

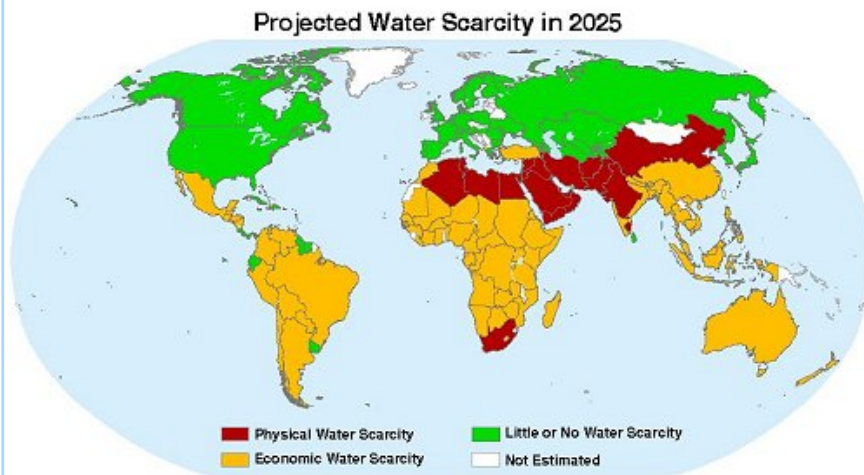
# Water.org wants to increase the target of providing access to safe water and sanitation from 10M people to 100M people in five year

Today, WaterCredits target granting access to water to 10M people ...



- Water.org subsidizes **start-up costs** of MFIs
- **MFIs** provide loans of ~\$130/ person with 10%-24% annual interest rates (1-2 years)
- **Local organizations** provide the technological solution

... however, the target could reach 100M people worldwide



- The potential is huge and growing
- Today:
  - **1.1 billion** people worldwide lack access to **clean water**
  - **2.5 billion** individuals lack **basic sanitation**

# However, the actual business model has to be modified in order to achieve this new target

“Water and sanitation have a weak voice in government”

“Of the funds raised, an estimated 10 to 30% of them are lost to corruption and poor execution”

“Other issues like AIDS and climate change have raised far greater awareness and associated funding”

“Commercial capital has stayed on the sidelines of an unfamiliar and seemingly risky water and sanitation market”

