

water.org



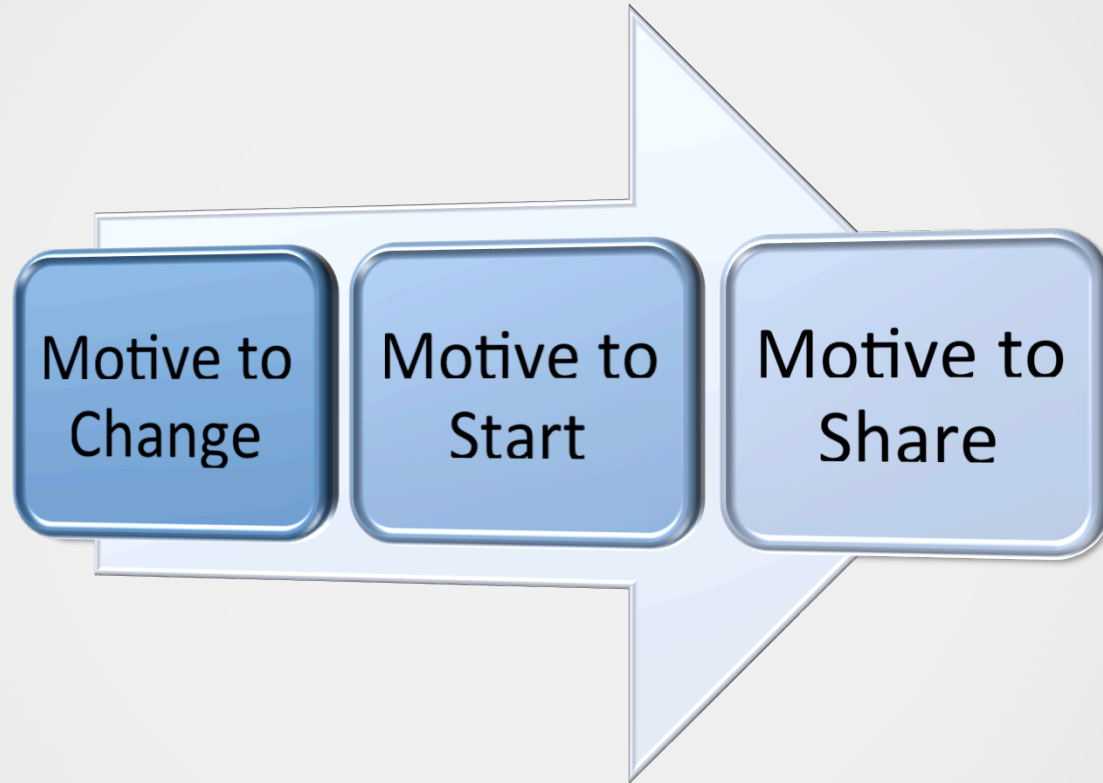
g

the
dream

People are not proactively changing
their Watsan environment.

