

Accelerate Safe Water and Sanitation

ShareWave Media:

Jenny Liu

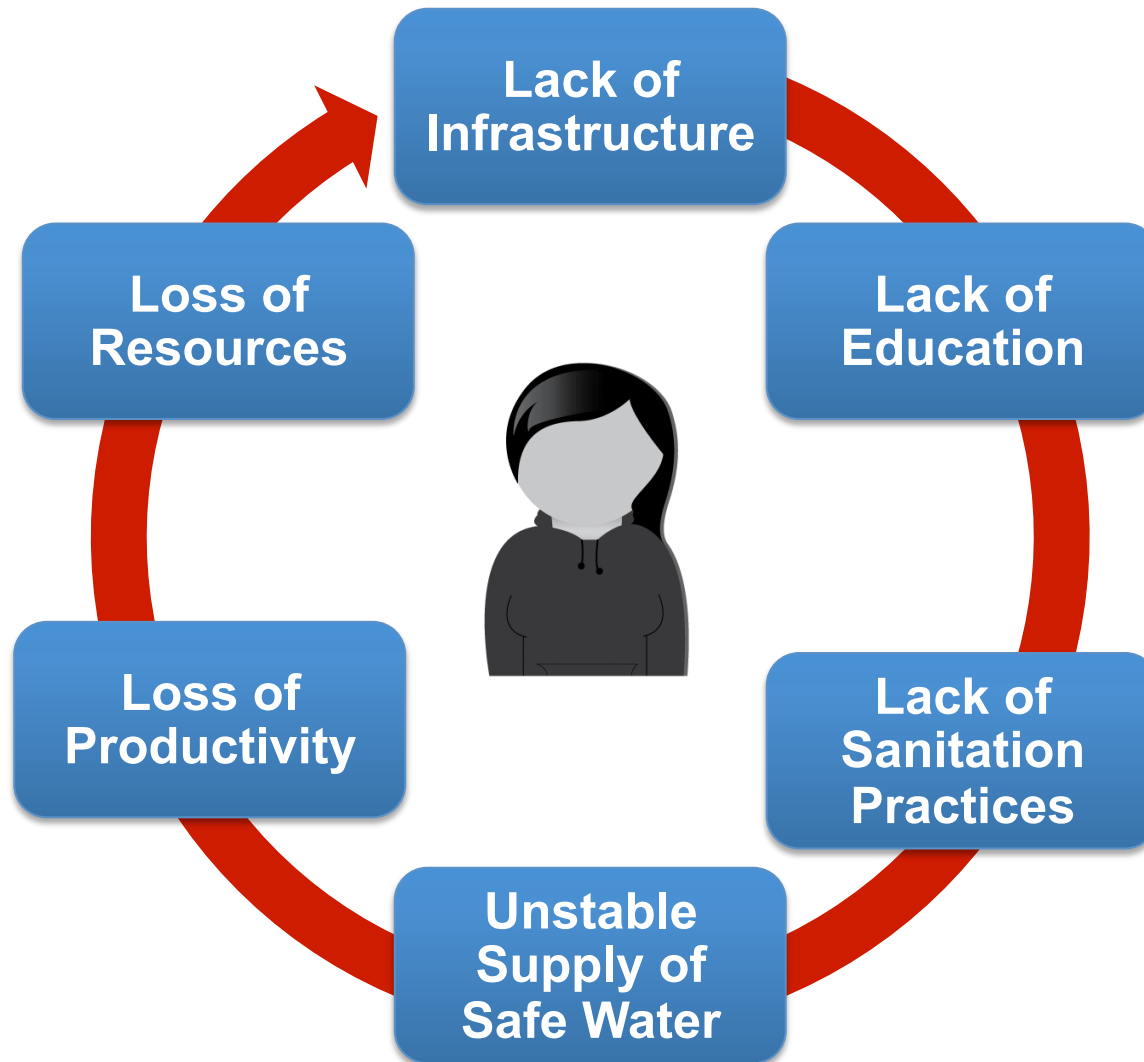
Randall Dennis

Sharmishtha Gupta

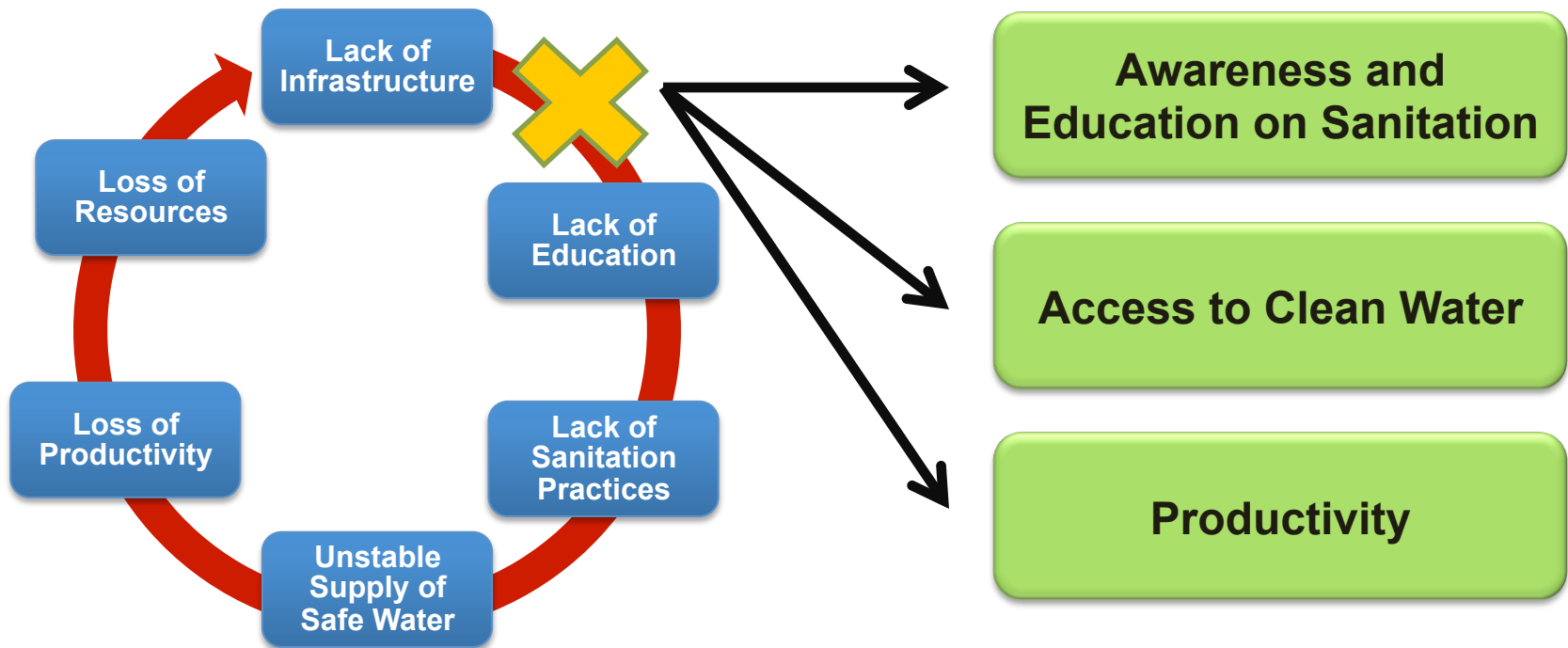
Javier Marquez

Burc Buyukonal

Cyclical Effect of Key Issues



Break the Cycle



Goals at Bottom of Pyramid

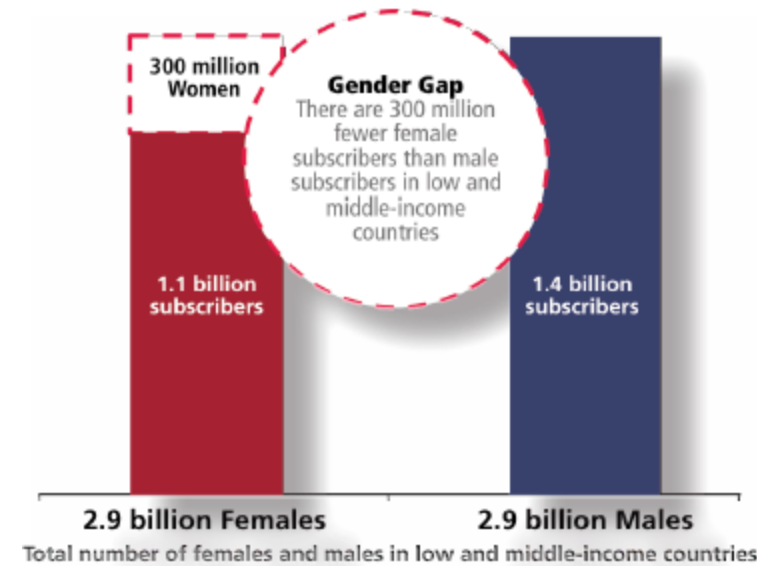
- Reach 14.2 million people in 5 years
 - Increase awareness and education on sanitation
 - Increase access to safe water
 - Increase productivity
 - Empower women

“Reach 100 million people in 5 years”
- Gary White, Water.org



Telecom Industry Intersection

- Text messages and voice recordings
- 1.1 billion women users
 - 300 million new users
 - \$13 billion opportunity
- Development tool for enhancing life:
 - Education
 - Employment
 - Banking
 - Business opportunities



