

A stylized, cartoonish flame graphic in shades of red, orange, and yellow, positioned behind the text.

ACOUSTIC EXTINGUISHER

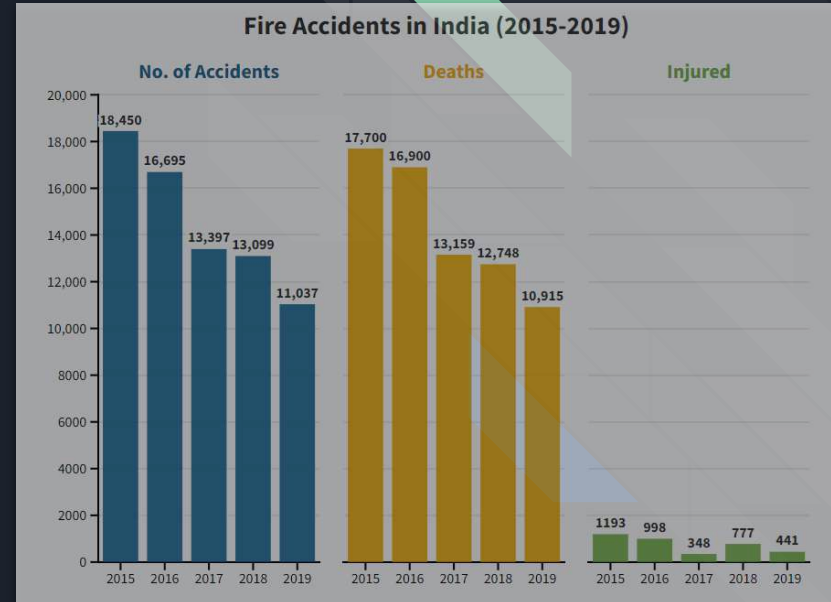
TEAM MEMBERS



PROBLEM STATEMENT

- As per the ADSI report of 2019 11,037 fire cases and 10,915 deaths were reported in 2019 in India .
- Most of the houses do not have good fire extinguishers which is majorly due to the high cost of it.
- Over time, factors such as damage, rust and corrosion can cause a fire extinguisher to lose its ability to operate properly.
- Most of the fire extinguishers are not environment friendly. A fire extinguisher named Halon was banned in many countries because it was responsible for ozone depletion.
- We are planning to launch a fire extinguishers which can solve these problem.

[source link](#)



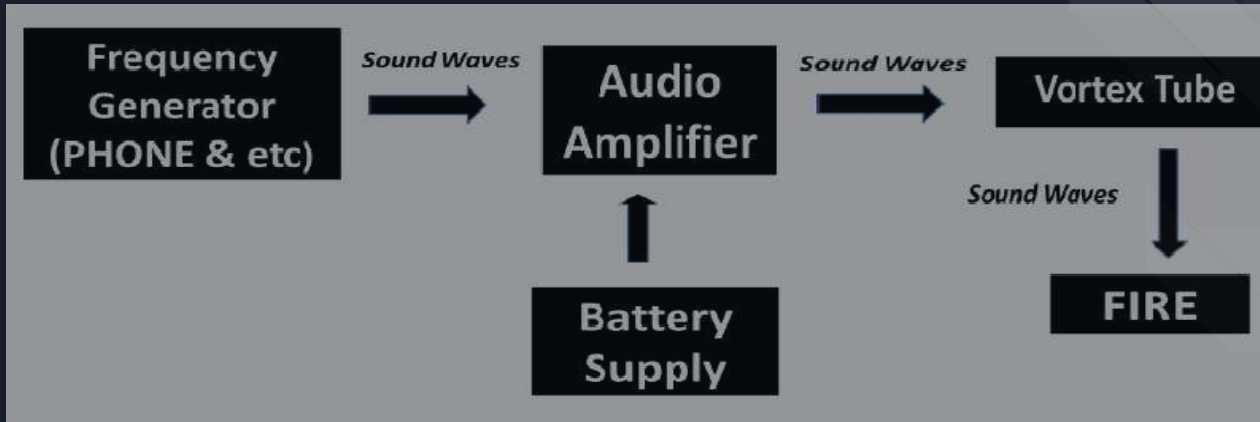
OUR PRODUCT IDEA

- Our product will be using the power of sound to extinguish fire. It pushes oxygen away from the source of a flame and spread it over a larger surface area. These actions break the fire combustion triangle made up of heat, fuel, and oxygen, the three elements required for a generating fire .
- The components used in our model are 500 W amplifier,100W subwoofer,vortex tube,12 V battery and some miscellaneous items like cables etc.
- At the frequency range of 80-100 Hz the fire extinguishes easily.



