

The image shows two firefighters in full protective gear, including helmets and oxygen tanks, working at night. One firefighter is in the foreground, facing the viewer, while the other is on the right, using a hose to spray water on a fire. The scene is dark, with the fire providing the primary light source. The background features faint, white geometric outlines of a gear and a globe.

AI-Driven Fire Fighting

Combating Wildfires in North America

Vision

Avoid Mega Fires By
Timely Combating
Smaller Ones



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First Responders Lack Sophisticated Tools

Easily Suppressible Fires Get Out Of Control Due To Decades-old Data Collection Methods

Existing First Response



On-ground data collection by firefighters poses significant risk to lives.



Delayed transmission of data and information to authorities



The use of drones renders other aerial operations impossible

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Market Opportunity

\$17B +

Assistance for
Existing Aerial
Apparatus

\$40B +

Support for Fire
Departments dealing
with wildfires

\$273B +

Total Cost of
Fire in the US

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Market Opportunity



*Assuming 1 truck deployed for each of the 17,000 fire departments
** Assuming sufficient budget and firefighting requirement for all of the 7500 air assets being deployed

Total Cost of Fire - US

The total annual active and passive fire protection expenditure in the US.

Wildfire Firefighting Support

Annual revenue potential from support provision to the 17,000 fire departments in the US dealing with wildfires.*

Aerial Apparatus Assistance

Annual revenue potential from support provision to the 7,500 air apparatuses operated by fire departments in the US. **



\$273B +

A report published by the National Fire Protection Association claims that the total direct and indirect fire management cost incurred by US was \$273B in 2014.

Company ABC aims to tap at least **5%** of the \$17B aerial apparatus assistance market in the first 5 years, as well as address the larger \$40B market.

Company ABC will achieve this because:

- ☑ Ground-breaking technology built to revolutionize firefighting
- ☑ Strong value proposition whereby our services lead to overall low fire-related expenses.
- ☑ Highly specialized field with low competition and high potential for public-private partnerships
- ☑ Quick firefighting means lesser infrastructural damage, saving costs not directly related to firefighting

Value Proposition for Insurance Industry

\$17.8 B

Total Earned Premium on Fire Insurances in North America 2021 (4)

\$11.8 B

Total Fire Loss Coverage by Insurance Companies in North America 2021 (4)

66%

Loss Ratio (4)

Range of Service Provision

Estimated Cost Savings

Low*
Medium**
High***

\$2.9 B
\$6.5 B
\$8.2 B

Company ABC can help substantially decrease the loss ratio through efficient firefighting, risk analysis and forecasting services., thereby increasing profitability for insurance companies.

Why Now?



Fires Are Getting Worse Due To Global Warming

Global warming had led to rise in overall temperatures, thereby leading to dried out vegetation. The presence of all this dry fuel will allow more fires to start and then burn farther and wider.



Extreme Mega-fires Are Expected To Quintuple By 2050

The situation is more serious than ever. Climate change, if continued at this scale, is expected to exponentially raise the likelihood and occurrences of extreme mega-fires in the coming years.

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Company ABC's State Of The Art Technology Provides Full Situational Awareness



Immediately
deployable drones with
live video coverage of
20 Sqm area



Seamless
communications relay
allowing for real-time
data transmission



FAA-approved drones
operating alongside
aircrafts



Real-time micro
weather

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Firefighting Operations Lack Precision And Foresight

Existing practices have limited scope – leading to significant loss of lives and properties.

What Is Required?

Night-time Operational Capabilities

Coordination Among Firefighting Assets

Precise Targets For Rescue Missions

Data Driven Actionable Recommendations

Micro-weather Forecast

Effective Resource Management

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Company ABC Provides 24/7 Active Guidance & Management



Ai-based Asset
Deployment



Precise Aerial
Coordination &
Microtargeting



24/7 Operations Due
To Thermal
Capabilities
Supporting Night-
time Vision



Remote War Room
Services Aiding
Local Fire
Management

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On-ground Capabilities



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Our Goal

Create A Measurable Decline In Loss Of Life, Property And Forests To Wildfire, And Significantly Reduce Carbon Emissions.

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How It Works

1

Company ABC's truck reaches the fire site within minutes of the incident happening.

2

Drones get deployed in air and start providing real-time video coverage of the area to the truck.

3

The truck provides real-time communications relay to ground and aerial forces for efficient search and rescue, and fire suppression operations.

