

# WATER REVOLUTION

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**HOW DO WE REACH  
100M PEOPLE  
IN 5 YEARS?**



**COMMUNITIES  
DIFFER..**

**DEMAND  
DIFFERS...**



A woman in a purple patterned dress is pouring water from a yellow bucket into a white basin. The bucket has Arabic text on it. Other people's hands and clothing are visible around the basin, suggesting a communal water collection point. The scene is set outdoors with natural light.

**IT'S NOT JUST ABOUT REACHING  
100 MILLION PEOPLE**

**IT'S ABOUT 100 MILLION  
DEMANDING CLEAN WATER**

# WATER MANIFESTO

## WE WANT...

To drink water without fear of illness and death

To bathe and defecate with dignity and safety

To acquire water without waiting for hours

To know where our water is coming from

Hope that we can effect change and tomorrow will be better than today

## CONTROL OVER OUR OWN WATER DESTINY



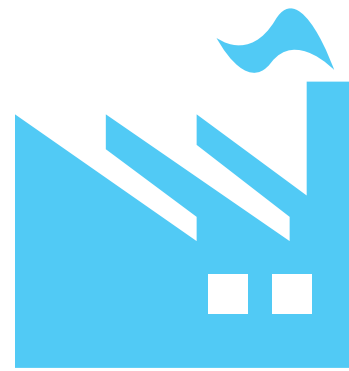
# HOW DO REVOLUTIONS HAPPEN?



