

FROST & SULLIVAN

SOTER TECHNOLOGIES

2022
ENTREPRENEURIAL
COMPANY
OF THE
YEAR

NORTH AMERICAN
INDOOR ENVIRONMENT AND SOCIAL
MANAGEMENT INDUSTRY

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Soter Technologies excels in many of the criteria in the indoor environment and social management market.

AWARD CRITERIA	
<i>Entrepreneurial Innovation</i>	<i>Customer Impact</i>
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

A Rich History of Customer-Centric Development

Founded in 2014 and headquartered in Ronkonkoma, New York, United States (US), Soter Technologies (Soter) is a provider of indoor environment and social management solutions. The company has been at the forefront of indoor environment and social management solutions that enable companies to monitor workplaces, schools, and other built environments to enhance the sense of well-being and safety for employees and students.

Soter achieved its prominent status as a new industry player through the relentless pursuit of excellence. The company demonstrates a laser-like focus on helping companies detect and avert threats by taking a holistic approach to ensure safety and security via environmental sensing surveillance and anonymous reporting.

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**- Maksym Beznosiuk,
Best Practices Research Analyst**

By leveraging its environment and social management expertise and maintaining an excellent standing among its users across different verticals (e.g., schools, campuses, residential and office buildings), the company outpaces its competitors in the indoor environment and social management market.

“Soter’s key product is FlySense, a cutting-edge vape and bullying detector system that allows clients to quickly identify and detect volatile organic compounds (VOCs) that vape devices produce and bullying inside educational facilities.”

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Leading the Way in the Market

Today, various institutions across different verticals (e.g., retail, hospitality, healthcare, manufacturing, education, and real estate) seek solutions that could monitor and assess around-the-clock changes in in-built environments, such as indoor air quality and non-invasive noise monitoring.

Specifically, public institutions require real-time intelligent insights and alerts to ensure these environments remain safe and healthy for their

occupants. Such a situation is particularly important for teachers, school administrators, parents, and government leaders as millions of pupils vape, which causes adverse health impacts and threats to safety at educational facilities. At the same time, bullying among high school students is widespread and educational institutions seek tools to prevent it.

Soter’s key product is FlySense, a cutting-edge vape and bullying detector system that allows clients to quickly identify and detect volatile organic compounds (VOCs) that vape devices produce and bullying inside educational facilities. This solution provides the following benefits:

- **Efficiency.** FlySense device allows users to detect smoke, vaping, and noise disturbances that can suggest potential violence, such as fighting, verbal harassment, or bullying. Subsequently, the device sends immediate location-specific alert notifications via email or text message to the designated officials once the FlySense device’s sensors detect VOC signatures or decibel level changes caused by arguing or fighting. Soter’s devices also come with anti-tampering and security technology to ensure that school administrators maintain the safety and security of FlySense device sensors, protecting them from potential hacking attempts to access school computer data and systems.
- **Ease of use.** The company’s device receives firmware over-the-air remote updates and provides users with mobile access to a web portal, allowing them to quickly set up and make device adjustments regarding monitoring, scheduling subscribers, and customizing alert notifications. Also, school representatives can connect device sensors directly into video management systems, ensuring prompt camera detection of pupils involved in fighting, vaping, or bullying. Additionally, Soter provides clients with its Vape Detector Locator, a design tool that recommends the most efficient placement of devices inside school premises. The company also offers educational campaigns and instruments that aid schools in educating communities, parents, and students about vaping threats.

Frost & Sullivan believes that Soter provides industry-leading indoor environment and social management solutions enabling clients to increase safety, cost savings, and security across different facilities. Furthermore, Frost & Sullivan finds that the company is well-positioned to capture a higher indoor environment and social management market share in the foreseeable future.

