

Water:Task

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The game-changer: market based solution to extend access to the bottom 15%

Enable bite-sized income-generation...

...to the bottom 15%

...by crowdsourcing labor

...through mobile technology

...for wat-san

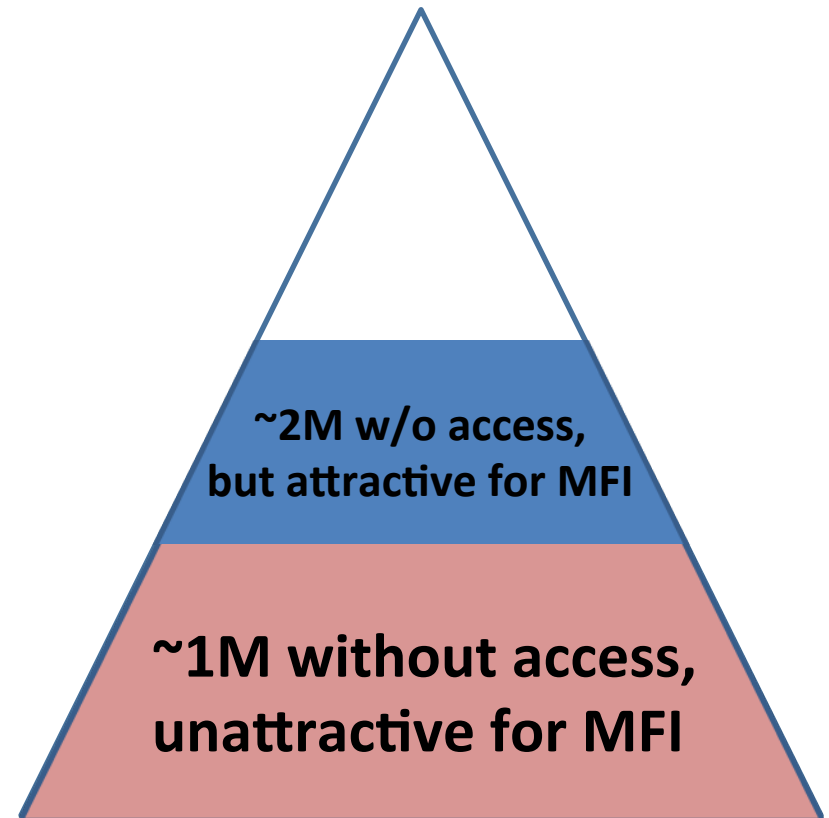
Goal: to extend access to the bottom of pyramid

