



## COMPANY PROFILE





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# INTRODUCTION

## Company History

Ivy Moon was established in 2008 by Agnes Maserame Letsoela. Motivation came from personal experiences Agnes had within both her professional and personal environments. A desire to make a positive contribution to her local community, professional environment and life in general, was born – a desire to preserve the environment and skill and empowering women, youth and people with disabilities.

**IVY MOON AIM TO SAVE LIVES.**

## What We Do

Ivy Moon provides non-toxic health and safety products that are environmentally friendly as well as Training and Development services within areas accredited by the Skills Education Training Authorities (SETA) of South Africa.

## Strategy

### Vision Statement

In an effort to empower women, youth and people with disabilities, Ivy Moon wants to save lives by becoming the leading provider of non-toxic health and safety products that are environmentally friendly as well as Training and Development services within areas accredited by the Skills Education Training Authorities (SETA) of South Africa. Ivy Moon's vision is one of a multi-faceted business enterprise, providing a broad spectrum of quality products and services to the maximization of its stakeholders' business interests and profits.

### Mission Statement

Ivy Moon is an innovative and leading provider of non-toxic health and safety products that are environmentally friendly. Ivy Moon firmly believes that saving the environment, will lead to saving the world. Ivy Moon also provides Training and Development services within areas accredited by the Skills Education Training Authorities (SETA) of South Africa. Ivy Moon consistently builds meaningful business relationships by securing viable national and international business opportunities.



# INTRODUCTION

## Values

Ivy Moon's general practices as well as their Training - and Product Development philosophies are based on principles of quality and excellence; provided with diligence, integrity and honesty.

Ivy Moon conducts its business operations within the conformity of the laws of South Africa, firmly settled in the values of:

1. Quality
2. Excellence
3. Diligence
4. Integrity
5. Honesty

## Business Goals & Objectives

1. The advancement of the business interest of Ivy Moon's members by exploring new business opportunities which deliver optimal results and sustainability for all its stakeholders and the communities within which it operates.
2. The provision of innovative and diversified, quality products and services by securing local (South African) and international business contracts.
3. The provision of non-toxic products that are environmentally friendly. Save the environment. Save the world.
4. The creation of employment opportunities for women, youth and people with disabilities in local communities and the initiation of social responsibility and investment projects.

## Business Strategy

Ivy Moon's business strategy is one of diversification - evident by the broad spectrum of Training and Development services as well as the diverse range of products on offer.



# BUSINESS CONCEPTS

## Business Concept

Ivy Moon provides quality health and safety products that are environmentally friendly as well as Training and Development services within areas accredited by the Skills Education Training Authorities (SETA) of South Africa. An unwavering commitment to empower women, youth and people with disabilities is the driving force behind Ivy Moon's business practices.

## Products

### Distribution and Fitment of Ride Safe Tyre Sealant (RSTS)

**RSTS** is technology that prevents tyre punctures from occurring.

The product is a Propylene Glycol - based, water soluble tyre sealant which, when injected into the tyre, provides full protection against any air loss for the entire life-span of the tyre. It eradicates tread punctures as they occur, bead leaks, ream leaks and porosity. **RSTS** remains fluid at all times - therefore the unique sealant properties. It seals puncture wounds of up to 6mm in diameter in car tyres and up to 12mm in diameter in commercial vehicles.

**RSTS** is non-toxic and non-hazardous. It does NOT require Environmental Protection Agency (EPA) classification and complies with all Toxic Substance Control (TSCA) requirements.

### Product Features:

1. RSTS increases driving economy
2. RSTS eliminates under-inflation
3. RSTS maintains the correct air pressure in the tyre
4. RSTS reduces tyre wear
5. RSTS lasts for the entire tread life of the tyre
6. RSTS is fully compatible with all tyre components
7. RSTS is fully weather-resistant



Say Goodbye  
to punctures  
forever and help  
reduce the  
carbon  
footprint  
harming the  
environment  
with the green  
initiative.

# BUSINESS CONCEPTS

## Distribution of CardiAid Defibrillator

The **CardiAid** defibrillator provides life-saving electroshock treatment to patients with Sudden Cardiac Arrest (SCA). The **CardiAid** Automated External Defibrillator (AED) is an easy-to-use device, designed specifically for public use. It provides the life-saving treatment needed within the first critical minutes of SCA until professional medical care arrives.

### Product features:

1. The **CardiAid** defibrillator can be used by any person with basic life support (CPR) knowledge or training
2. The **CardiAid** defibrillator gives the opportunity of applying electroshock within 1 to 2 minutes
3. The **CardiAid** defibrillator turns on automatically when the cover is opened
4. The **CardiAid** defibrillator diagnoses the potentially life threatening cardiac arrhythmias of ventricular fibrillation and ventricular tachycardia in a patent
5. The **CardiAid** defibrillator does not deliver shock, if shock is not required
6. The **CardiAid** defibrillator comes with clear visual and audio instructions prepared according to ILCOR 2010 ERC Reanimation Guideline
7. The **CardiAid** defibrillator provides the most efficient electroshock with biphasic waveform
8. The **CardiAid** defibrillator assists the user through CPR with metronomic signals
9. The **CardiAid** defibrillator has a automatic self-test: daily, monthly and when the device is switched on
10. The **CardiAid** defibrillator has pre-connected electrodes
11. The **CardiAid** defibrillator detects movement
12. The **CardiAid** defibrillator automatically documents the event
13. The **CardiAid** defibrillator is accompanied by special accessories to ensure safety of use and the best possible performance



The **CardiAid** defibrillator was designed to make life-saving defibrillation possible to everyone, from everywhere.

## Services

Ivy Moon offers an extensive range of training and development services within areas accredited by the Skills Education Training Authorities (SETA) of South Africa.

## Business Competitiveness

Ivy Moon's competitive advantage lies in the below:

1. **Self-Sealant Tyre Technology** is the best tyre sealant technology on the market and the first of its kind to be manufactured in South Africa. The product is eco-friendly; made by recycled materials and non-toxic chemicals.
2. The **CardiAid** defibrillator is a highly efficient piece of life-saving, medical equipment which is available to the general public. The product is extremely user-friendly - visual and audio instructions are included. The **CardiAid** defibrillator is light weight and requires **NO** power source.

## Quality Policy & Objectives

**Self-Sealant Tyre Technology** has successfully been tested by Europe's leading Rubber and Plastic Research Association (RAPRA) as well as the South African Bureau of Standards (SABS).

## Service Pledge

Ivy Moon pledges to deliver innovative and quality health and safety products that are environmentally friendly and Training and Development services that empower women, youth and people with disabilities.

# MEET THE DRIVER

## Maserame Agnes Letsoela - Chief Executive Officer (CEO)



Maserame Agnes Letsoela is the Chief Executive Office of IVY MOON 110 Pty Ltd.

Maserame Worked In Local Government For 15 Years. She has great passion for community development and has subsequently served on several different related organised structures, both locally and provincially.

Maserame has got a solid foundation of knowledge in the experience she gained working extensively with the transport and private sectors of South Africa.

She serves as Deputy Chair of SALGA in Gauteng - responsible for driving financial and economic development.

Maserame's Bussiness Management and Marketing skills combined with her natural Leadership abilities make her ideally suited for the development of skills for women youth and people with disabilities.

Her dedicated passion and love is uplifting and empowering the women of Africa. She believes in the power of sustainable development through nurturing and maintaining partnerships between government and the private sector.