# STEPS TO SUCCESS



**STORY**



**MICRO  
UTILITY**



**SOCIAL  
REWARDS**



# STORY

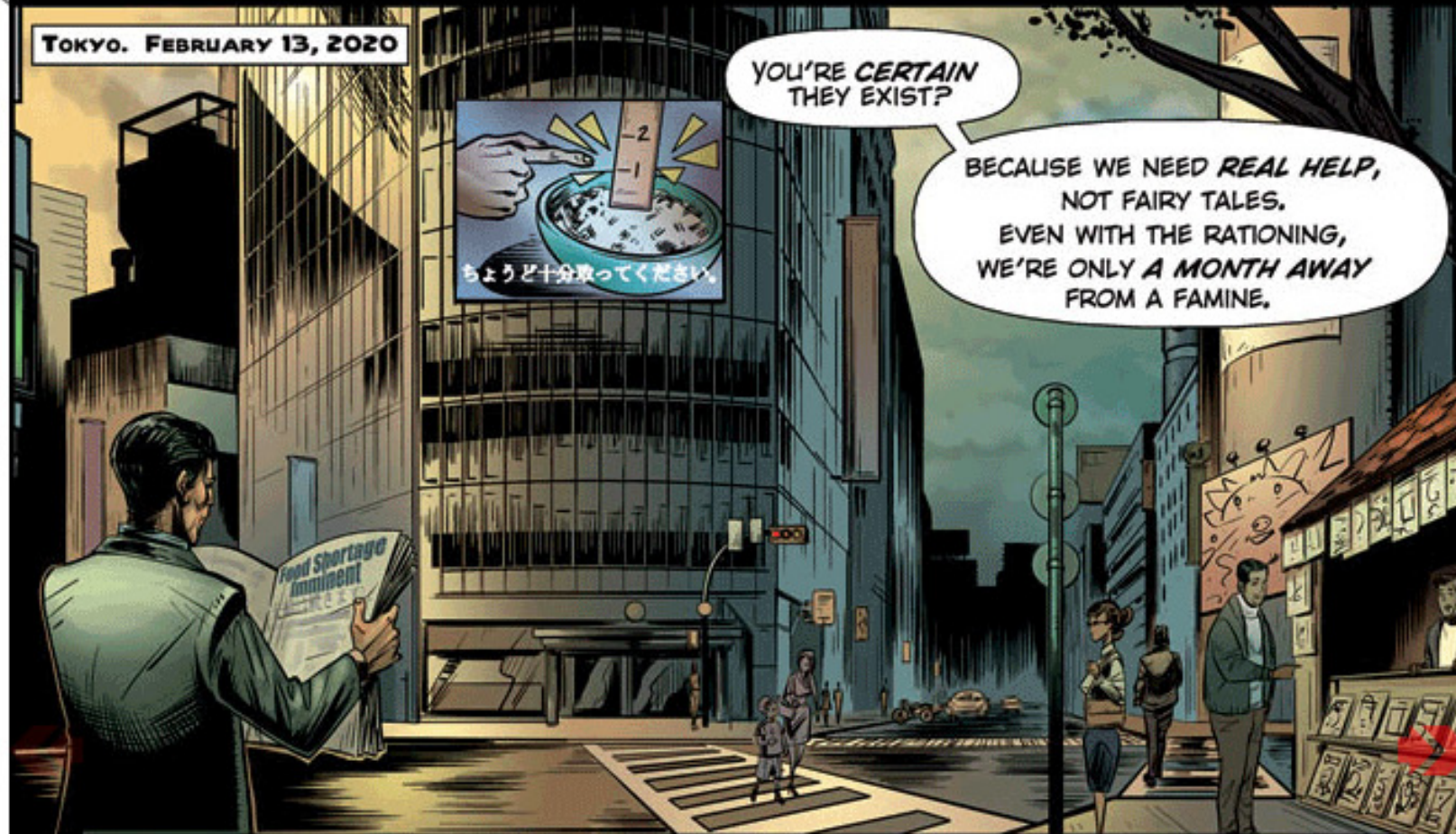
## A CRASH COURSE IN CHANGING THE WORLD

CLICK TO PLAY  
EVOKE TRAILER



Episode 001 | The earth moves at different speeds depending on who you are. – Nigerian proverb

TOKYO. FEBRUARY 13, 2020



YOU'RE *CERTAIN* THEY EXIST?

BECAUSE WE NEED *REAL HELP*, NOT FAIRY TALES. EVEN WITH THE RATIONING, WE'RE ONLY *A MONTH AWAY* FROM A FAMINE.

MR. GOVERNOR, IT'S NOT JUST US. OSAKA, KYOTO, TOO. *EVERYONE* IS DOWN TO THEIR FINAL MONTH OF RICE RESERVES.

I *CANNOT* LET THIS HAPPEN. I *WILL NOT*. NOT IN MY CITY.

IT'S SAID THE NETWORK WAS RESPONSIBLE FOR SAVING LAGOS AFTER THE MAIZE FAMINE OF 2017. BUT THEY'VE NEVER TAKEN CREDIT.

THEY NEVER *DO*.

SO, IF THEY'RE REAL, HOW DO WE GET IN TOUCH WITH THEM?