Example: Lagos, Nigeria

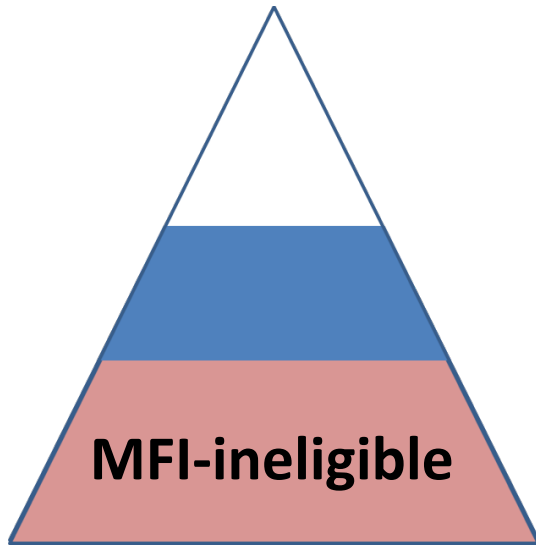


Population in Lagos

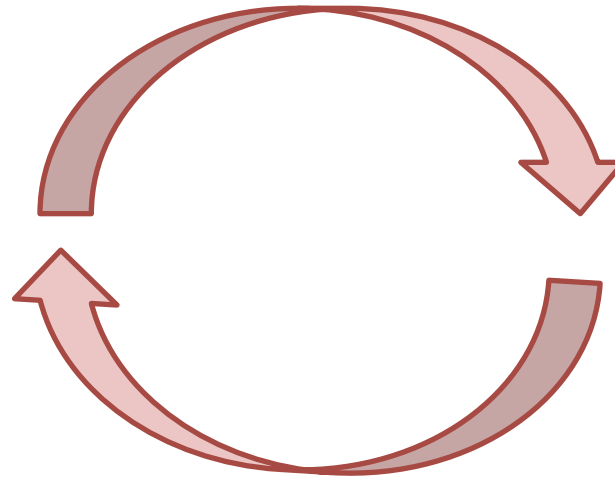
Total = ~10 M people



Problem: the hardest to reach are the most expensive to help

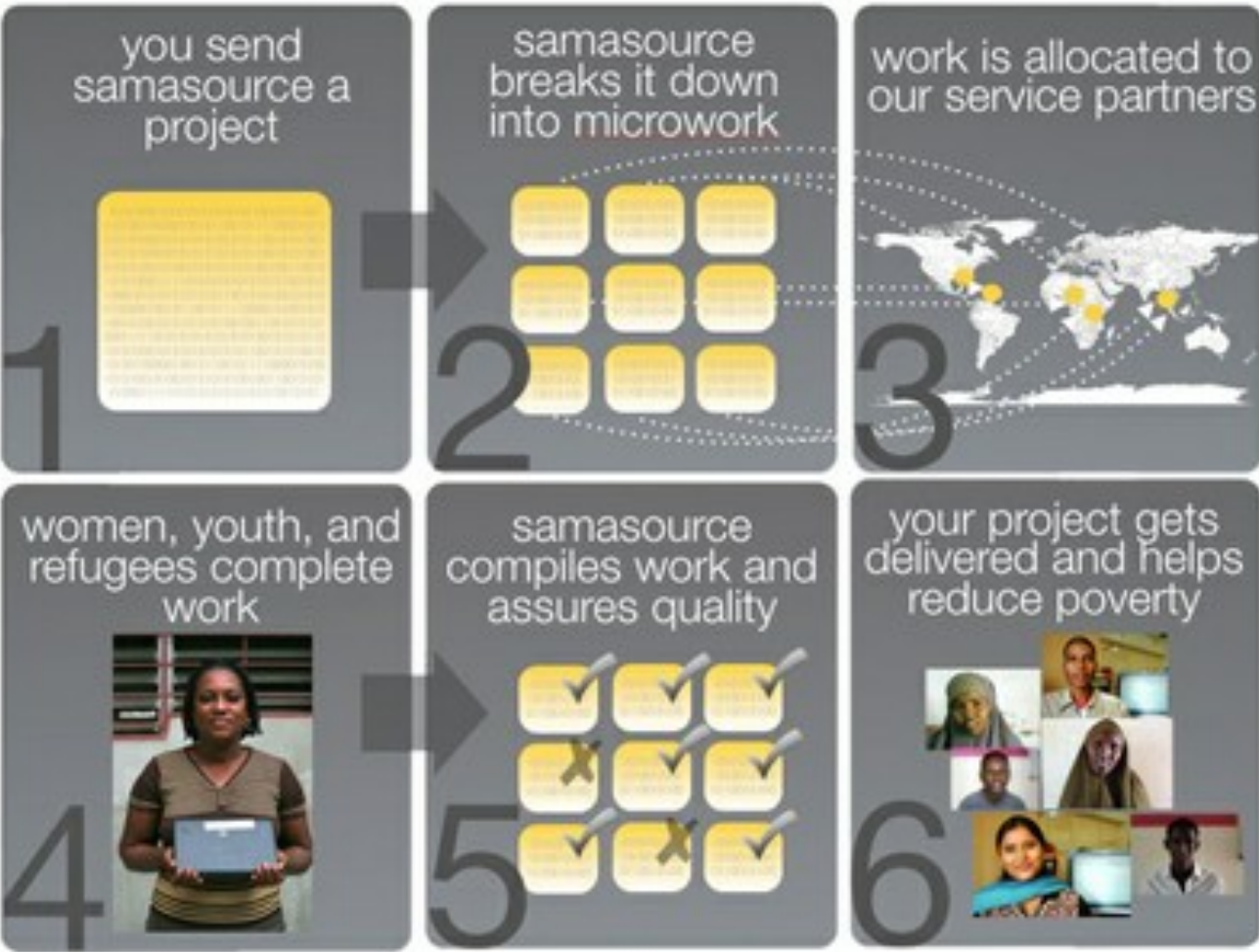