WORKING

The block diagram of working is shown below.



youtube link of demonstration

<https://youtu.be/PEBUCWYRir>

S

KEY STRENGTHS:





**MARKET
SEGMENTATION**

**ON THE BASIS OF
PLACE OF USE**

**ON THE BASIS OF
FINANCIAL STATUS OF
THE USER**

On the basis of place of use :

The product is perfect for using at small places like kitchens, room or even cars. So our target audience can be defined from this segment as anyone who owns a house or a car can use this product for safety.

On the basis of financial status of the user :

The product though really cheap but still suits perfect for middle class and upper middle class (referred to Indians) only .

COMPETITIVE LANDSCAPE:

Our main competitors are conventional fire extinguisher producing companies and also the mindset of people towards a new product.

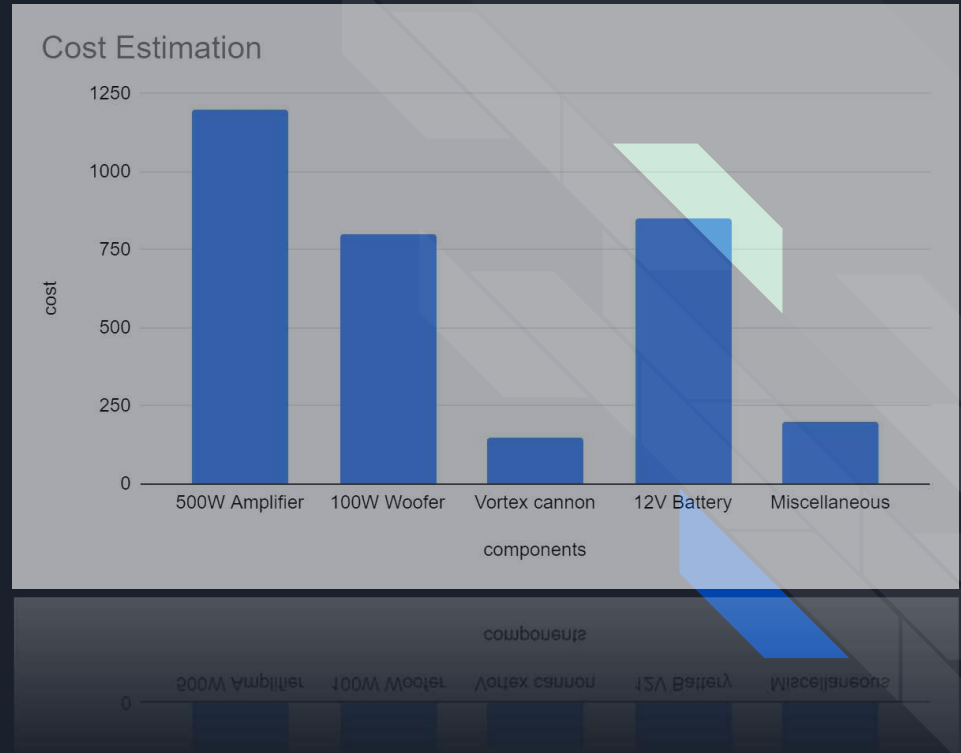


WHY ARE PRODUCT IS BETTER THAN OUR COMPETITORS?

- ❑ One of most important advantage over the conventional extinguishers is that our product can be used for very long time until some mechanical failure occurs.
- ❑ Our product is eco friendly whereas the most of the conventional extinguishers are not.
- ❑ Cheaper than conventional extinguisher as it has zero maintenance cost.
- ❑ It is more user friendly and can be even operated by kids.

FEASIBILITY ANALYSIS

- The production cost of our model will lie in the range of 3.3k -3.5k
- Initially the components for manufacturing will be purchased from other companies , but as the profit increases we can start manufacturing the components ourselves which further reduces the manufacturing cost.



SWOT ANALYSIS

1

- ☐ Innovative
- ☐ Eco friendly
- ☐ Long lasting
- ☐ Cheap

STRENGTH

2

- ☐ Noise produced
- ☐ Small range

WEAKNESS

- ☐ First to introduce this technology

3

OPPORTUNITY

- ☐ As the product is unconventional it will be difficult to convince people

THREAT

4

Limitations

- Range

- It can extinguish fire up to a distance of five feet but with time and research the range of our product can be increased.

- Types of Fires

- Acoustic fire extinguisher can extinguish fires of class B and C.