## The new model has to...

1

.. achieve **self – sustainability**

2

.. **empower** the local population

3

.. be **mass customizable**

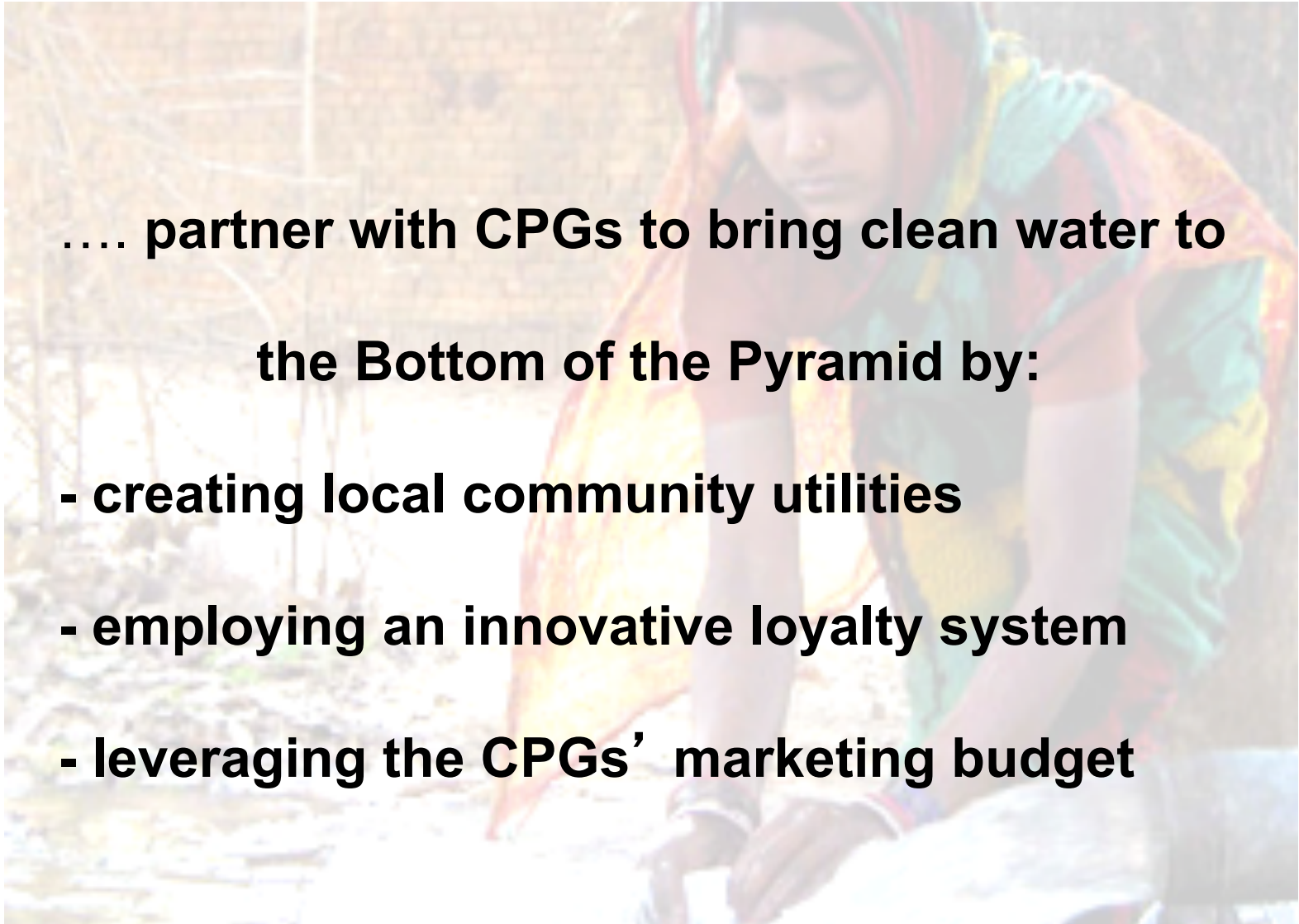
# Multinational Consumer Packaged Goods Corporations (CPGs) are interested in targeting the Bottom of the Pyramid



