Team 17

Accelerating Water.org's vision

Anubhav Mehrotra
Henrik Skarbrandt
Marianna Rescia
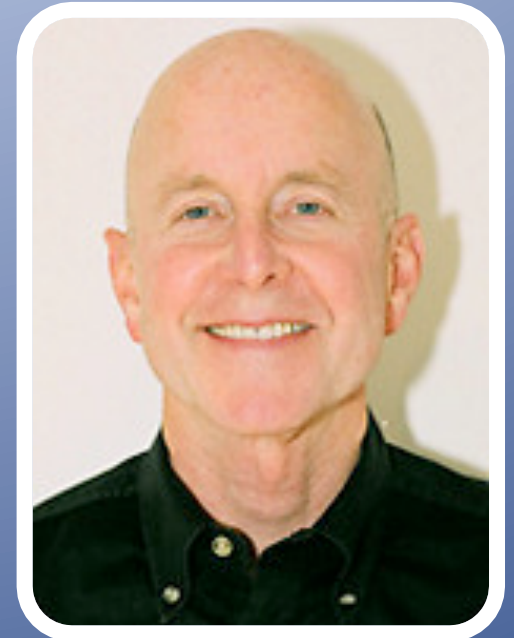Nikhil Sawe
Noah Aron

There are so many issues and there is no one-fits-all sort of solution

Dr. Shahid Zia
Lok Sanjh (Largest water NGO in Pakistan)

There is no long-term sustainability – unless it's for-profit

Dr. James Forcier
CEO, Bay Analytics

Problem Layout

Problems	Current solutions	Financing options
Dirty water	Wells	Banks
Water access	Filters	MFI's
Sanitation	Rain catchment	Government incentives

Water Consultants
– What are they and what do they do?

Unclean Water

Lack of Basic Sanitation Facilities

Depleting Water Table

Access to Water

Water Consultant

Waterhire.org

Hand-pumps

Low cost Filters

Rain-catchment

Sanitation Facilities

HULT Global Case Challenge

Waterhire.org

water.org

Water Consultants
– How do he know about the solutions?

Technical Solution

Hygiene education

Re-payment options

Identifying community leaders

Feasibility Guidelines

Make it a peoples' project

Water Consultants

Re-payment options, technical solutions – from where?

Strengths

- Army of local college graduates, educated and skillful
- Ability to reach a wider geographical sphere
- Link with Water.org – availability of solutions and partnerships
- Experienced professionals to build the training platform for first year of operation

Weaknesses

- Program is new – no benchmarking statistics
- Limited career development for the individuals

Opportunities

- Bridging the gap between non-profit and free-entrepreneurship
- Advancing the Water Credit Program
- Build stronger liaisons with NGOs and Governmental organizations
- Providing job opportunities where 33% unemployment rate and 2m graduates yearly
- Partner with a technology company to assist management and consultants (Motorola, Sony, others)
- Social media and social gaming