INITIAL REVENUE ESTIMATE :

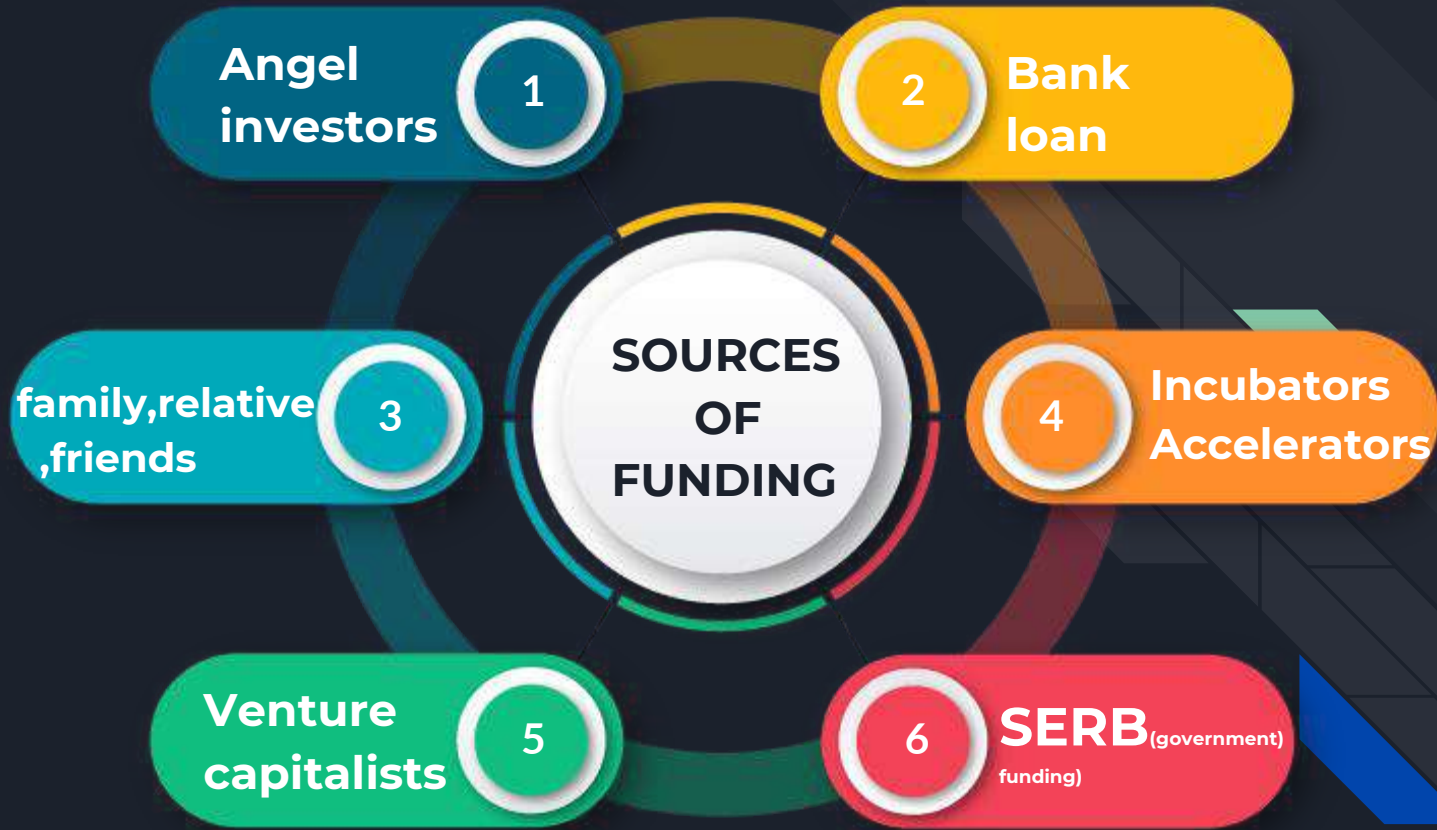
- The raw materials required for the product are easily available .
- The total manufacturing cost includes : fixed manufacturing cost + place rent,workers income,machines maintenance etc.
- The estimated cost depends on the initial demand .
- Considering demand to be N units in the first year then roughly the capital required will be: 13 lakh + $3500N$
- Each piece is set be at a market price of 4500 initially.
- 300 will be the margin from the product for us and the rest will be for the retailers ,wholesalers and distributors.



FUNDING REQUIREMENTS

➤ Why do we require funding ?

- ❑ we do require funding at startup stage because we need fund to collaborate with service providers .
- ❑ We will be requiring funds during survival for hiring employees & for their promotions and advertisements .
- ❑ After the survival stage we will require funds for expanding our business .



THANK YOU!

