

So Pure: Company snapshot

Founded: 2014

What they do: Provide clean, purified water to households across Sierra Leone, managing purification, packaging (0.5L sachets & 20L bottles) and distribution across Freetown.

From December 2023 to mid-2024, So Pure received technical support in business planning, financial modelling and management, strengthening its investment readiness. The “before” period represents its status prior to support and investment, while the “after” period reflects 2025 outcomes following Ecobank and Zvilo investments, driving operational scale-up and job creation.

Invest Salone support timeline (2023–2025)

Technical assistance: Business planning, pitch deck, financial modelling and financial management

Introductions facilitated with Zvilo and Ecobank

Legal due diligence for Zvilo investment



Initially self-funded, the support that So Pure received from Invest Salone has enabled them to raise over \$2.5 million in funding in 2025.

Transformation at a glance - before and after

BEFORE (2023)		AFTER (2025)
200 jobs		400+ jobs
Single product line: water sachets only		Expanded product range: water sachets, recycled materials and new packaging products
30,000 bundles/day production capacity		60,000+ bundles/day production capacity
10% net profit margin		20% net profit margin
10% year-on-year revenue growth		36% year-on-year revenue growth

Detailed impact metrics

		BEFORE	AFTER
 PEOPLE	Number of jobs	200	400+
	% women workforce	0%	40%
	Youth employment	Limited	85%
	Key management hires	2	9
	Sales distribution agents	100	200+
 PRODUCTION	Raw material source	Purchased from suppliers	Processed internally
	Waste recycling	None	31 tons/month
	Revenue sources	Water sachets only	Water sachets, recycled materials and new packaging products
	Production capacity	30,000 bundles/day	60,000+ bundles/day
 FINANCIALS	Net profit margin	10%	20%
	Revenue growth	10% year-on-year	36% year-on-year
	Production lines	1	3
	Accounting system	None	QuickBooks/Tally

Climate innovation

- Waste collection and recycling model implemented
- Internal processing of plastic pellets
- Green production integrations

Community impact

- Cleaner streets
- Reduced plastic pollution
- Increased employment opportunities for women and youth



The role of Invest Salone

- Strengthened business model and financials through technical assistance
- Introductions to Zvilo and Ecobank
- Legal due diligence enabling Zvilo investment
- Support enabling scale-up, diversification and circular economy transition