No income to pay



Not attractive to service providers

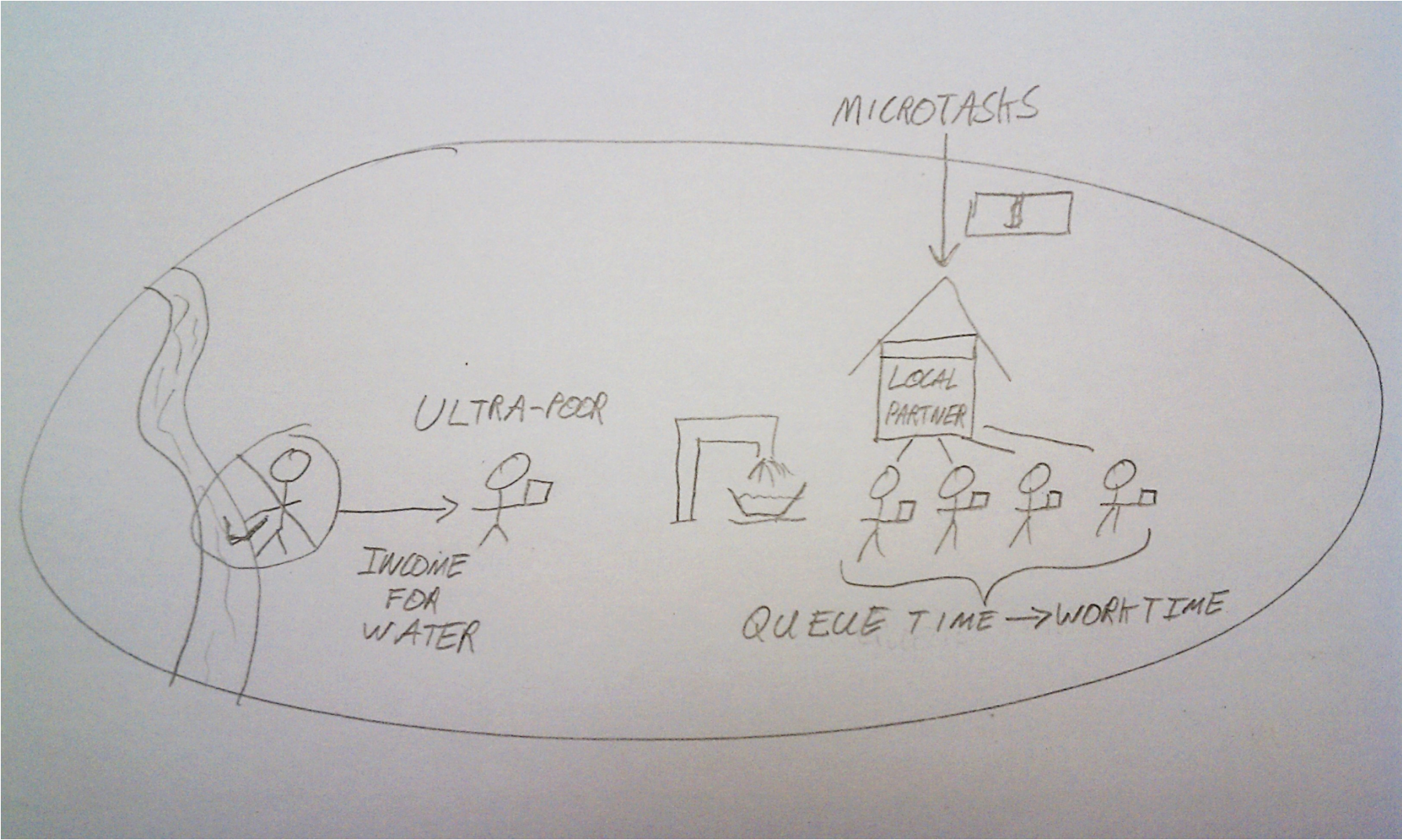
Microtasking can address this problem



Source: Samasource

Conservative payout is \$0.70-\$1.00 per hour

Micro-task increases watsan access