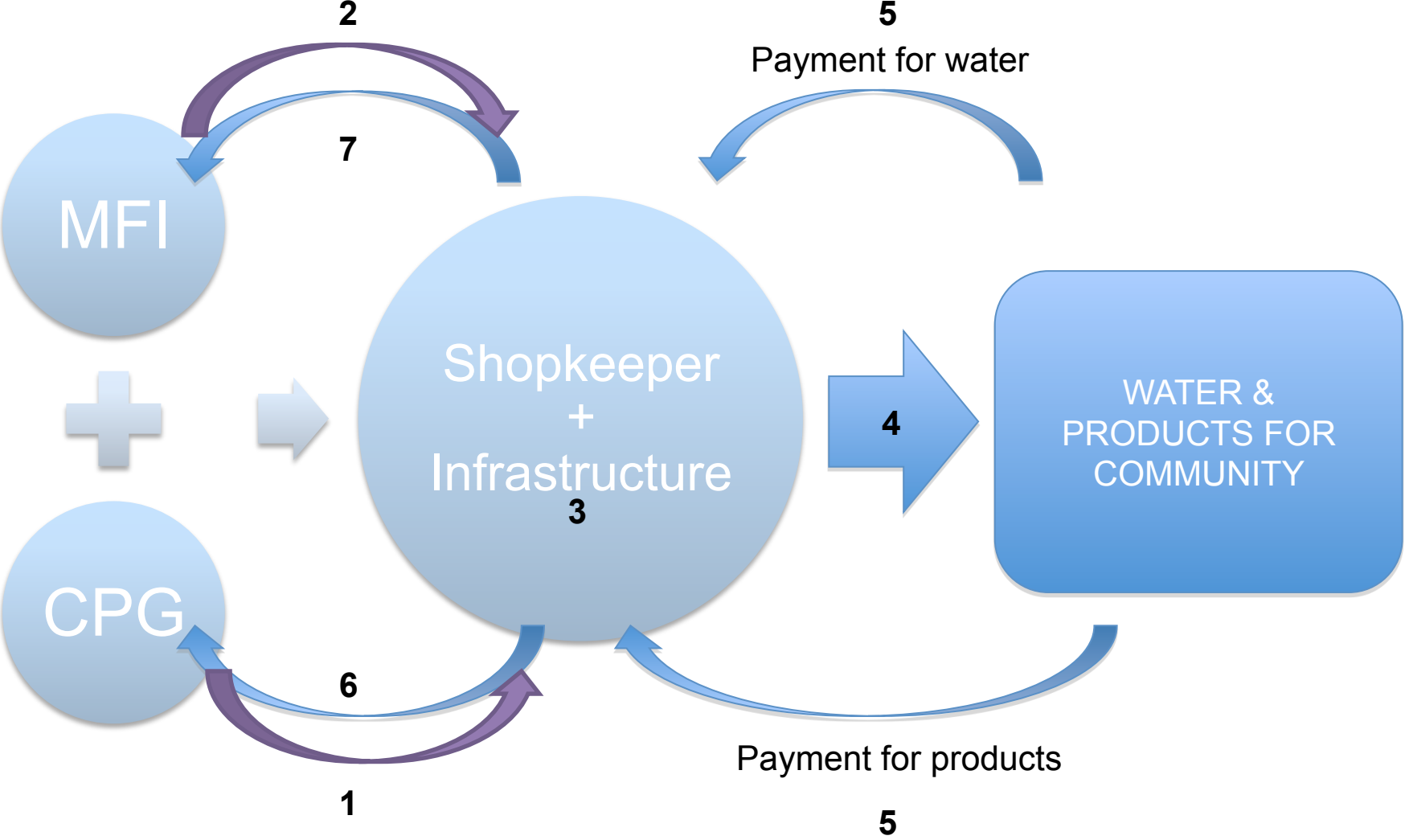
**We could...**

**.... partner with CPGs to bring clean water to  
the Bottom of the Pyramid by:**

- creating local community utilities**
- employing an innovative loyalty system**
- leveraging the CPGs' marketing budget**

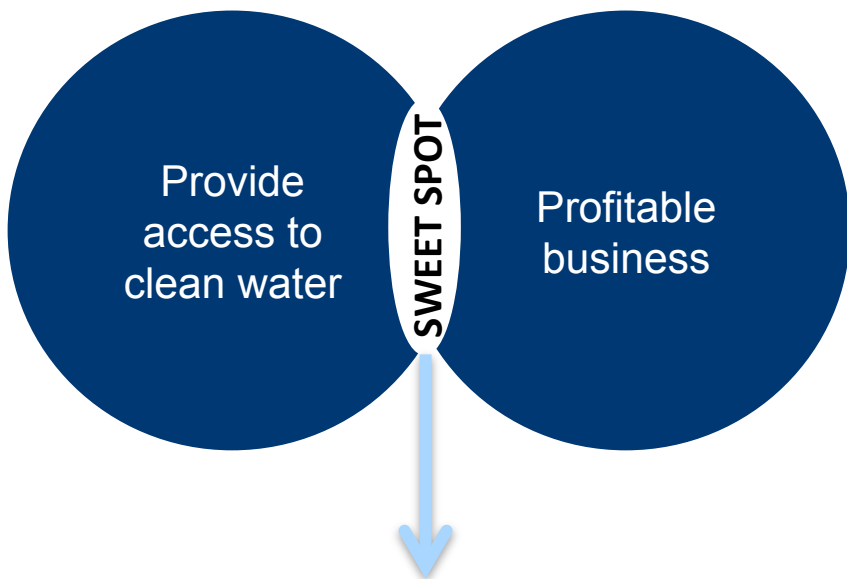


# The simplified process model has seven key steps



# ① The business model achieves self - sustainability

By investing in the Bottom of the Pyramid, CPGs find their sweet spot...