4

Company ABC's remote war room, through real-time transmission from the truck, provides actionable insight to local fire management authorities.

Business Model

STAGE 1



Fire-fighting Technology

- Trucks
- Training
- Maintenance Services

\$ XX / Truck Annual Maintenance Charges



Fire-fighting Services

- Assets At Disposal
- Incident Response

\$ XX/ Year ANNUAL FEE



STAGE 2



Data

- Data-driven Fire Risk Analysis For Insurance Companies

Project-based Charges

Go-to-market Strategy

Partnerships

Company ABC's management will form partnerships with:

- ↗ Mega corporations: To provide firefighting support for their assets.
- ↗ Local Fire Departments: To provide active on-site asset deployment support, real-time data collection and AI based recommendations.

In Phase 2, partnerships will also be formed with federal emergency relief departments as well as insurance companies to provide data related to fire riskiness of areas.

Marketing

- ↗ Company ABC will market its technology through social media marketing, including LinkedIn, Facebook and Instagram Ads.
- ↗ SEO optimized website will be ensured to allow for online tractions.
- ↗ Company ABC's team will attend industry events and seminars to represent the company and its services.

Development

- ↗ Company ABC will continue to develop its technology to incorporate latest updates and features.
- ↗ Data Blanker will prepare support documentation, tutorials and training modules for clients who will be buying our products.
- ↗ Data Blanker will develop its capabilities to expand internationally, starting from Canada and Mexico.