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# EVOKE

for TEACHERS and ORGANIZATIONS

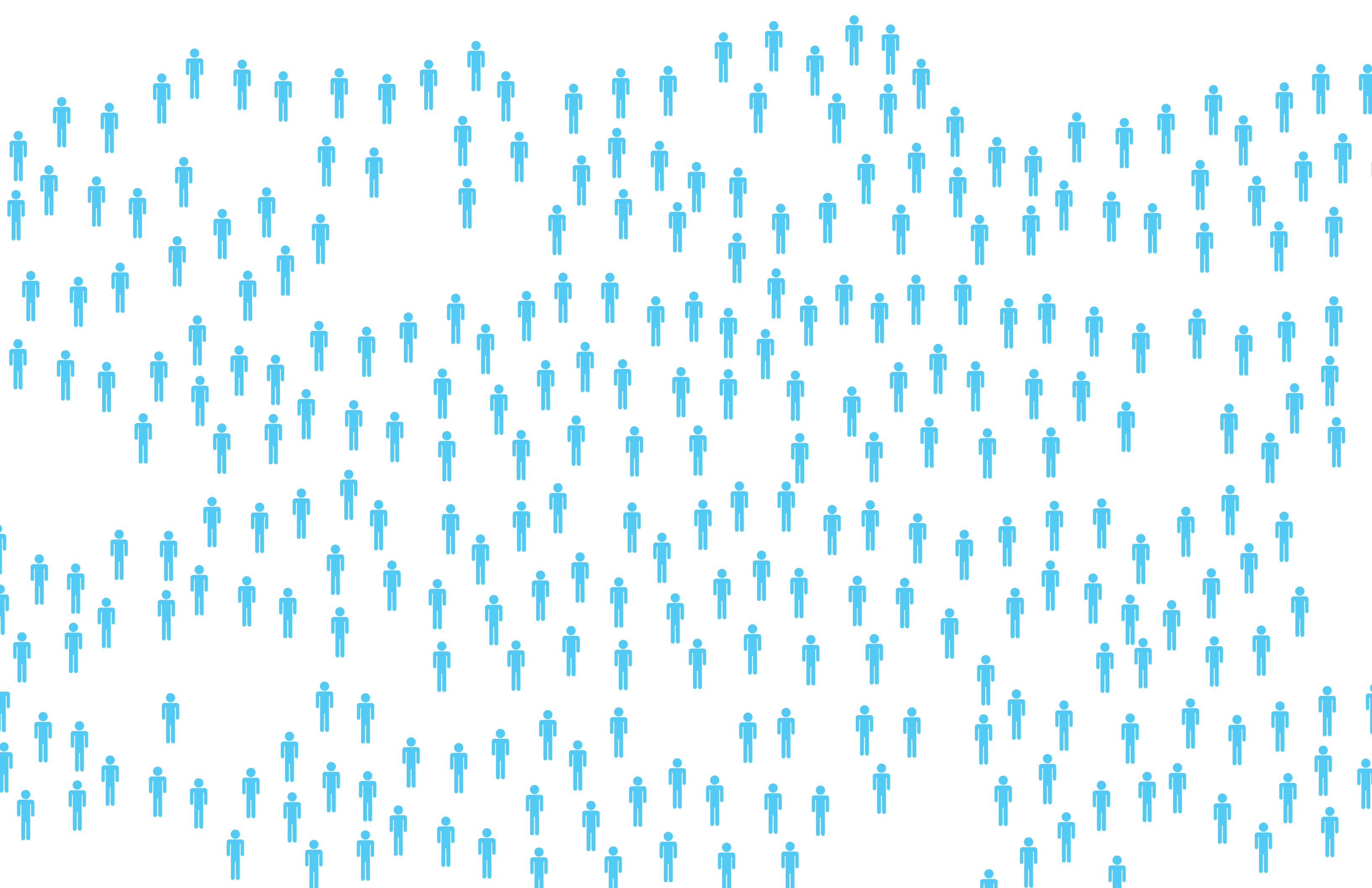


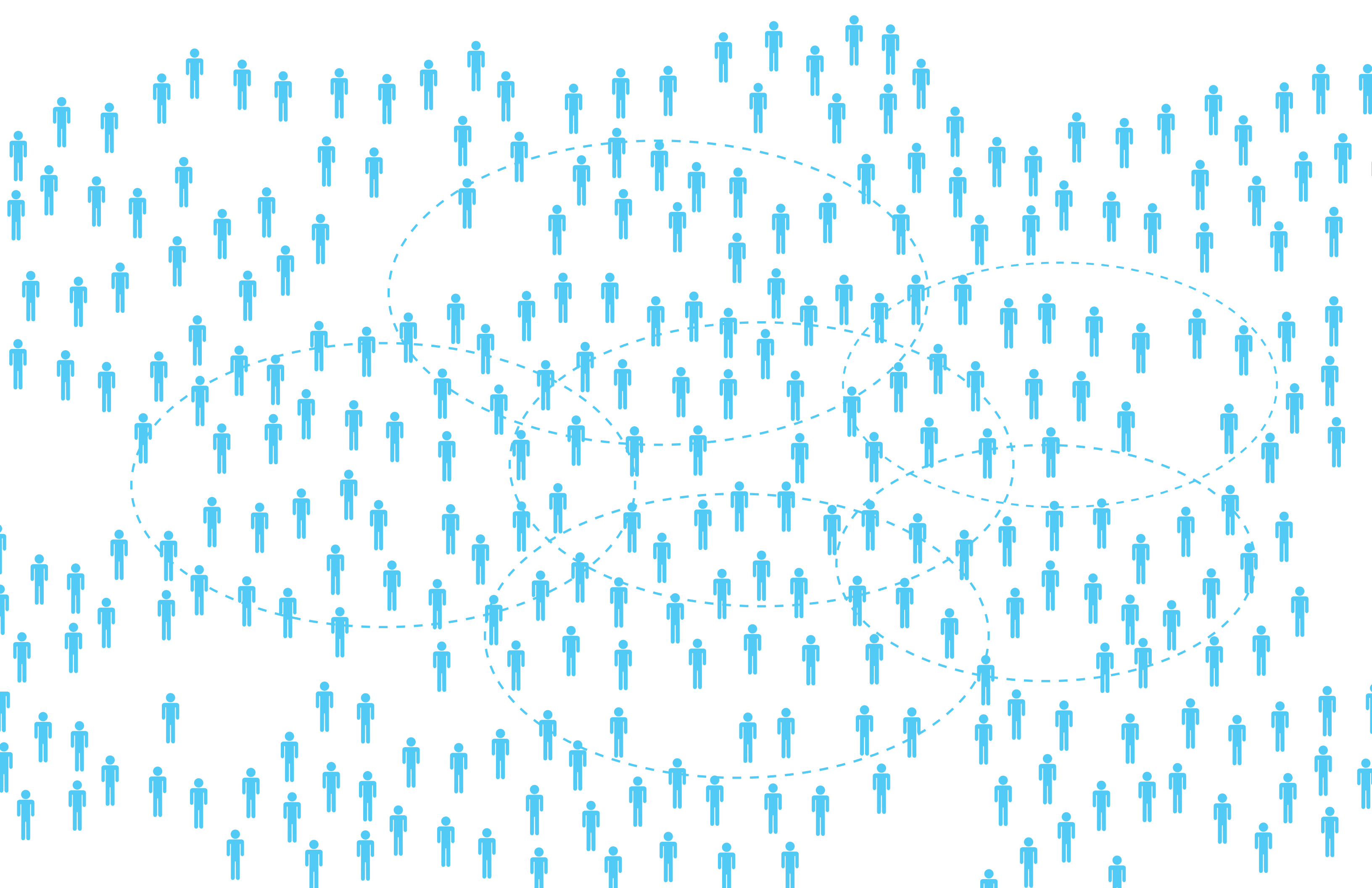
request access

