



OUR MISSION

Ci™ passionately believes that the fire risk associated with electrical consumption can and must be reduced. Too many lives are lost or changed every year to avoidable household and business fires. Ci™ has set out to eliminate this problem forever.

OUR VISION

To create dependable, affordable and fully automated safety solutions. To make sure every home and business benefits from the intelligent Ci™ technology – designed to prevent and protect against electrical fires and associated threats.



OUR STORY

The idea for the Ci™ concept was driven from a personal incident that happened to our founder Anthony Parfitt in 2015, when a water leak in his kitchen flooded the floor and water sprayed into his dishwasher, causing it to fail. The events could have caused a fire in his kitchen, had he not been around to manually switch off the water supply at the stop cock and the electricity at the consumer unit. Both actions stopped further flooding and any potential fire from escalating. It caused him to think about what the consequences could have been had those events occurred whilst he was away from the kitchen, or when his family was asleep.

Anthony became aware that many household fires start during sleeping hours from faulty goods that we all rely on. He started to work on how he could use technology to bring about greater safety within the home. Then, following the tragedy at Grenfell Tower, Anthony knew he had to turn his full attention to bringing his idea to a working concept. He wanted to use technology to not only detect but also act, in order to protect families and prevent such unnecessary loss of life.

KEY EVENT TIMELINE

- 2015** The initial idea is born from a personal incident in Anthony Parfitt's home. An early stage prototype is created.
- 2016** New company formed to consider the problem of electrical appliance safety.
- 2017** Grenfell tragedy – company accelerates design process.
- 2018** Fully functional Proof of Concept demonstration built in order to seek investment.
- 2019** Board and founding team assembled. Full suite of concept products designed.
- 2019–2020** UK patents filed and granted for the Ci™ core technology. Global patents filed and pending.
- 2021** Aim to close first funding round. – build, test and certificate prototypes.
- 2022** Conduct trials, launch Ci™ as a solution (Grenfell 5 year anniversary). Second round of funding currently open.
- 2022** Winners of the Safety Innovation Award at the Electrical Product Safety Conference 2022, by Electrical Safety First.
- 2023** Winners in the Connected Consumer & Smart Home category of the IOT Global Awards 2023.
- 2023** 1st Generation Ci™ socket design complete, ready for certification.