Threats

- Turnover due to hardship conditions
- Water-Mafia and corruption in the supply chain – can pose barriers to entry
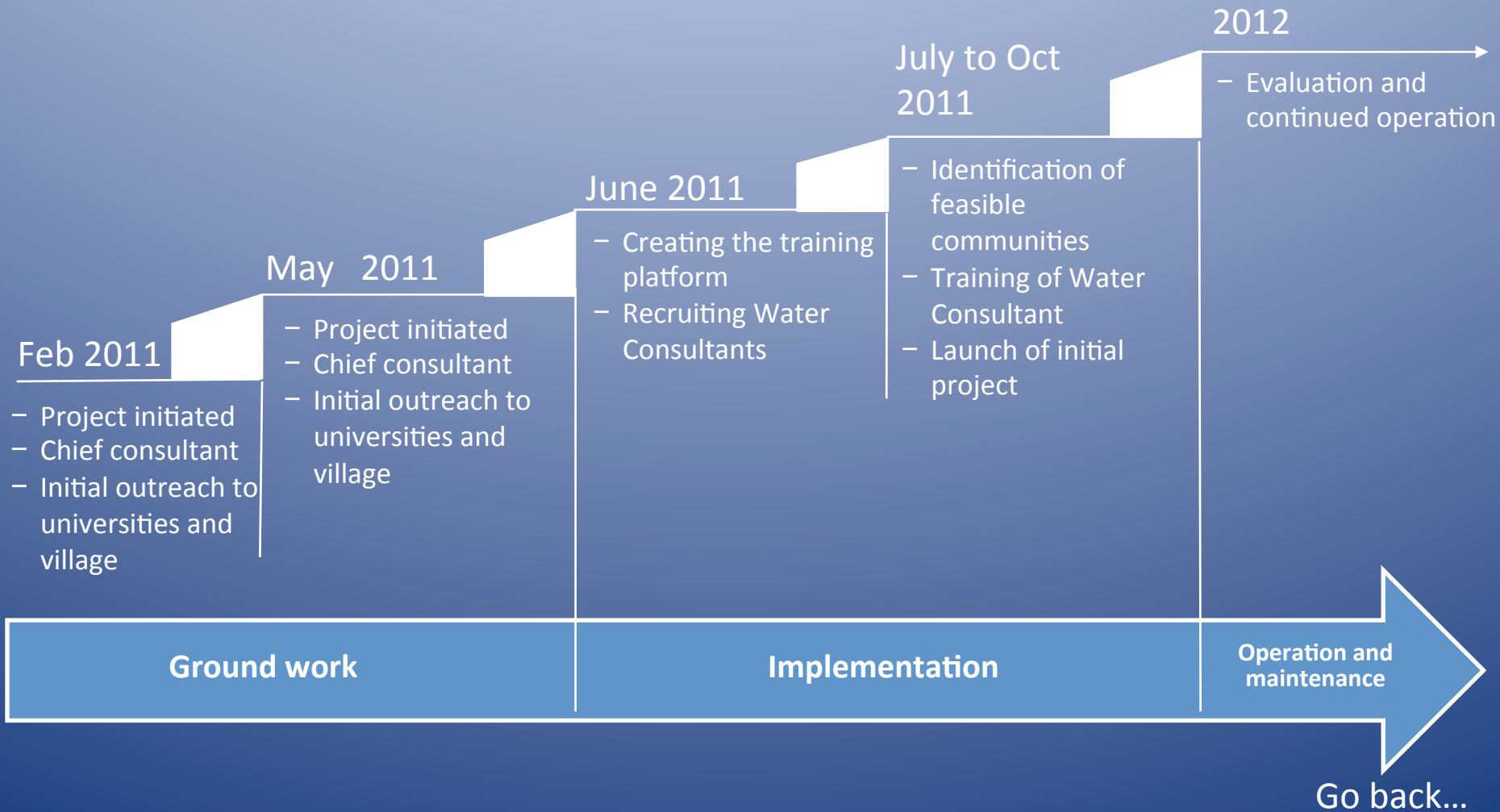- Stability issues: changes in political or government

Water Hire Structure

Building Awareness in the Developed World

Time-line

Feb 2011
- Project initiated
- Chief consultant
- Initial outreach to universities and village

May 2011
- Project initiated
- Chief consultant
- Initial outreach to universities and village

June 2011
- Creating the training platform
- Recruiting Water Consultants

July to Oct 2011
- Identification of feasible communities
- Training of Water Consultant
- Launch of initial project

2012
- Evaluation and continued operation

| Ground work | Implementation | Operation and maintenance |

Go back…

Questions?