to the 2010 Social Impact Game of the Year

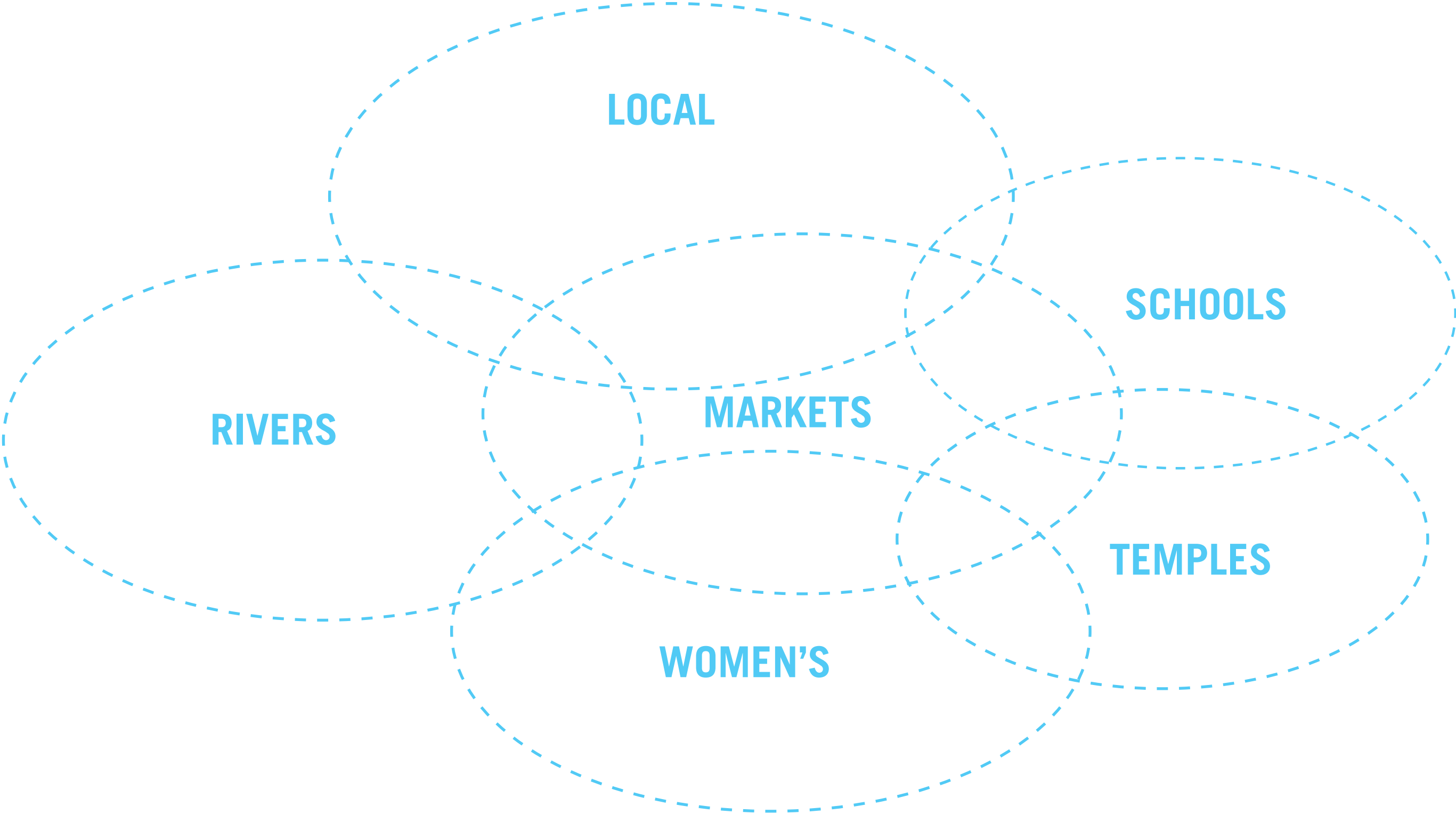






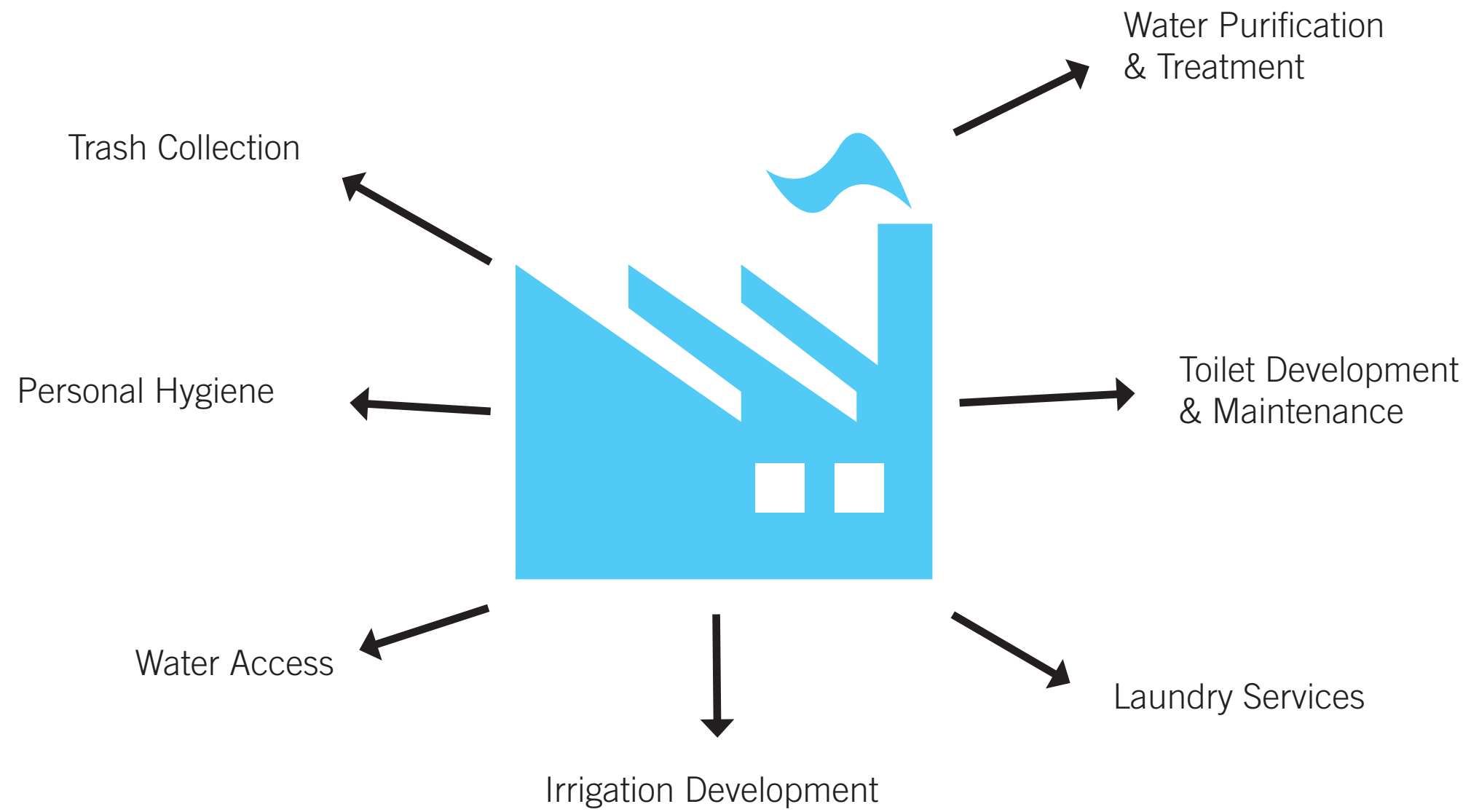


# TAILORED TO COMMUNITY





# MICRO-UTILITY



**A Collection of