clarify our commercial strategy, and better structure our approach to scaling. The networking opportunities have also been instrumental, connecting us with other founders, experts, and potential partners. This has strengthened our understanding of the market and given us greater confidence as we prepare for our next stage of growth.



***Enterprise Oxfordshire has been incredibly valuable in the early stages of building Mistify. The guidance, mentorship, and networking opportunities have helped us refine our business model and connect with the right people as we develop our technology and prepare for growth.***

