



COMPANY PROFILE

The **Safest, Easiest** and
Most Cost-Effective
Way of **Extinguishing**
Fires in **Rural**
Communities



MISSION AND VISION



Our Mission

Put It Out seeks to reduce the impact of fires that have devastated families in informal settlements and townships in South Africa and across the globe by empowering residents with the world's most cost-effective and safe fire extinguisher.

Our Vision

To help save the lives of people in rural communities in South Africa and eventually everyone around the world.

Level 4 BBBEE

Left to right: Ntombi, Alina, Toli, Andrea and Colin



HISTORY OF **PUT IT OUT**

Toli Altounis first started his journey supplying snacks and amakikip (flavoured popcorn) across the country and into rural areas, this is where he became more aware of the everyday struggle in informal settlements.



In 2015, a devastating fire ripped through Khayelitsha, it razed over 1000 homes in the process and killed 5 children. It was then that Toli felt he had to do something.

INSPIRATION

The concept of the fire extinguisher came after a fire broke out in the community of Khayelitsha in 2015. Our product is designed to be the first response, to small fires, as most big fires start off small. This is because most shacks are built with highly combustible materials, have no access to running water and because they are built close to each other there is no infrastructure for fire trucks to access the area and effectively combat fires. We wanted this product to require no maintenance, unlike other

fire extinguishers on the market. After we realised that there weren't any cheap and reliable fire-protection products available in South Africa, we decided to do some market research. What we found was more alarming than we first imagined.

This encouraged Toli to start on his new project. The pouch was designed after many failed attempts and iterations to get the right balance in materials and functionality, to ensure durability and safety.

MARKET RESEARCH



According to Lumkani*, the fire prevention device company

- Shack fires account for more than a quarter of all unattended fires
- Between 2000 and 2010, 240 000 people were displaced and 70 000 shacks destroyed
- In 2014 December holiday period, Cape Town alone recorded 20 deaths in 7,949 shack fires
- Someone dies in a shack once every 2 days - they take more lives than all other fires combined

*Lumkani: <https://lumkani.com/>

MARKET RESEARCH

- According to Stats SA's 2016 Community Survey*, over 5.4 million people live in informal dwellings (9.7% of the country).
 - "The most hazardous of common energy appliances in use in SA is the non-pressure paraffin stove, which is also the main cause of fires and burn injuries," wrote authors DK Kimemia and A van Niekerk.

- According to FPASA* , in the 2016/2017 period there were 5,283 informal dwelling fires recorded by municipalities. The value of this loss equates to R179 513 324.

*Stats SA 2016 Community Survey; <http://bit.ly/3c9CMBQ>

*FPASA <http://bit.ly/2l2xytl>



THE PRODUCT





First, the capsule is inserted (left) and then the acetic acid is dispensed into the pouch (right)

OVERVIEW

The Put It Out mini fire extinguisher is designed to save lives by providing communities with a tool to combat small fires. The product can be used by anyone including small children. It has been tested by FireLab, part of the Council for Scientific and Industrial Research, and is market-ready.

The fire extinguisher is produced in Strydom Park, Gauteng, in a small factory that employs people with disabilities.

ABOUT

The non-toxic, safe, cost-effective and easy-to-use mini fire extinguisher is a sealed, durable pouch filled with acetic acid, otherwise known as vinegar. Suspended in the liquid is an airtight capsule filled with sodium hydrogen carbonate (aka baking soda), which is also safe if it comes into contact with the user's skin or eyes.

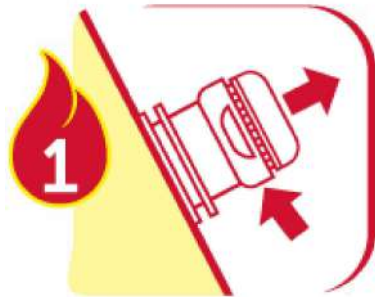
When these two ingredients mix, carbon dioxide is produced. Carbon dioxide is heavier than oxygen, thus starving the flame and putting out the fire.

PUT IT OUT FIRE CLASSIFICATION

The fire extinguisher is designed as a 1st response for small fires - Class A and B fires (Textiles and flammable liquids respectively). Put It Out is unable to put out cooking oil, fatty fires and live electrical power. Also note that the fire extinguisher is:

- A patented product (SA Pat No. 2015/09350)
- Independently tested by Firelab (Part of CSIR)

HOW TO USE THE FIRE EXTINGUISHER



STEP 1

Break seal and open lid



STEP 2

Pop capsule inside pouch



STEP 3

Spray contents onto fire

Click [here](#) to see a video on how this process works.

AWARDS AND COVERAGE

Because of Toli's keen sense of entrepreneurship and passion, his efforts haven't gone unnoticed:

- 3rd Place Winner - [2019 SAB Foundation Social Innovation and Disability Empowerment Award Finalist](#) (R750 000) - as well as the [accompanying video](#)
- TimesLive - [Putting out a fire was never easier, thanks to SA man's spark of genius](#)
- You Magazine - [My mission is to stomp out home fires](#)
- The Star Early Edition - [Putting out fires](#)
- CGTN - [Business Channel video](#)

ROI

According to [The New Economics Foundation](#) , Social Return on Investment (SROI) captures social value by translating outcomes into financial values. SROI is similar to ROI but shows the double bottom line: the financial impact AND the social impact of your nonprofit's work. SROI helps you determine the cost of what would happen if your nonprofit did not exist.

SROI = Tangible + Intangible Value to the Community

In this case, for the 2016/2017 municipal reporting period, there were 5,283 informal dwelling fires recorded by municipalities and [reported to the FPASA](#) (Fire Protection Association of South Africa).





