**Prostar Technologies, Inc. / DBA Lit Thinking – Community Benefits Overview**

***2/12/25***

**Project Overview**

Lit Thinking is a private technology firm founded in 2022. The company’s core focus is on utilizing Ultraviolet-C (UVC) radiation to mitigate the risk of infection from airborne pathogens, aiming to make indoor environments safer. This technology halts up to 99.9% of airborne viruses and bacteria silently and continuously. In 2024, Lit Thinking released its first commercial product called Visum. The company is located in Florida and plans to establish its R&D facility at 10 Brown Road in the Cornell Business and Technology Park to support an in-house operation system that will aim to improve the efficiency and reliability of far-UVC LEDs. They will work with the Cornell NanoScale Facility for advanced fabrication techniques.

The project includes building upgrades to outfit the space with the necessary electrical, plumbing, and gas supports along with high-power application equipment.

The applicant is requesting a sales tax exemption valued at $98,000 to assist with fit out and renovation of the facility. An incentive under $100,000 can be approved without a public hearing.

**Cost-Benefit Analysis**

* Extent to which project would create and/or retain private sector jobs – 9 new jobs over three years
* Estimated value of tax exemption - $98,000 in state and local sales tax exemption
* Estimate of private sector investment to be generated by the project - $2,900,00
* Likelihood of completing project in a timely manner – lease has been signed, and private investment and R&D funding have been secured.
* Extent to which project would generate additional sources of revenue for local taxing jurisdictions – the building is fully on the tax rolls.
* Other benefits that might result from the project – an established business has decided to expand their research facility to our community which will fill a vacant building and create jobs.