Water.org can connect the dots

Orthogonal trends

- Outsourcing and microtasking
- Mobile technology
- Increased focus on IT

Users

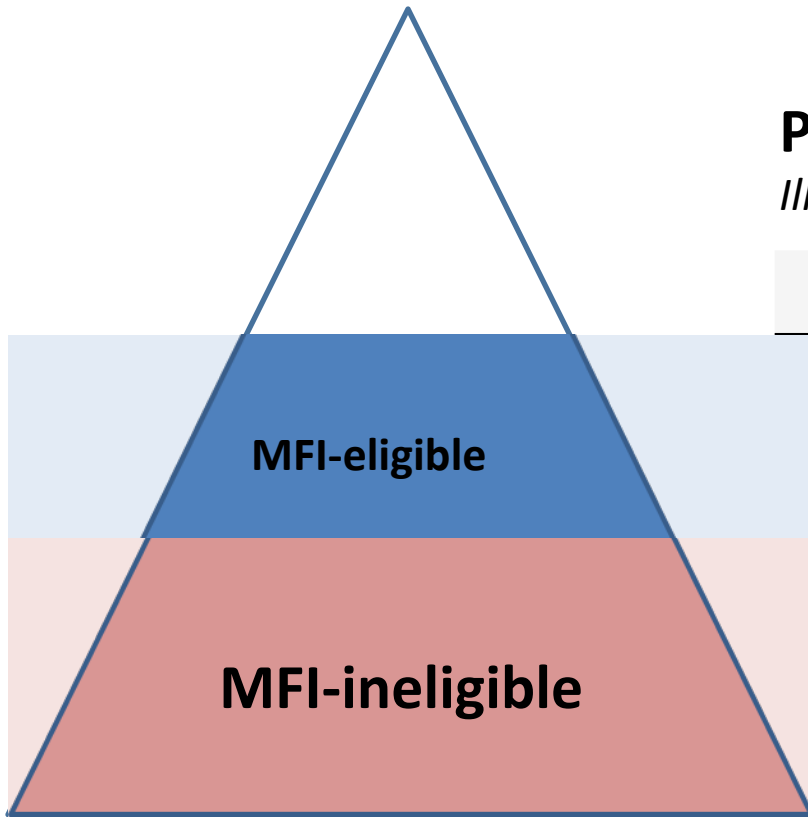
Wat-san service provider



Crowdsourcing agents

Local IT/job skills trainers

