



Mapping a Better Future

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Objectives

Insights

Solutions

Action Plans

- Issues with getting affordable, clean water
- Issues with getting affordable, clean water



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Key Problem:

**One billion people is
lacing access to safe
drinking water!**

Our Target:

**100 million people
5 years**

Who are suffering?

- Indian and African people in shortage of clean water
- 1.1 billion suffer , 1 out of 50 in the world



How are they affected?

- People suffer from disease
- Children risk the danger of death (1.5 million/year)



What measures should be taken?

- Improve the accessibility of drinkable water
- Provide affordable drinkable water
- Plan a sustainable model that will help more people



Our solution-Water Device Leasing:

- Target at local authorities with power and creditability
- Set drinking water distribution station for every village from urban to peri-urban
- Build distribution channels with pyramid structure

Effectiveness

- 5 km squares/1,815 people
- 30 INR per person/month expenditure
- Working opportunity in each water spot

Efficiency

- Commercial banks are more willing to lend money to people with better creditability.
- This business model can continuously bring cash.
- A Level-3 channel seller recovers cost in 5 months, generates INR 26,137 income every month.
- Level-2 and Level-1 sellers earn even more.

Scalability

- Easy operation and maintenance without special staff training
- Standardized water quality and process
- Easily copied business model
- Easy management due to hierarchy structure

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- The surface water in India is abundant, and our target customers are those who are not lack of water.
- Considering to reach 100 million persons within 5 years, we should cover the population of 1.23 million at first.
- At the beginning, we may invest about 680 sets.

Conclusion:

- Water Device Leasing program
- 3-level Channel with pyramid structure
- Return all the investment within 4 months
- After the opening period, ROI will reach 39% per month
- Highly self-motivated
- Easy to copy, control and management



Q&A

Equipment Investment (INR)	Product water (L)	Water Cost (INR/L)	Get back of Equipment Investment (INR)	ROI
300,000.00	340,650.00	0.88	170,325.00	4.96
Supply Investment (INR)	Product water (L)	Water Cost (INR/L)	wastage (L/Person)	Cost (INR/Month)
66,666.67	340,650.00	0.20	60.00	11.74
Water Price (INR/L)	wastage (L/Person)	Water Fee (INR/person)	Incoming (INR)	
0.50	60.00	30.00	3,267,000.00	
Earn (INR/L)	Service Person (Person/Month)	Monthly Earn (INR)	Monthly supply (L)	
0.30	1,815.00	26,137.80	108,900.00	
Manpower cost (INR/Month)	Other Cost (INR/Month)			
5,000.00	2,000.00			