WATSAN Micro Franchises**

# MICRO-UTILITY



Village Laundry  
Service

# MICRO-UTILITY

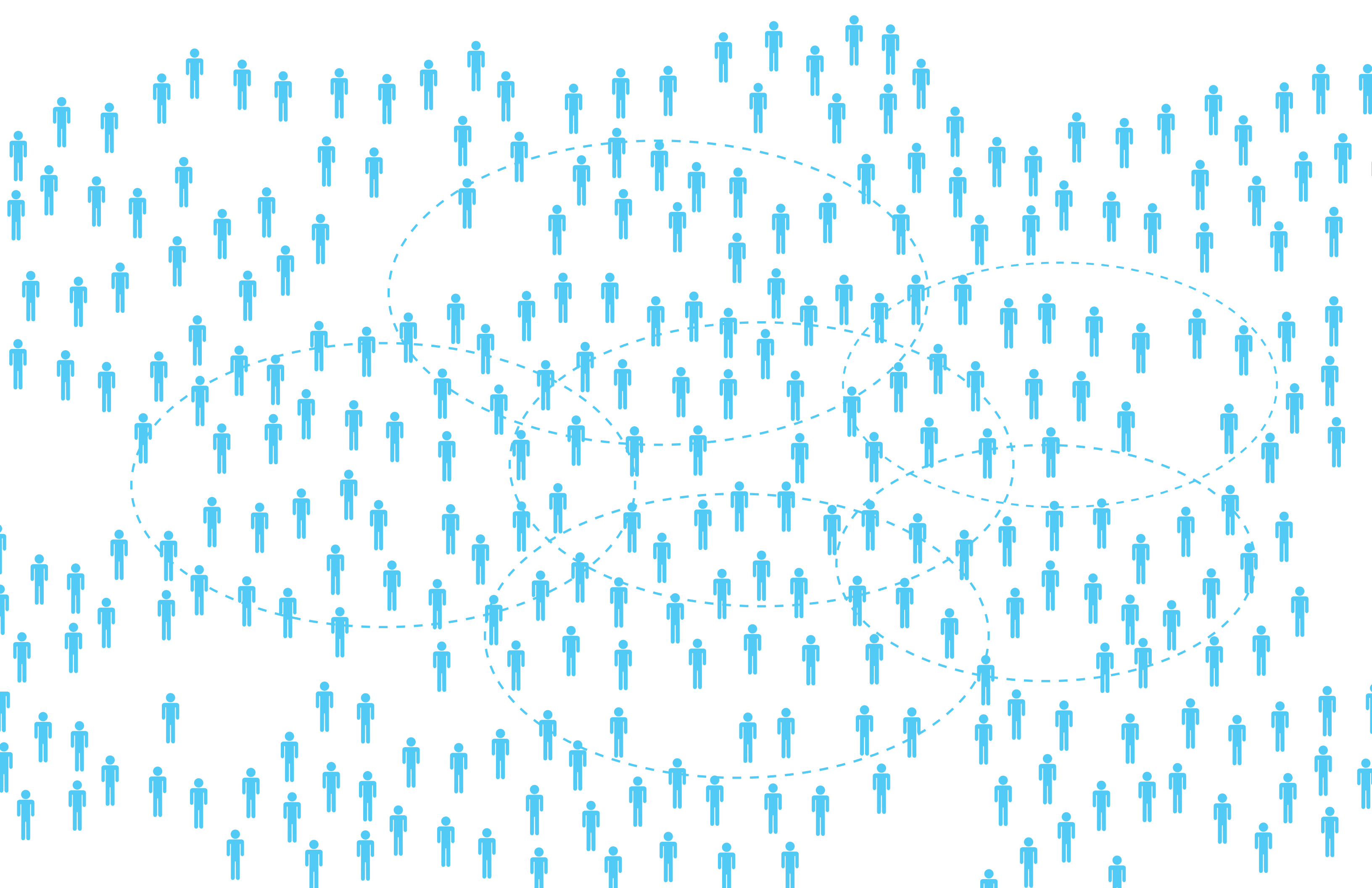


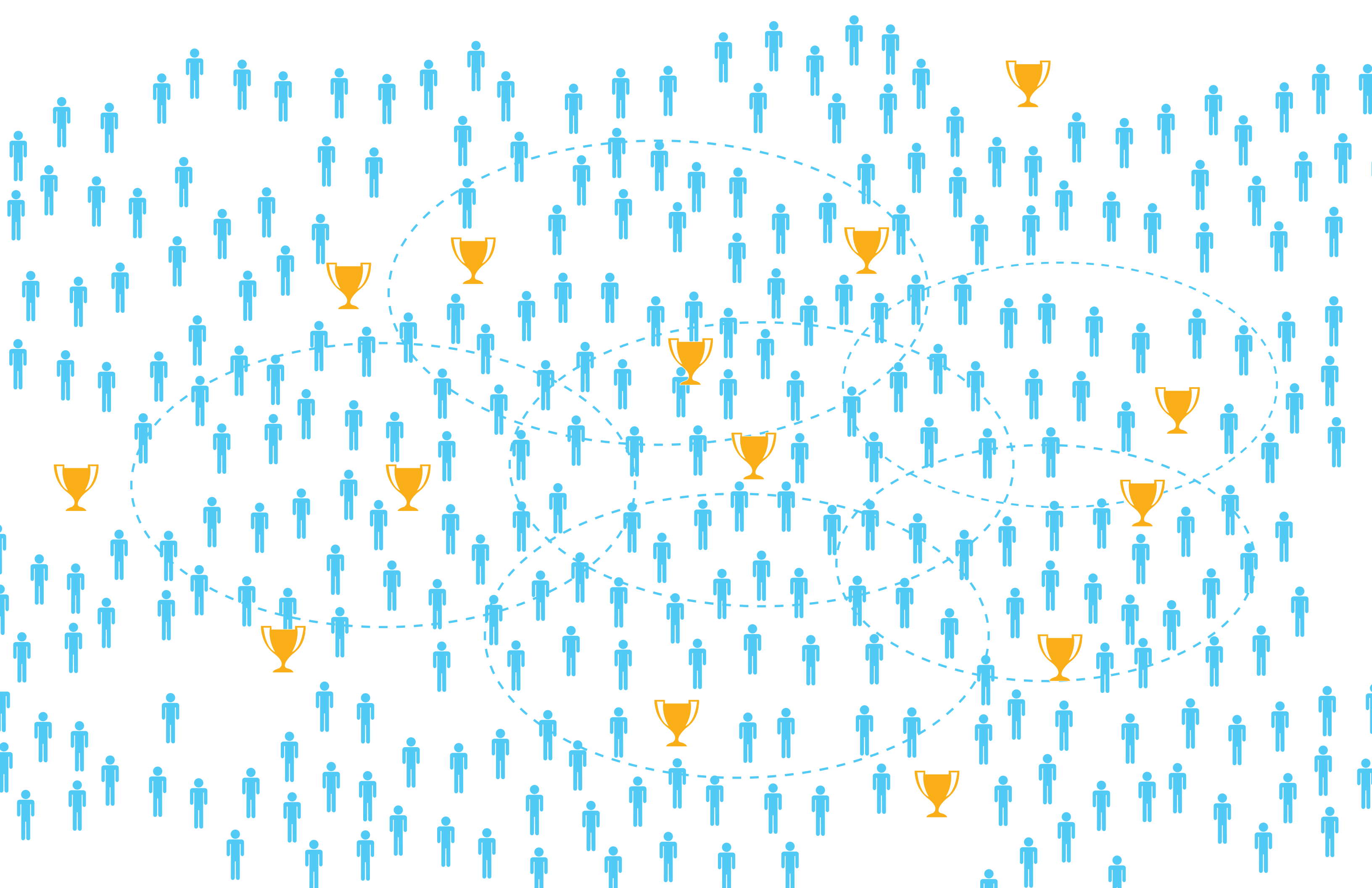