Resource: Vital Wave Consulting, Inc. 2010

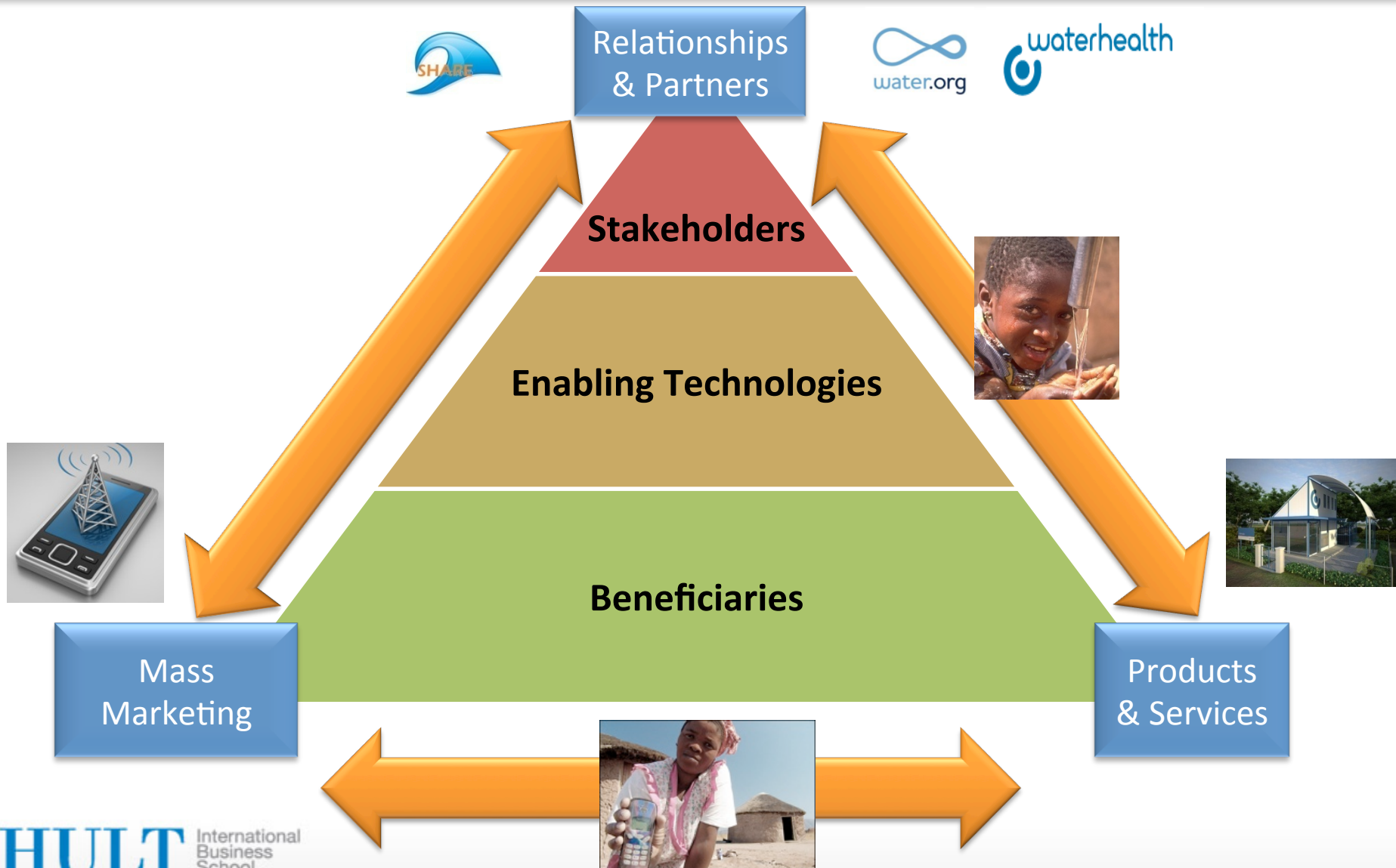


ShareWave Media Solution



- Connect people via telecom infrastructure
 - Mass communication via TextToChange model
 - Platform for awareness, education, and collective action
- Generate revenue via Groupon model
 - Channel buying power of people into communities
 - Text promotion of ShareWave “groupon” with assurance contracts

ShareWave Business Model



Phase 1 - Shared Value & Sustainability

Relationship	Marketing	Finance	Centers	Sales	
+	+	+			ShareWave Media
+		+			Water.org / WaterCredit
+	+				NGOs
+		+			Financial Institutions
+		+	+	+	Community
+		+	+		Government
+	+	+	+	+	Corporations