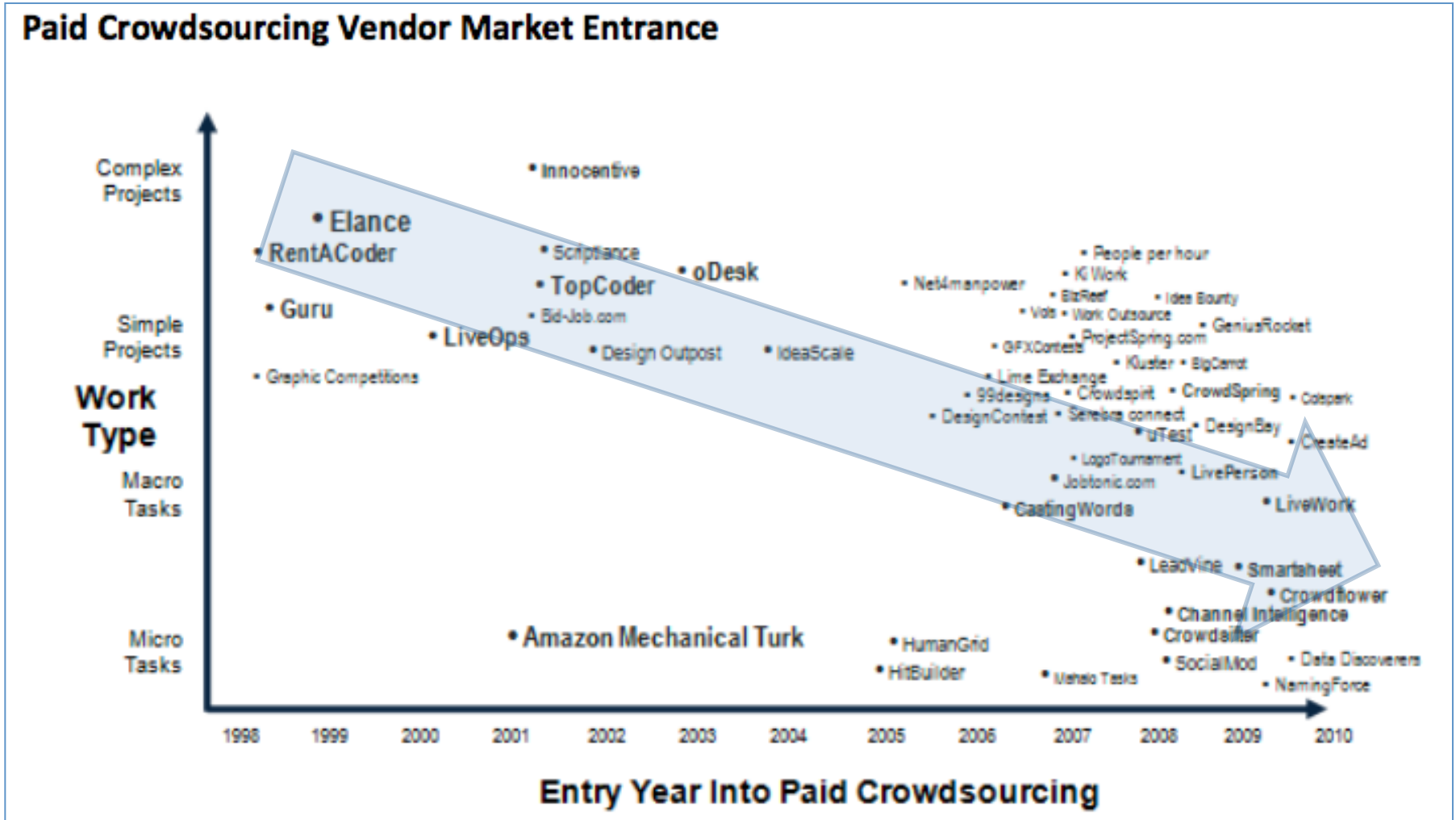
Solution will help the neediest at a fraction of the cost



Philanthropic cost per beneficiary
Illustrative

	Before	Water:Credit	Water:Task
MFI-eligible	\$100+	\$10	\$10
MFI-ineligible	\$100+	\$100+	\$10