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Key Players



Government

Local, State-level, Federal
Emergency Management
Departments



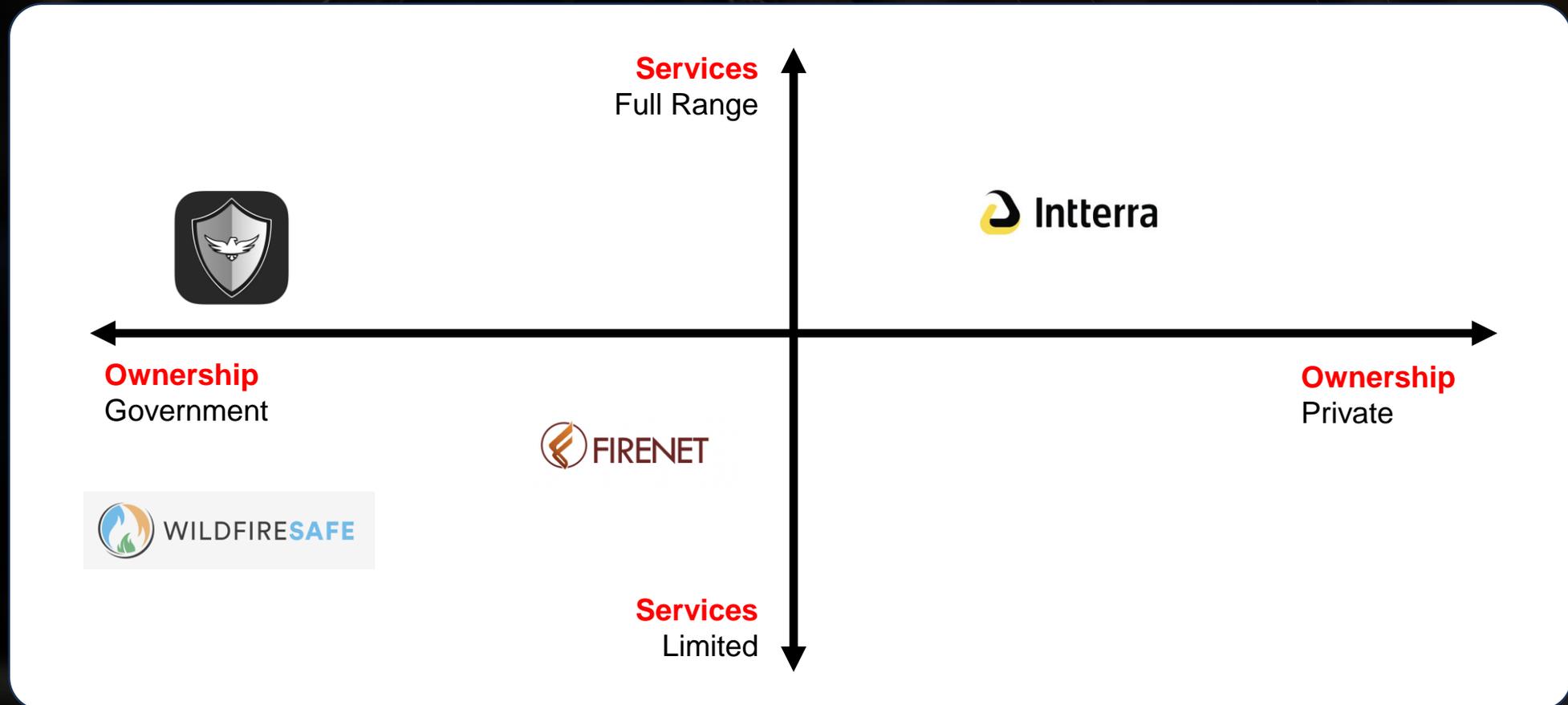
Private

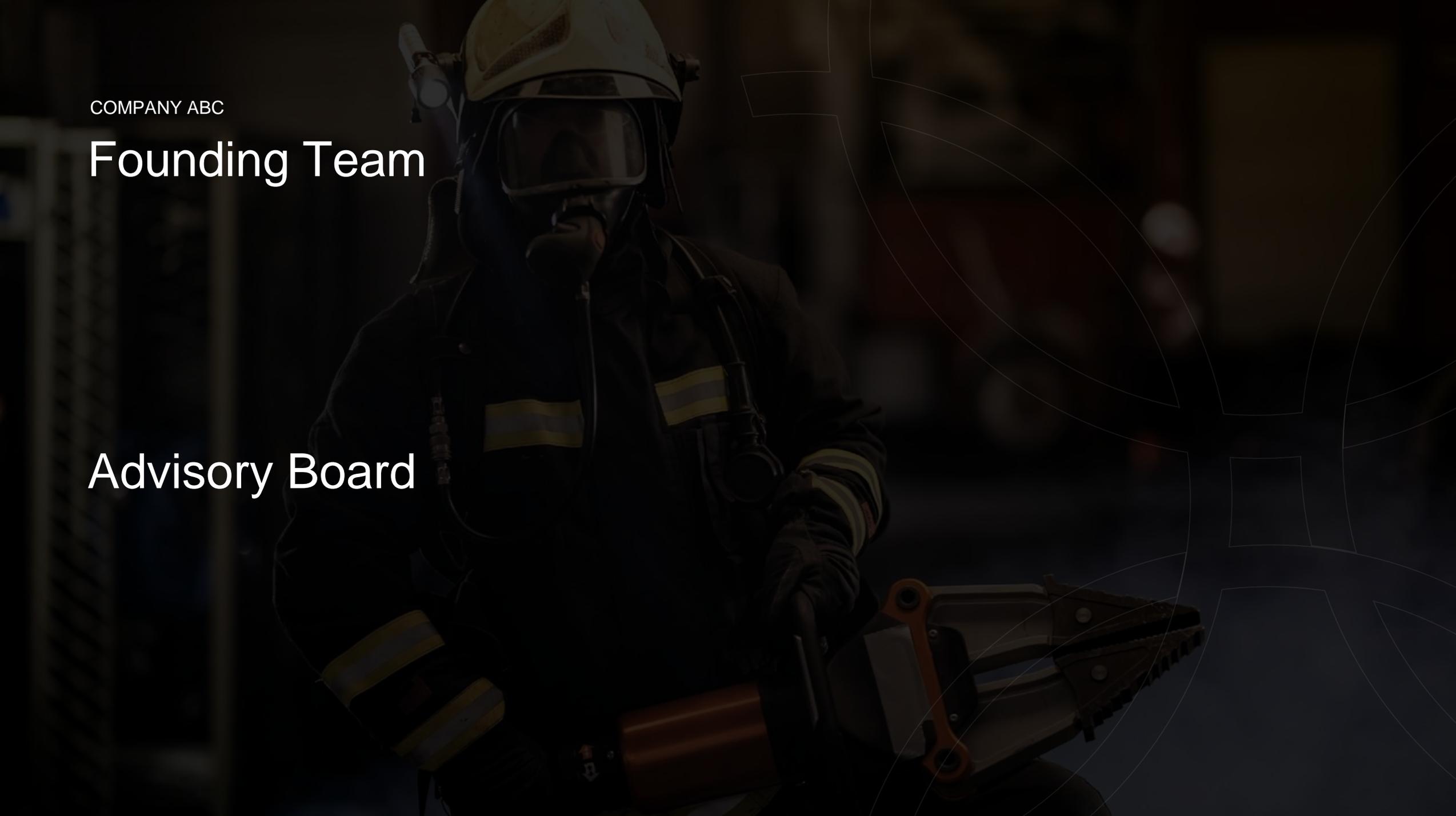
Fire Trucks, firefighting services,
aerial firefighting, reporting and
analytics services