Actionable and Scalable Pathway

Year 1

\$105K

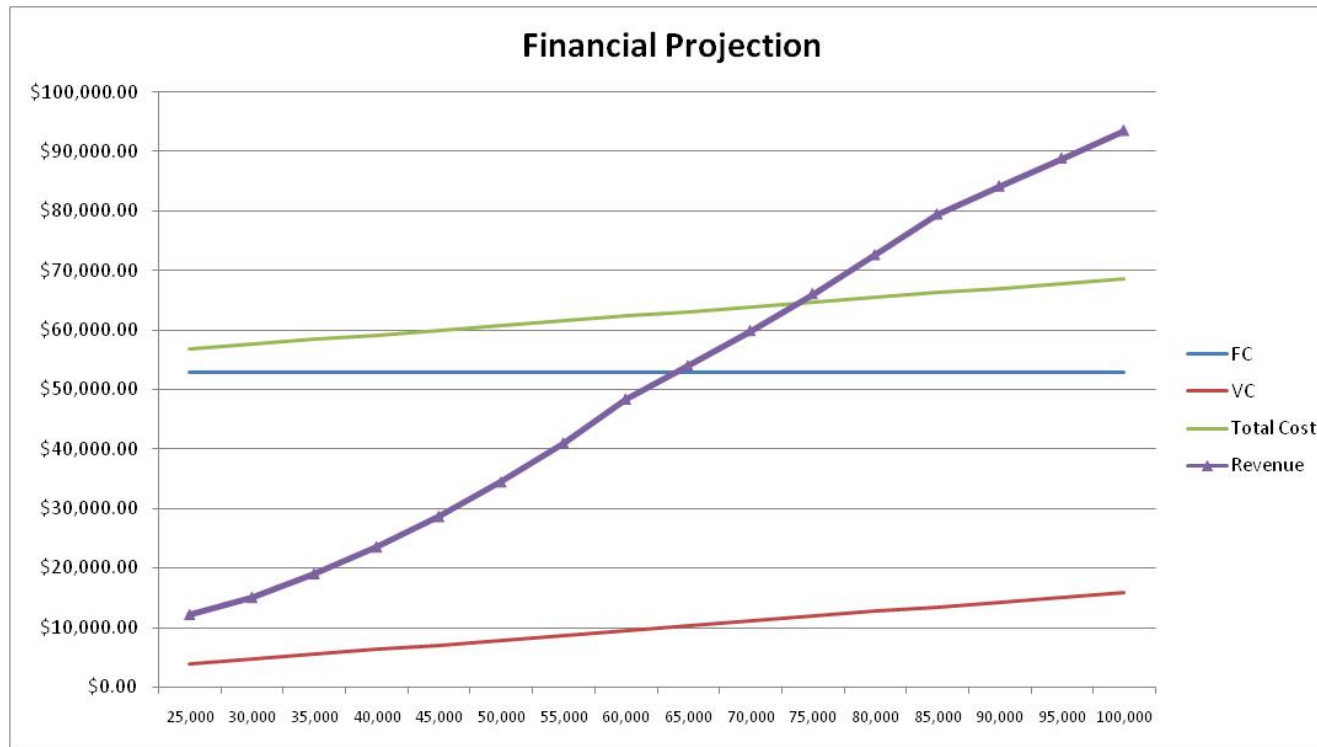
Year 2 – 5

\$995K

People responses 3,400
ShareWave
redemptions 1,020
Sales \$5,000
WaterHealth centers 2

Replicate sustainable WHC 470
Target other community centers 2,850
People 4,845,000 reached
People 14,250,000 access to H2O

Sustainable Financial and Social Model



Education
Health
Employment
Productivity

NPV \$529.36

IRR 485%

Summary

- Profitable, sustainable, and scalable model
- Accelerate access to safe water and sanitation at the bottom of the pyramid
 - Increase awareness and education
 - Increase productivity
 - Empower women
 - Increase awareness of Water.org and its initiatives
- Reach 14,2 million people in 5 years

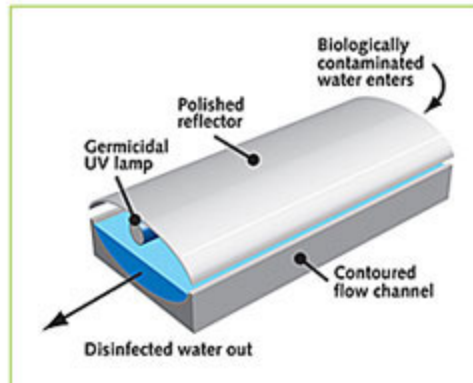


Credits

- Hult Global Case Challenge Committee
- Hult Faculty
 - Jim Prost
 - Joanne Lawrence
 - Larry Louie
- Irene Hsieh
- Vitalwave Consulting
 - Brendan Smith



UV Waterworks



Appendix

- Financial calculations

Financial Model – Cost Benefit

- WaterHealth Center \$8,000 plus franchise fees- \$50,000 or \$17 / person, generating \$24,000 / year
 - Serves average 3,000 residents, ranging 2,000 – 10,000, with 20 liters of safe water / person / per day
- UVW system \$800 for 15 years
- WaterWave
 - Infrastructure
 - 50p to 2rs or for sending national sms or 1 Rs (\$0.02) per SMS in India = $\$0.02 * 3,000 * 7 = \420
 - Marketing communications
 - Revenue from Ads
- NPV / ROI

Traditional Approach

- * Source of Funds
 - * Government + Philanthropy
- * Use of Funds
 - * Grants for Water Infrastructure
- * Solution:
 - * Long-Term sustainable model
 - * Helps large Communities
- * Issues:
 - * Cumbersome
 - * Corruption
 - * Big Solution
 - * Innovative Customized Approach

Current Value Chain

