Hult Global Case Competition
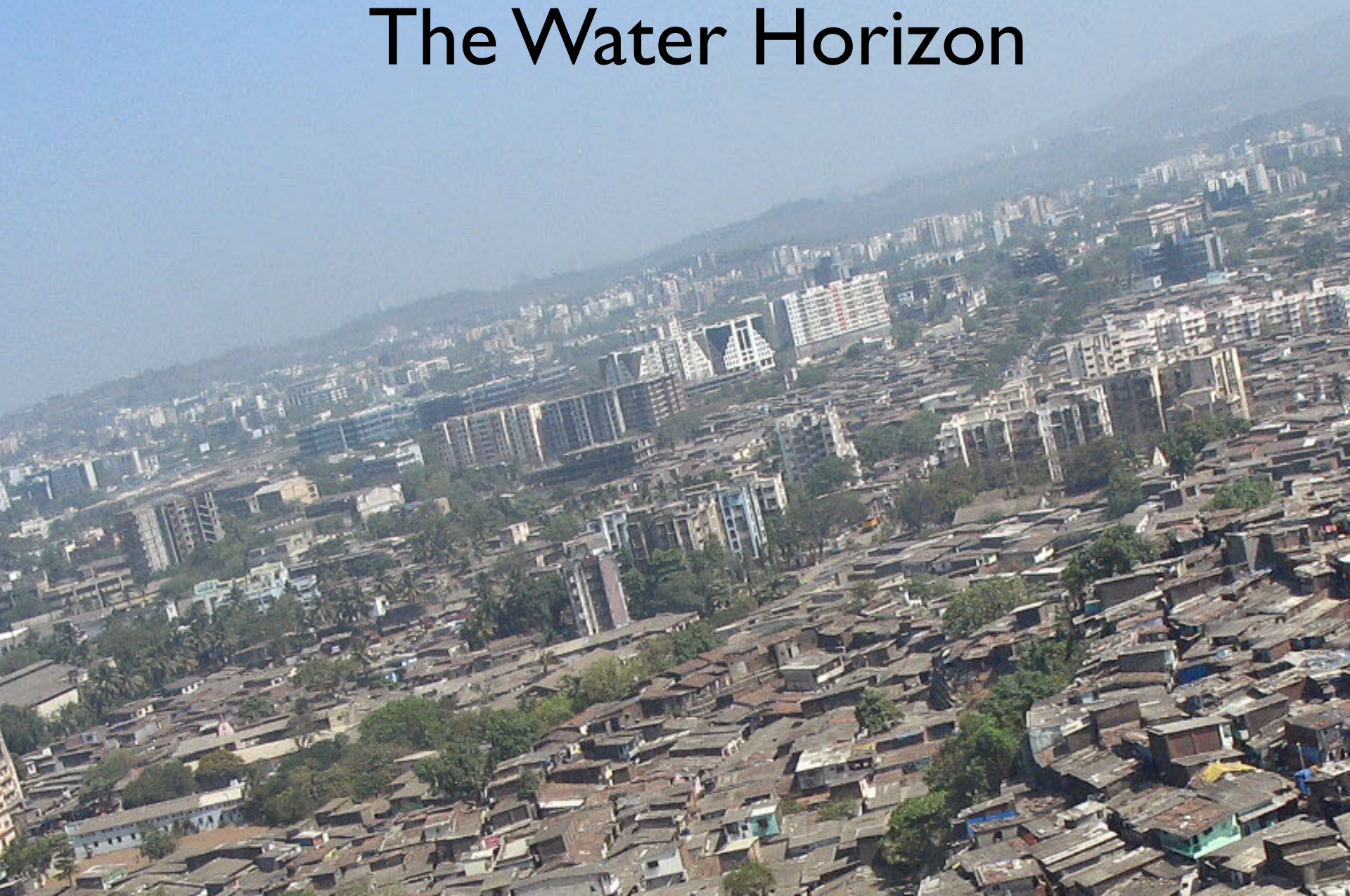

University of