- The sweet spot enables you to:
- Develop the **market**
  - Carry out **social purpose branding**
  - **Access data** that helps you develop go to market and supply chain strategies

.. increasing loyalty and, on top of that, social good in the community



Consumer Buys Shampoo Sachet and gives promotional code to shopkeeper

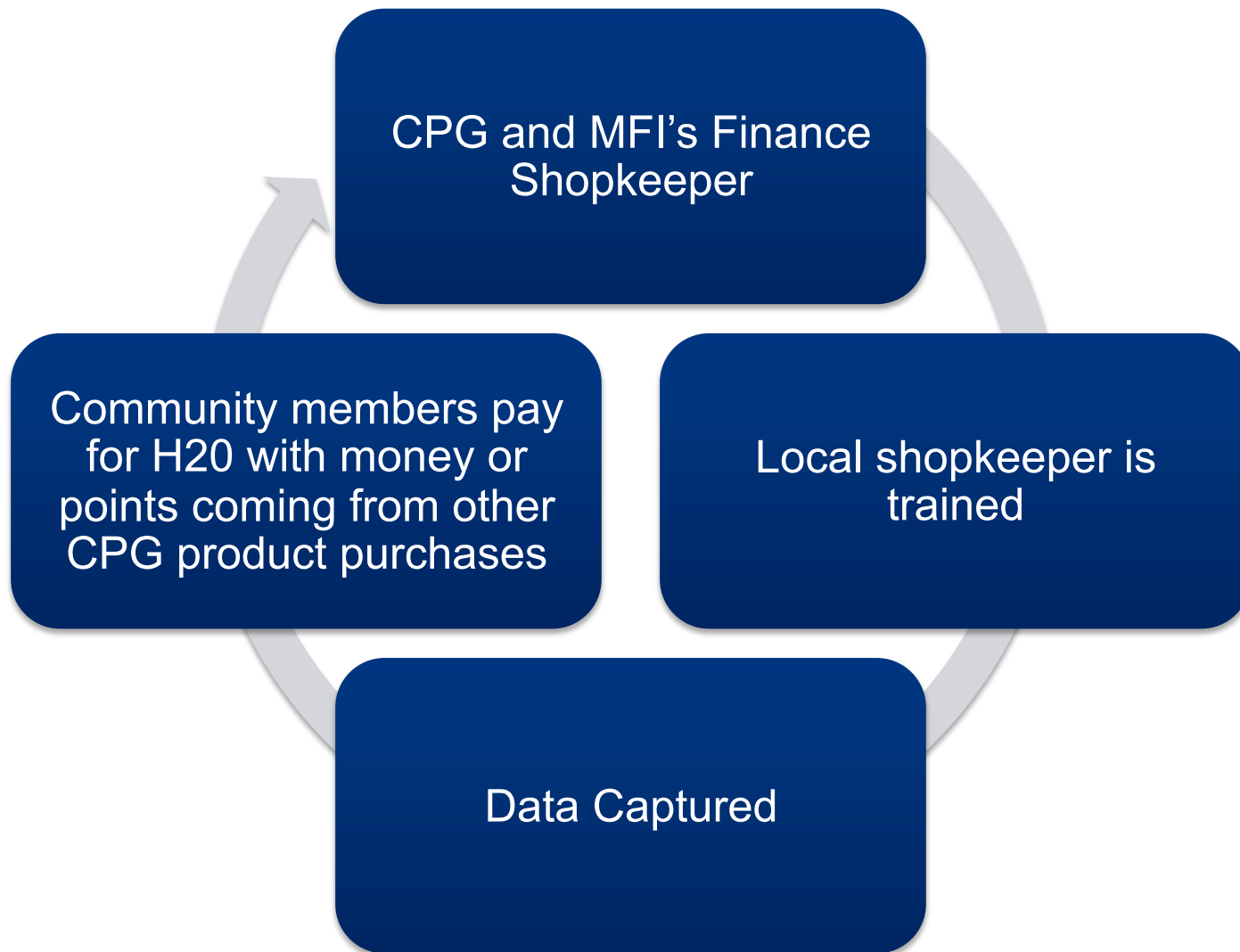


Shopkeeper enters code in cell phone and gets number of gallons to provide



When Sales Rep returns, shopkeeper gets discount amounting cost of water provided

