



## **2024 Year in Review: Alex Guttman, Acejan Capital LLC**

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What was your greatest professional accomplishment or most notable project, deal, or transaction in 2024?

My most significant professional achievement in 2024 was leading the launch of an innovative line of biodegradable floor cleaning products, complemented by on-site disinfectant production and strategic partnerships with software companies. These collaborations enabled us to gather real-time feedback from customers, ensuring our solutions aligned with their evolving needs. The project received enthusiastic responses for its effectiveness and sustainability, resulting in a notable increase in market share for Medama Floor Care within the environmental services departments of major healthcare systems across the United States.

What emerging trends will drive investment and development in 2025?

As we look forward to 2025, several key trends are poised to drive investment and development in the floor care industry. A strong emphasis on sustainability will continue, with an increasing demand for biodegradable and non-toxic cleaning products. Furthermore, technological advancements — such as smart cleaning solutions and IT software that monitors equipment usage while collecting real-time patient feedback — are expected to attract significant investment. As consumers prioritize efficiency and effectiveness in their cleaning routines, these innovations will redefine standards in floor care and hygiene management, setting the stage for a healthier future in the industry.

What noteworthy transactions or deals from this year best exemplified key market trends or shifts?

In 2023, the launch of our Hospital-Acquired Infection (HAI) Prevention Program signified a major shift towards sustainable and eco-friendly floor care solutions specifically designed for healthcare environments. This initiative responded to the increasing demand from hospitals for environmentally responsible products and highlighted a broader trend of consolidation within the industry. By empowering hospitals to produce on-site, EPA-approved disinfectants effective against resilient pathogens like *Candida auris* and *Clostridioides difficile*, this program not only enhances infection control but also elevates standards for cleanliness and safety. Additionally, we introduced advanced software solutions focused on inventory management and staff/patient feedback. This technology is finely tuned to provide real-time data on everything from bathroom dispenser and waste receptacle status to patient satisfaction regarding food quality and room conditions.

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