

Essence of an ideal solution



We can use locally raised resources to bring water-sanitation facilities to 100 million people in 5 years

- Make locals the stakeholders of the facilities locally-raised resources
- Reduce reliance on external aid
- Leverage on existing social networks amongst communities



# Make locals the stakeholders of the facilities locally-raised resources

- Obligated to maintain water-sanitation facilities

# Reduce reliance on external aid

- Pool resources internally from households



# Leverage on existing social networks amongst communities

- Social networks allow massive outreach
- Information can be disseminated
- Easier to be convince people whom you are familiar with
- Personal relations help make convincing people more effective

# Referral network model reaches the most in the shortest time

- How network effect works to reach our goal:





Fund for Communal  
Watsan facilities

90%



\$1

10%



10%



10%



Contract to be in system:  
\$1 + min 1 referral

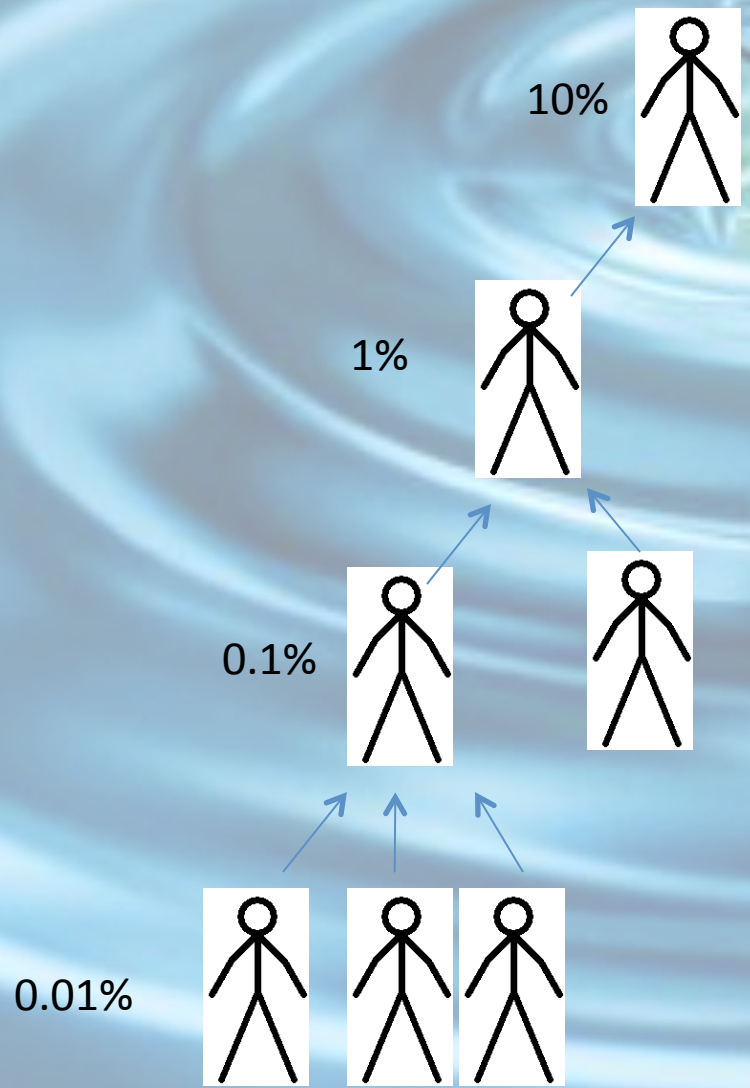
The image features a blue-tinted background with concentric ripples in water. In the center, there is a large, clear water droplet that is slightly out of focus, with a smaller droplet visible below it. The text "Road Block" is centered over the image.

Road Block





**\$X – Repair Fee**



# Implementation

Water.Org approach local partners to spread awareness

Identify incentives that appeals

Collect feedback

Sort them according to their level of willingness

Kick start referral network model



# Benefits of Referral Network Model

- Locals are motivated to enter the system
- Reduce the income inequality in the areas

# Limitations

- Not everyone will be receptive to this initially
- System might get saturated