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Competitive Landscape

Company ABC provides firefighting analytics as well as on-ground capabilities, unlike any other resource currently available





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Founding Team

Advisory Board

Key Market Stats – US & Canada

\$XX.XB

Direct US expenditures
on local fire protection
2019 (1)

\$X.XB

US Federal Firefighting
Suppression Cost (Large
Fires) 2021 (2)

\$XB

Canada's Annual
National Cost of
Wildland Fire protection
(3)

\$XX.XB

Total Earned Premium on
Fire Insurances in US
and Canada (4)

XX%

Global Uninsured Losses from wildfire &
natural catastrophes (5)

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Financial Projections



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Use Of Funds

\$6,000,000

Investment

70%

Sales & Marketing

15%

R&D

15%

Administrative
Operations And
Other SG&A To
Support
Expansion

Appendices



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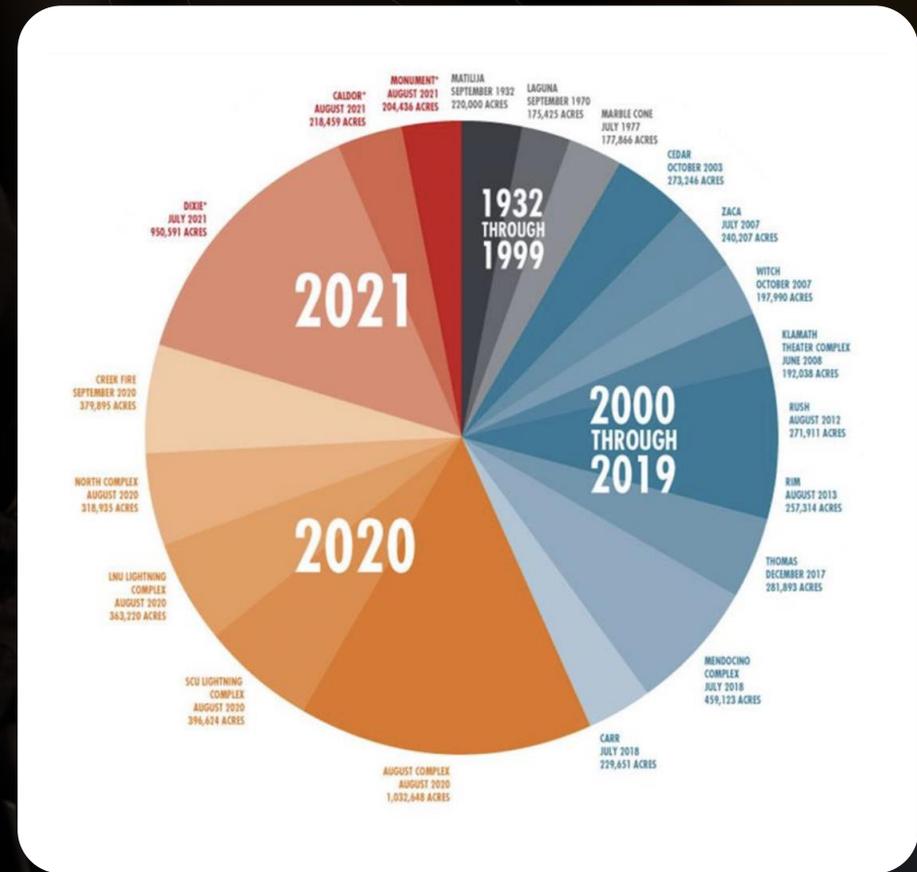
Financial Projections