Offering Global Versatile Customer Support

Soter has deployed over 30 thousand FlySense sensors at 2,000 organizations across 22 countries worldwide. Moreover, the company has received 20 US-based and international patents on its innovations, including some 12 patents specific to systems and methods for notifying detection of vaping, smoking, or potential bullying.¹

Soter provides exceptional 24/7 service through its expert team with over two decades of software development experience. Namely, the company works closely with customers during the pre-and post-purchase journey, offering support and guidance to achieve substantial cost savings and risk minimization. To this end, the company's team supports clients with system configuration, technical understanding, and training to help clients keep costs in check and ensure there are no technical and financial risks to their business. Furthermore, the company offers clients essential resources on its website, including reports and key consumer information, enabling customers to access the most up-to-date data on crucial benefits and various features (e.g., analytics, safety, and connectivity) of its latest indoor environment and social management solutions.

Frost & Sullivan recognizes that Soter meets customers' needs and exceeds their expectations as multiple clients and partners value the top-performance and business impact of its indoor environment and social management solutions:

"Students face unprecedented threats of violence and bullying along with health risks associated with vaping. School administrators need streamlined communications tools during emergencies and for detecting and responding to vaping and bullying incidents. FlySense™ fully integrates with our technology, giving clients and school administrators the new and powerful tools they need to prevent, prepare and respond to these incidents."

- Chris Buecksler, VP of Marketing of CrisisGo²

"Students now use easily concealable vape pens to experiment with nicotine, cannabis, and even harder drugs. Vape detectors only notify school officials that vaping is occurring in a specific area, but not what substances may be in the vape liquid inside the devices. SwabTek's tests provide a simple, reliable, and safe way to know what a student consumes on the spot. Combining these tests with the FlySense® device strengthens schools' ability to detect and deter incidents of vape and drug use."

- Bobby Betros, CEO of SwabTek³

¹ <https://patents.justia.com/assignee/soter-technologies-llc>

² https://www.prweb.com/releases/soter_technologies_announces_partnership_with_crisisgo/prweb16897692.htm

³ https://www.prweb.com/releases/soter_technologies_announces_strategic_alliance_with_swabtek_to_create_vape_and_illegal_drug_detection_and_deterrence_bundle_for_schools/prweb18554800.htm

Ensuring Strong Partnerships

Since its inception, Soter's sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added a range of new partners to the established base.

For instance, in 2022, Soter partnered with SwabTek, a US-based manufacturer that produces the world's only dry reagent detection tests for narcotics and explosives, to develop a vape and illegal drug detection and deterrence bundle for schools.⁴

As part of this collaboration, two companies provide the School Safety Bundle solution, consisting of Soter's cutting-edge FlySense® vape detection system devices and 15 SwabTek's cannabis detection and two fentanyl detection tests. Thus, this joint solution offers schools a holistic and effective way to identify and prevent student vaping and drug use on school premises.

Frost & Sullivan believes Soter is strongly positioned to fill market gaps and address challenges enabling educational institutions to minimize youth vaping and narcotic consumption and to better educate students about the significant harms of these illegal substances. This approach will help the company to drive its next growth phase by stepping into 2023 with an increased customer base, capturing market share, and sustaining its leadership in the coming years.

Conclusion

Soter Technologies (Soter) provides a cutting-edge indoor environment and social management solutions for schools to deter and prevent vaping and bullying at their premises. The company offers FlySense, an industry-leading vape and bullying detector solution that enables users to swiftly identify volatile organic compounds that vape devices produce and bullying that occurs inside educational institutions and alert designated school officials. Soter incorporates customer-centric strategies, building substantial brand equity and elevating its leadership status in the indoor environment and social management market.

For its strong overall performance, Soter earns Frost & Sullivan's 2022 North American Entrepreneurial Company of the Year Award in the indoor environment and social management market.

⁴https://www.prweb.com/releases/soter_technologies_announces_strategic_alliance_with_swabtek_to_create_vape_and_illegal_drug_detection_and_deterrence_bundle_for_schools/prweb18554800.htm

What You Need to Know about the Entrepreneurial Company of the Year Recognition

Frost & Sullivan's Entrepreneurial Company of the Year Award recognizes the best up-and-coming, potentially disruptive market participant.

Best Practices Award Analysis

For the Entrepreneurial Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Entrepreneurial Innovation

Market Disruption: Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

Competitive Differentiation: Strong competitive market differentiators created through a deep understanding of current and emerging competition

Market Gaps: Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Passionate Persistence: Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives. Learn more.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