The value of this loss equates to **R179 513 324** – reported by the municipalities across SA.

This is not taking into account the cost to the state, loss of ID documents, birth certificates, bank records, etc. costs the government billions of rand each year.

The cost of a Put It Out is R30 per fire extinguisher.

Therefore, that is $(R179,513,324 / 5,283) = R 33,979$ per shack. This means that each Put It Out could potentially save R33, 949 per shack.

If Put It Out can only prevent just 10% of these fires, that equates to a municipal saving of R8,967,628 per year.

It was reported that in 2014, 2,090 people burned to death in the Gauteng province. Many of these deaths are due to shack fires that sweep through informal settlements. Also, **many of these deaths are children due to parents leaving them unattended in the shack** . According to [Sanlam](#) , it found that funerals can cost an average of R6,000 for low-income families. This equates to R12,540,000 in 2014.

If at least 10% of these people used a Put It Out fire extinguisher, R1,254,000 could be saved in funeral-related bills alone per year. **209 lives could be also saved in Gauteng alone, which don't have a price for their friends and families.**



HOW TO **HELP**

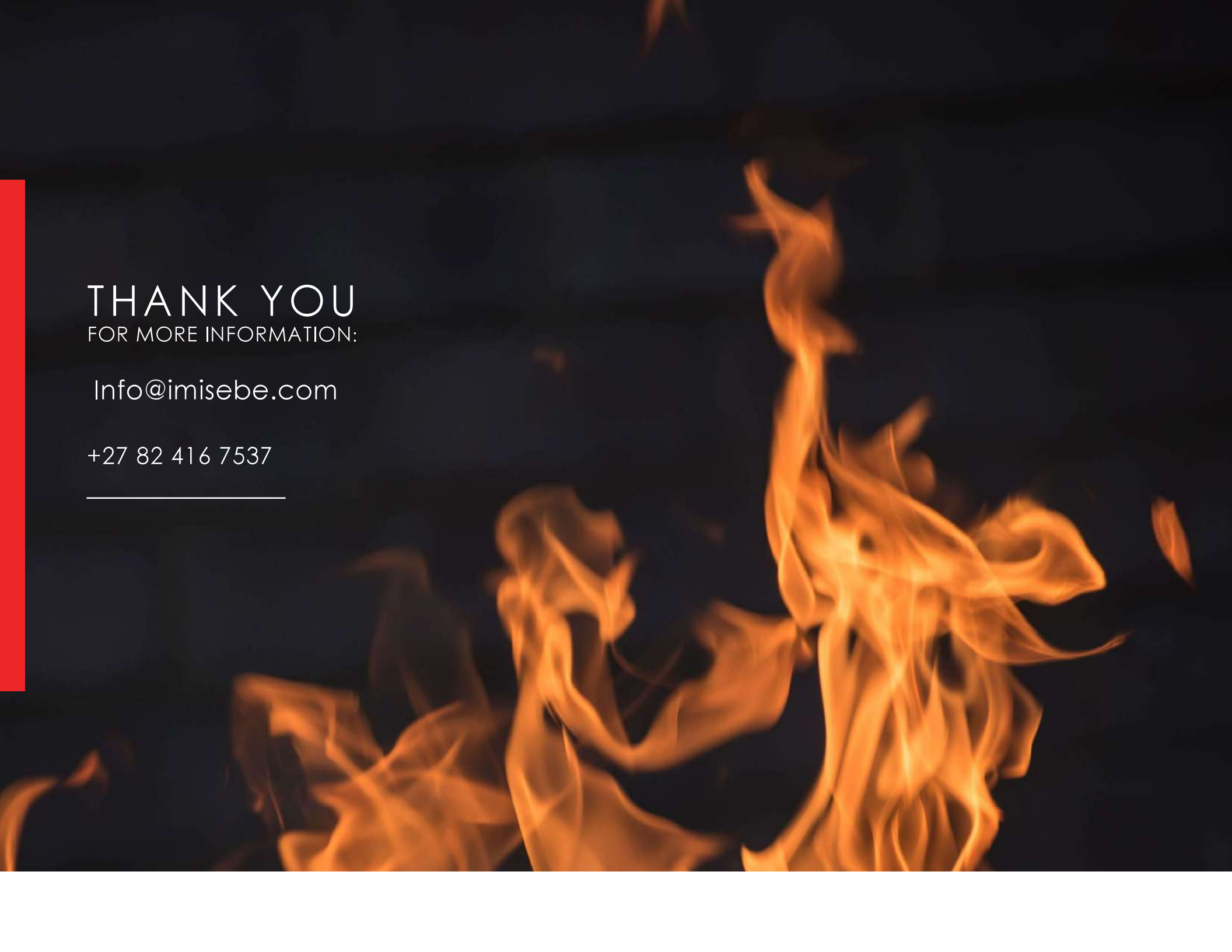
Capital sponsorship is required in order to get Put It Out mini fire extinguishers delivered to the people that actually need them, people in low cost housing who struggle to afford basic necessities. These mini extinguishers could mean the difference between life and death.

We would like to disseminate 200 000 units into Alexander before the winter season starts. We are looking for multiple, non-competing sponsors to assist. A roadshow will be arranged for the units to be disseminated, with music and an attraction event. Educational campaigns with TV screens can also be included.

MARKETING AND PR **OPPORTUNITIES**

- Co-branding opportunities on Put It Out pouches
- PR Opportunity - Press release to 300 press contacts on our database.
- TV, radio and online news press to attend roadshow and cover the story
- Paid online marketing post event
- Ads to be displayed on screens at event





THANK YOU
FOR MORE INFORMATION:

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