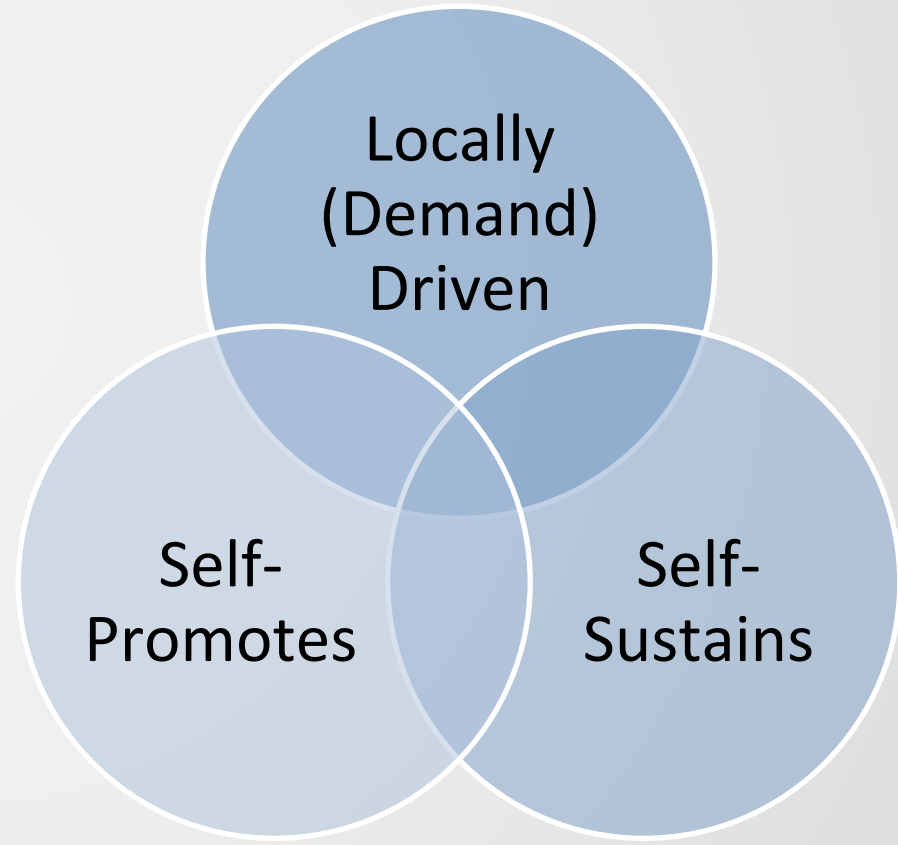
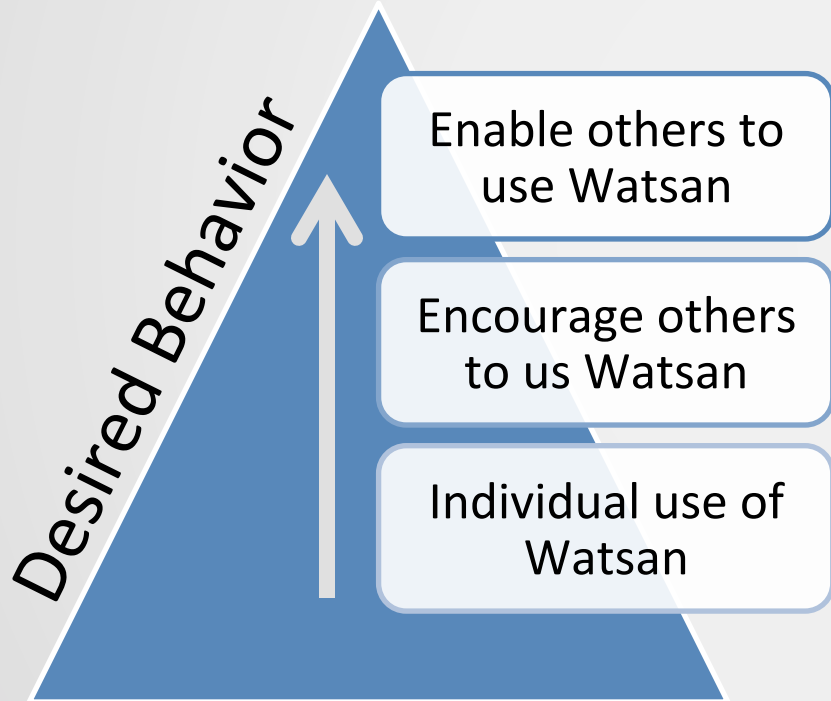
n the problem