Virginia Darden School of Business
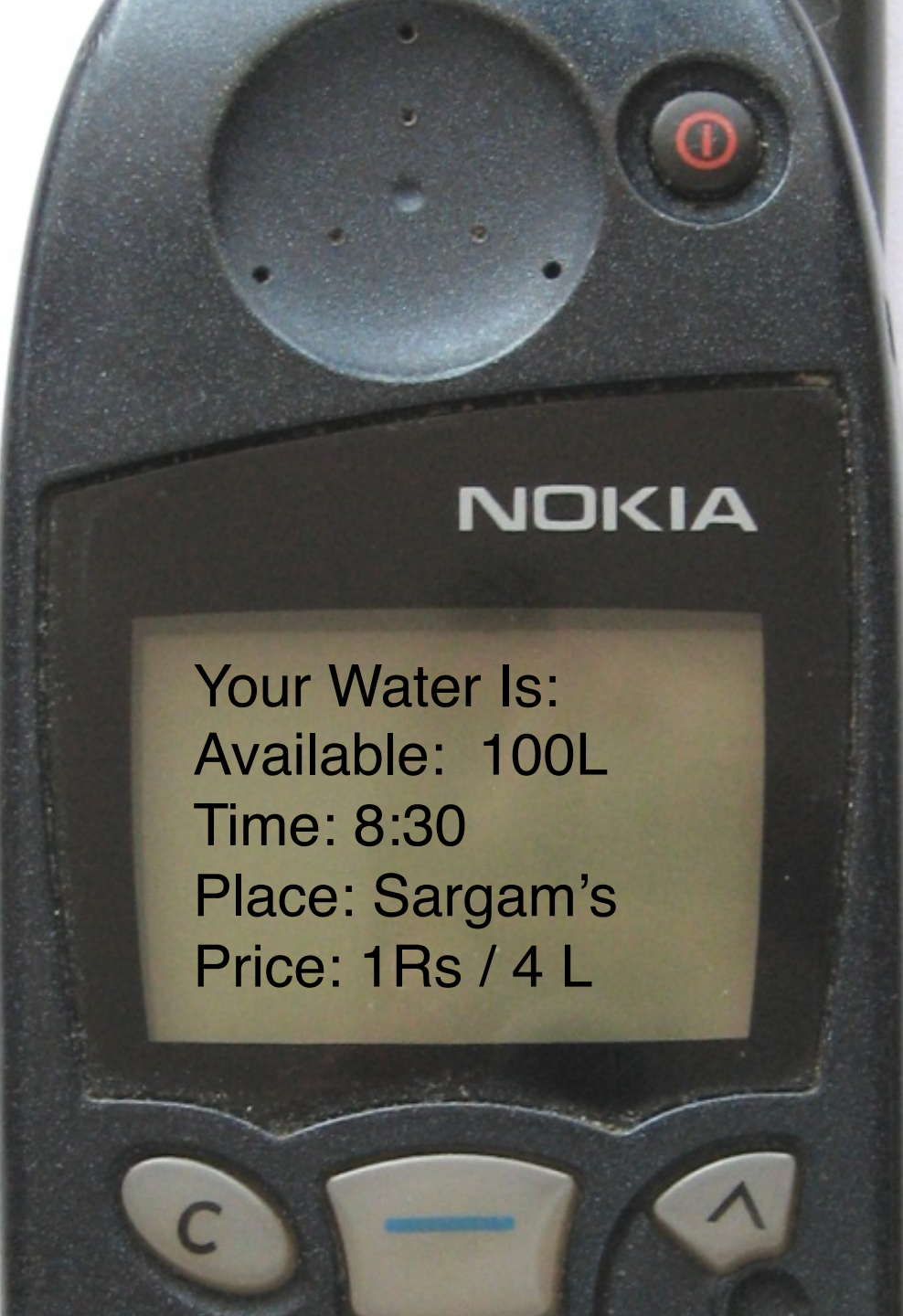
Team 27