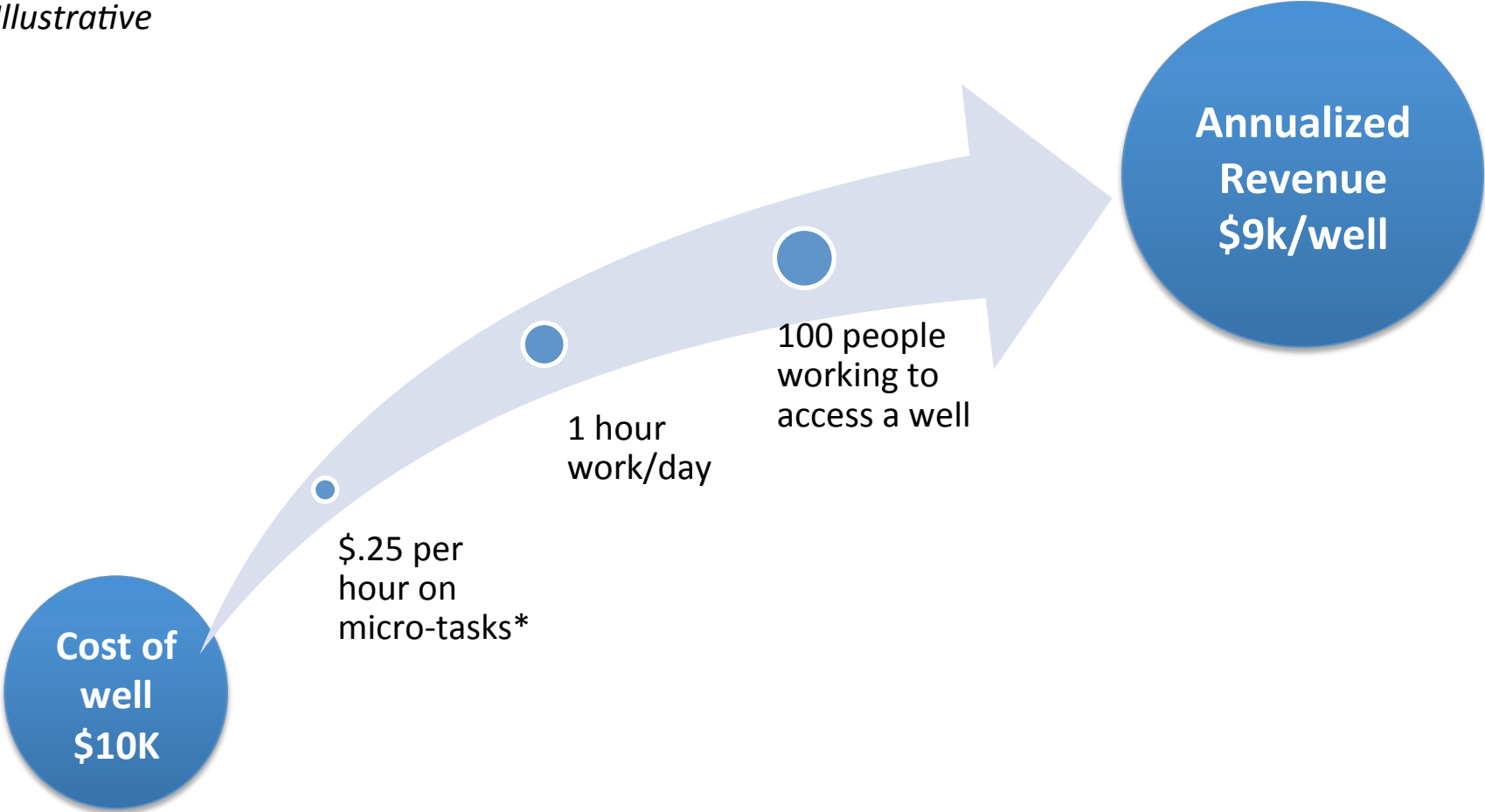
Criteria # 1: Ample supply of micro-tasks must exist



Criteria #2: Micro-tasking revenue can pay for a new wat-san access point

Example: payback period for one well is ~1 year

Illustrative



* Source: CEO, Samasource

Criteria #3: Tasks match capabilities and infrastructure

Example tasks

- **Phone**
 - Transcription of numbers (auto slice work into micro tasks)
 - Handwriting transcription
 - Picture/text categorization (for SEO)
 - Picture/text moderation
 - Product categorization
- **Laptop**
 - Video and audio transcription
 - Business listing verification

Monday morning action plan:

- 1. Call microtask players to develop partnership**
 - Amazon, Samasource, Texteagle, Mobileworks...

- 2. Locate potential kiosk operators**
 - Afrovision, Adept technologies, Daproim, Drishtee...

- 3. Run pilot to quantify impact (RCT)**
 - increase in use
 - % of new income spent on water
 - reiterate on the business model

Q&A