Supporting Material

Financial

Adjacent Possibles

PESTL

Survey result

SWOT

	Initial Investment	Loan Term	Monthly Installments	Revenue	Bank @12% Installment	WaterHire
Hand Pumps	300	5	$7,14	$7,14	$6,67	$0,47
Low Cost Purifiers	20	1	$1,81	$1,81	$1,78	$0,03
Plastic Toilets						
Rain Catchment	1500	5	$35,68	$35,68	$33,37	$2,31
Total						$2,81

Administrative Costs $10 000
Revenue per Month per Unit $2,81

	General Administrative Costs					
Month	1	2	3	4	5	6 to 12
Government Officers (x3)	150 000	150 000	150 000	150 000	150 000	100 000
Technical Advisors (x3)	100 000	100 000	100 000	100 000	100 000	100 000
Sales & Marketing Consultant (x2)	0	0	0	0	0	0
Rent a Office	10 000	10 000	10 000	10 000	10 000	10 000
Electricity & Utilities	1 500	1 500	1 500	1 500	1 500	1 500
Laptops & Computers	100 000	0	0	0	0	0
Interns (x10)	0	0	0	20 000	20 000	80 000
Travelling & Others	100 000	100 000	100 000	100 000	100 000	100 000
Stationery	10 000	10 000	10 000	10 000	10 000	10 000
Marketing Initiatives	300 000	50 000	50 000	50 000	50 000	50 000
Brokerages	10 000	0	0	10 000	0	0
Total Administrative Costs	781 500	421 500	421 500	451 500	441 500	451 500
Total Costs (INR)	679 565	421 500	421 500	451 500	441 500	451 500
Total Costs (USD)	15 101	9 367	9 367	10 033	9 811	10 033
Total Projected Costs (INR)	2 867 065					
Total Projected Costs (USD)	63 713					

HULT Global Case Challenge

Waterhire.org

water.org

Political
- Bottom-up buy-in
- Bribery and Corruption issues
- Using water as a political tool

Economical
- Micro-financing successful and growing among the masses
- Unequal distribution of the growth over the past decade
- Agriculture development is slow and backward
- 440,000 colleges providing approved engineering courses

Social
- As many as 1,652 dialects spoken in India
- Caste system still divides people
- Stability or internal coherence issues
- Large and growing middle class
- Young country, median age is 25 years
- High on Hofstede's Power Distance Index

Social (cont.)
- Home-based women are not educated in the administration
- Consumers in rural areas are willing to pay for obtaining connections to water supply
- **2 million college graduates yearly**
- 33% of unemployment

Technological
- Number 3 in the world for Internet usage – current 80 million people and growing
- 800 million mobile cell phones
- Electric supply in most villages is limited and needs to be arranged for before water & sanitation installation

Legal
- Permit Issues
- Local admin support

Go back…

HULT
Global Case Challenge

Waterhire.org

Strengths

− Army of local college graduates, educated and skillful

− Ability to reach a wider geographical sphere

− Link with Water.org – availability of solutions and partnerships

− Experienced professionals to build the training platform for first year of operation

Weaknesses

− Program is new – no benchmarking statistics

− Limited career development for the individuals

Opportunities

− Bridging the gap between non-profit and free-entrepreneurship

− Advancing the Water Credit Program

− Build stronger liaisons with NGOs and Governmental organizations

− Providing job opportunities where 33% unemployment rate and 2m graduates yearly

− Partner with a technology company to assist management and consultants (Motorola, Sony, others)

− Social media and social gaming

Threats

− Turnover due to hardship conditions

− Water-Mafia and corruption in the supply chain – can pose barriers to entry

− Stability issues: changes in political or government

Go back…

HULT
Global Case Challenge

Waterhire.org

water.org

Adjacent Possibles

Function	Role
Micro-Consulting for North Carolina	Micro-consultants Model
Cross cultural solutions	International Volunteering; community centered approach
Charity Water	Awareness
Farmville	Strategy RPG game.
Doctors-without-borders and Operation Smile	Retired officers willing to volunteer

Go back…

HULT Global Case Challenge

Waterhire.org

water.org

Survey result

4. Given equal remuneration. Do you have any preference in working for Profit or Non-Profit(UNICEF,UN,etc) organization?

	Response Percent	Response Count
Profit	52.0%	13
Non Profit	48.0%	12

"No, Because I think there will be less scope of growth in Non-Profit Organization"

"I would love to work for a NGO. Just need shelter and food to motivate me"

-440,000 colleges in India providing education in technical program

Go back…

HULT Global Case Challenge

Waterhire.org

water.org