March 5, 2011
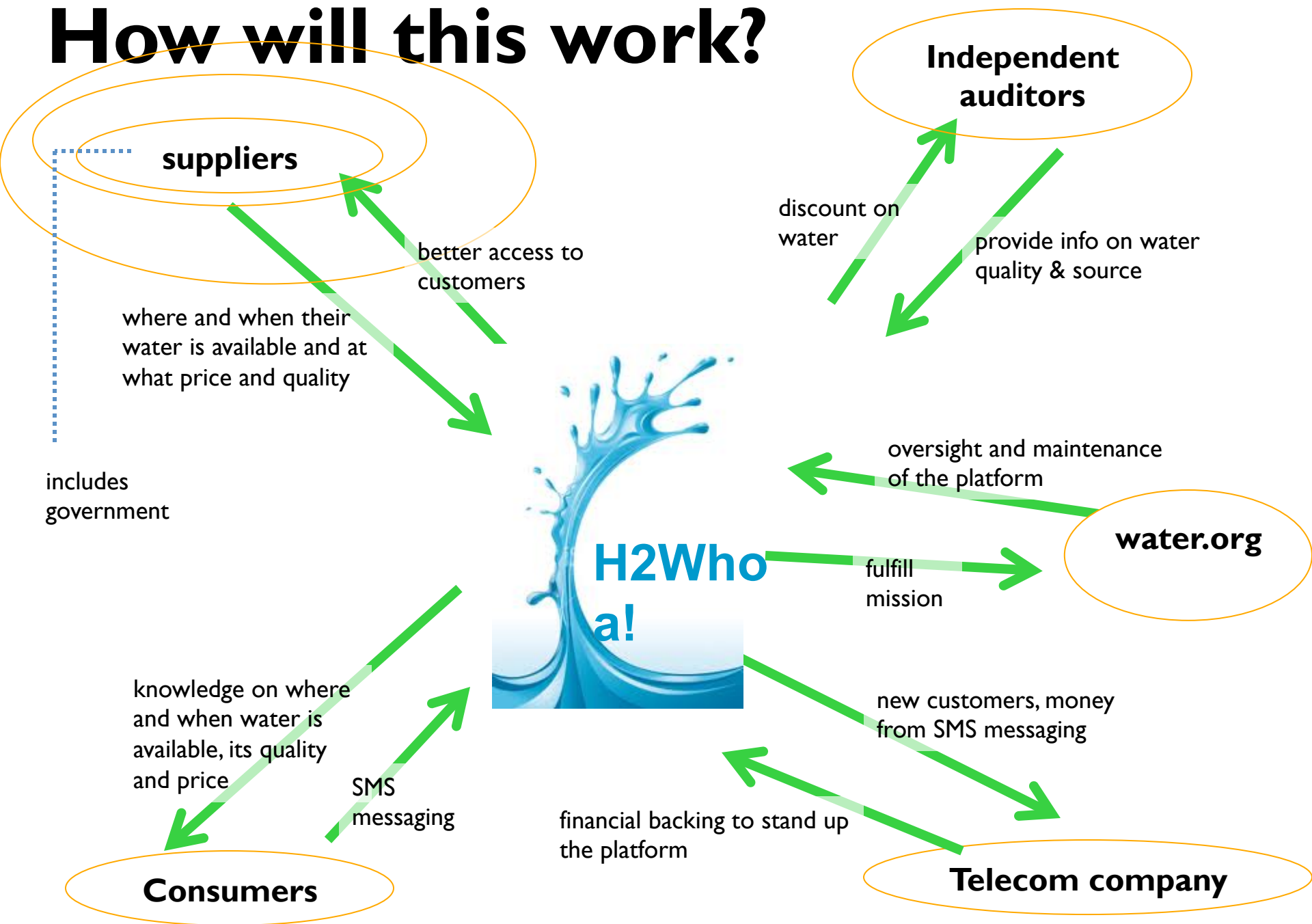
The Water Horizon

Your Water Is:
Available: 100L
Time: 8:30
Place: Sargam's
Price: 1Rs / 4 L

How will this work?

suppliers

Independent auditors

better access to customers

where and when their water is available and at what price and quality

includes government

discount on water

provide info on water quality & source

oversight and maintenance of the platform

H2Whoa!

fulfill mission

water.org

knowledge on where and when water is available, its quality and price

SMS messaging

new customers, money from SMS messaging

financial backing to stand up the platform

Consumers

Telecom company

Evaluating the model: Can we implement this? Will it work? For how long?

Availability	• Increased efficiency in available supply • Primary infrastructure already established
Accessibility	• Increased knowledge for buyers • Establishes a cost for wait time and distance traveled
Drinkability	• Independent auditors create rating of water
Sustainability	• Cell phone usage and prominence in developing countries is growing quickly; penetration over 50% in all countries
Scalability	• Open-source and open-system approach • Little upfront capital needed • Builds on WaterCredit 2.0 model

Potential Risks

Water Mafia

Government Regulation

Quality Assurance

Capacity

Opportunities

Metrics-Driven Marketing Strategy

Partnerships with MNCs (e.g. Coca-Cola, Vodafone, NextDrop)

New Market Fosters Entrepreneurship

Water Quality Standard

Health Education

Timeline

Develop technology based on existing models (mobile banking, e-agriculture, Google maps)

Partner with telecom companies for pricing strategy (e.g. Vodafone)

Work with government to limit regulatory restrictions

Contact potential suppliers (WaterCredit customers) to introduce product

Introduce product to end-user via text message

Train suppliers to use technology as platform for delivery system