## ② The business model empowers local communities



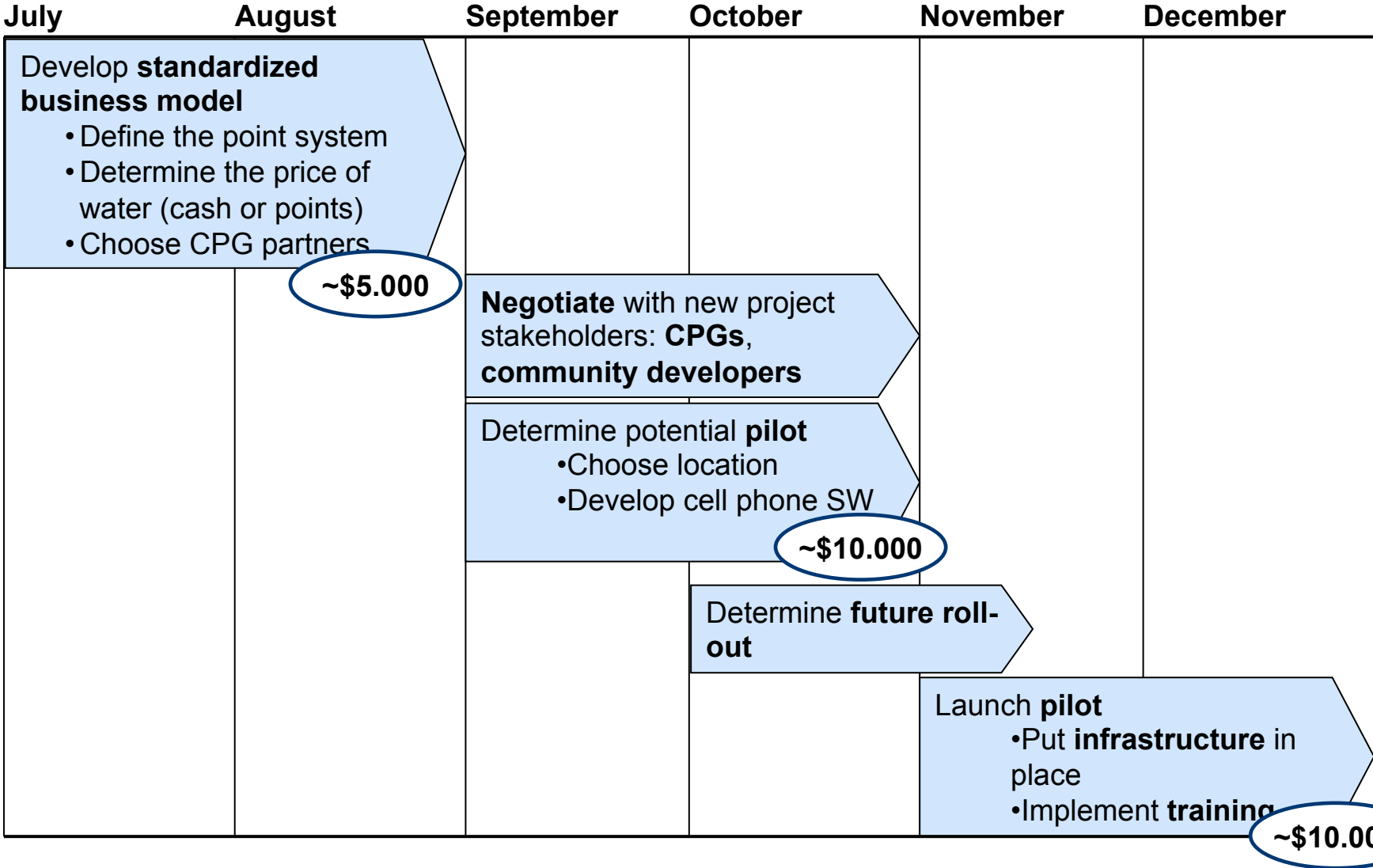
### ③ The business model is mass customizable

- ✓ **Standardized business model** to facilitate negotiations with stakeholders
- ✓ **Set of indicators** to identify projects with high potential
- ✓ **Inputs** into the project business model (actual participants, structure of cash flows) are **determined during negotiation**
- ✓ Enough **flexibility** to ensure quick roll-out



# The following road map provides key steps for the next 6 months

2011





**Q&A**