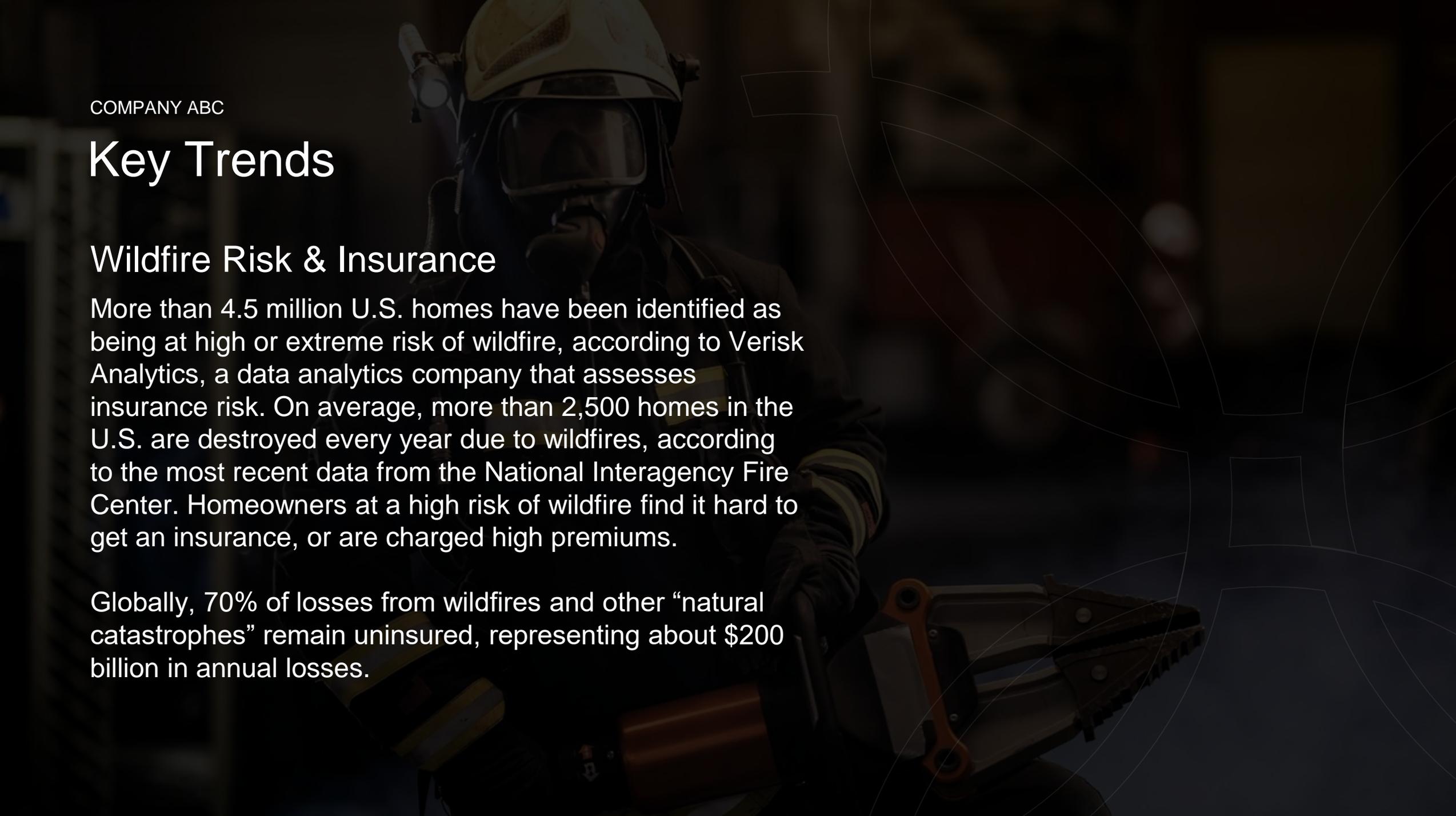


Key Trends

Extreme Mega-fires Are Expected To Quintuple By 2050 Due To Climate Change

There has been an exponential increase in mega-fires and the trend is expected to further accelerate in the coming years. Rising temperatures lead to dried out vegetation, and hence the existence of biofuel that cause excessive fires if not controlled in time.





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Key Trends

Wildfire Risk & Insurance

More than 4.5 million U.S. homes have been identified as being at high or extreme risk of wildfire, according to Verisk Analytics, a data analytics company that assesses insurance risk. On average, more than 2,500 homes in the U.S. are destroyed every year due to wildfires, according to the most recent data from the National Interagency Fire Center. Homeowners at a high risk of wildfire find it hard to get an insurance, or are charged high premiums.

Globally, 70% of losses from wildfires and other “natural catastrophes” remain uninsured, representing about \$200 billion in annual losses.

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