incendiary change



behavior

results of behavior





ability

motivation

personal

Clear vision of
success

Health and
cleanliness

social

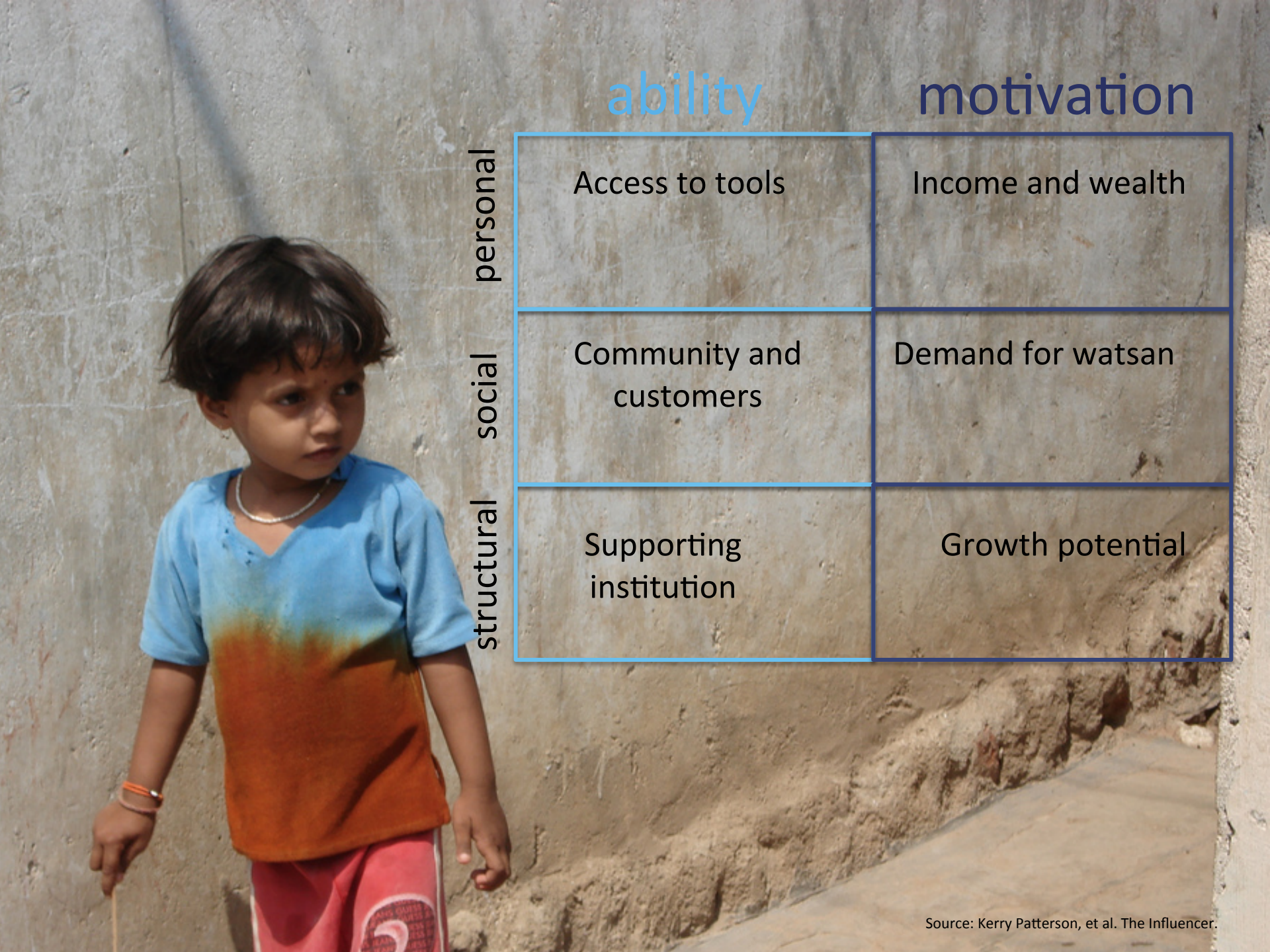
Safety and
expectation

Encouragement
and pressure

structural

Proximity and
access

Rewards and
incentives



ability

motivation

personal

Access to tools

Income and wealth

social

Community and customers

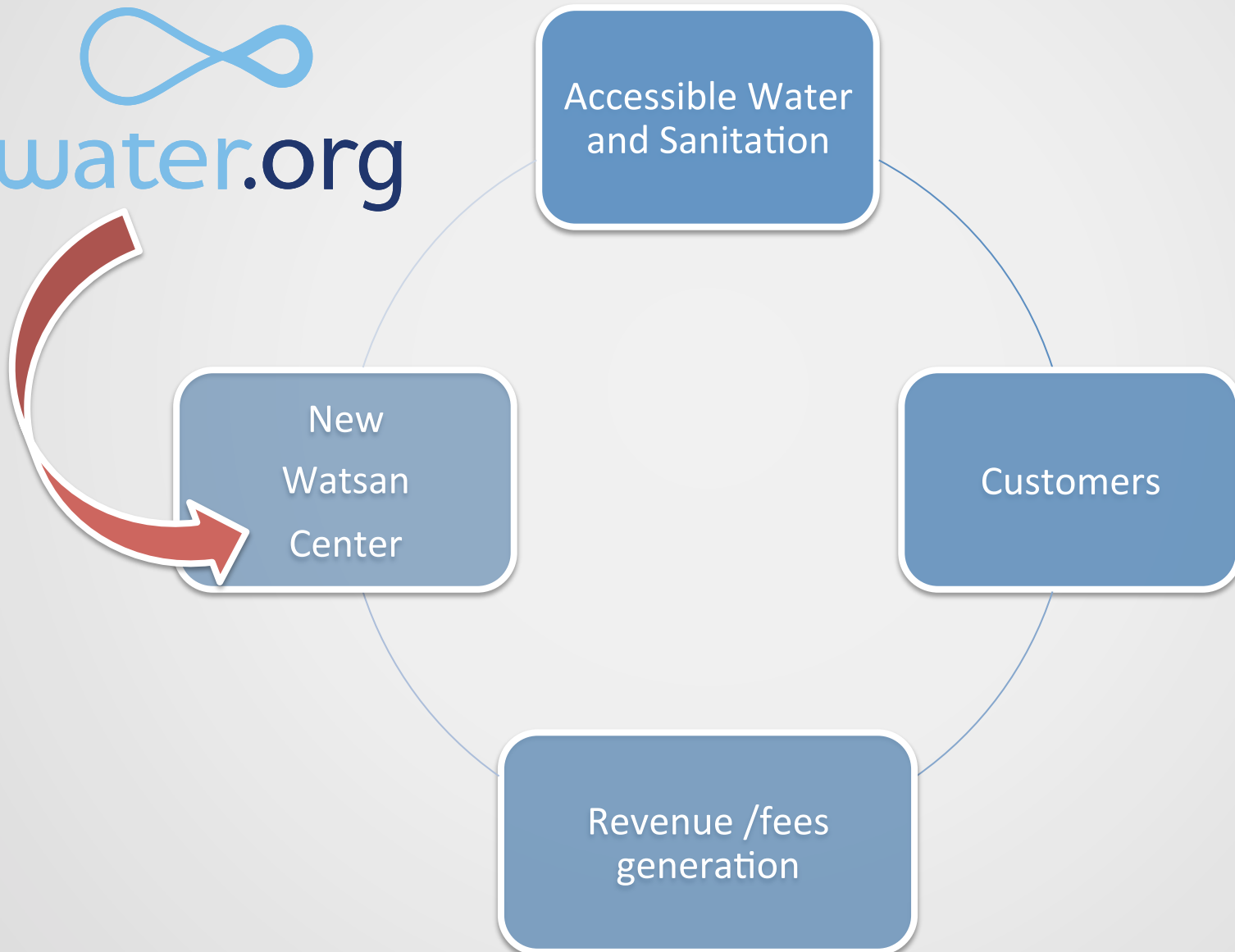
Demand for watsan

structural

Supporting institution

Growth potential

membership catalyst



individual transformation



1. Attends WATSAN info session
2. WATSAN training
3. Pre-qualifies: 10 customers, services, site
4. Seed-funding & launch
5. Market-driven growth

membership catalyst

Customers Membership Options

Cash Rebate	Simple implementation Immediate incentives
Group Plan	Self-driven recruitment efforts Offers discounts Offers insurance

membership catalyst



Results

- Affordable access to water & sanitation
- Self-sustaining, market-driven expansion
- Income generation
- Empowerment
- Water and sanitation training

financials for toilets

	Investment	Customer Reach
Year 1	\$ 250,000	170,500
Year 2	\$ 390,000	430,000
Year 3	\$ 610,000	850,000
Year 4	\$ 950,000	1,500,000
Year 5	\$ 1,500,000	2,500,000

Enable the Individual



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graph TD; A[Enable the Individual] --> B[Change Behavior]; B --> C[Drive Demand]; C --> D[Micro-franchise]; D --> E[Incentivize Expansion];
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Change Behavior

Drive Demand

Micro-franchise

Incentivize Expansion

summmarize

Q&A

Regional Franchise

- Responsibilities
 - Select and support slum franchisee
 - Provide training and regulatory support
 - Facilitate
 - Audit and collect payments
- 10-20 sites
- Source of Income: \$1.00/week per site
- Eventually hired from among franchisees