# SOCIAL REWARDS



*foursquare*









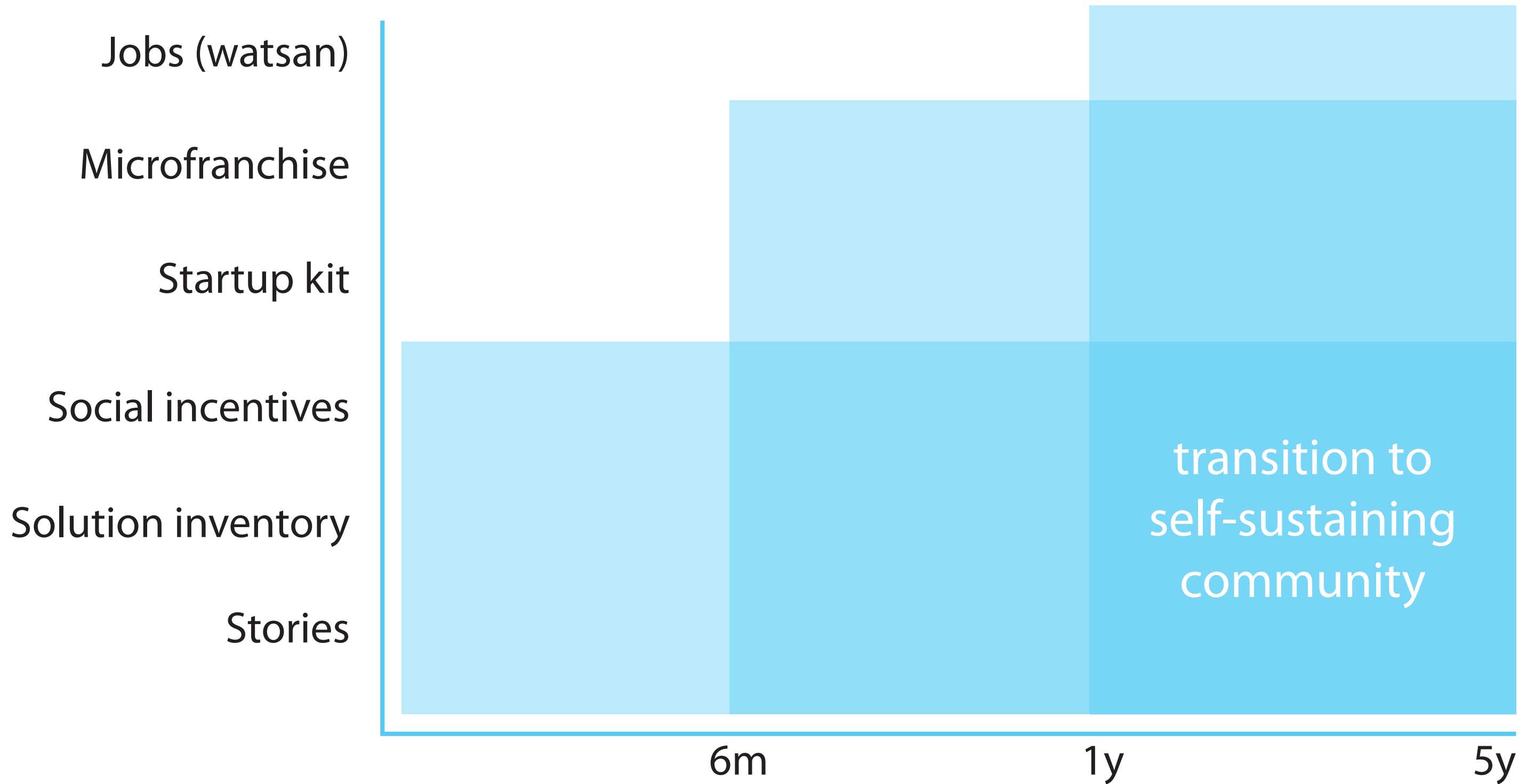
## EXAMPLES



**Sampath** was previously an ironer earning roughly Rs.5,000 per month. With a VLS Chamak franchise, he stands to double his income, and his payback the investment on his rig in less than 6 months. Further, his social standing is increased as he is now part of a 'big company'.



# ROADMAP



# METRICS

- ▲ # of micro-utilities
- ▲ # of watsan jobs
- ▼ philanthropic cost/person
- ▲ # of communities participating



# WATER REVOLUTION



**STORY**



**MICRO  
UTILITY**



**SOCIAL  
REWARDS**

**THANKS**