

Water Entrepreneurship

The Team with a Dream

HEC Paris

Omar Benyahia, Fred Chung, Sonali Jain, Praveenjothi
Paranjothi, Eugene Wang

Situation – Complication- Question

Situation: Water available in vicinity but not accessible in peri-urban region

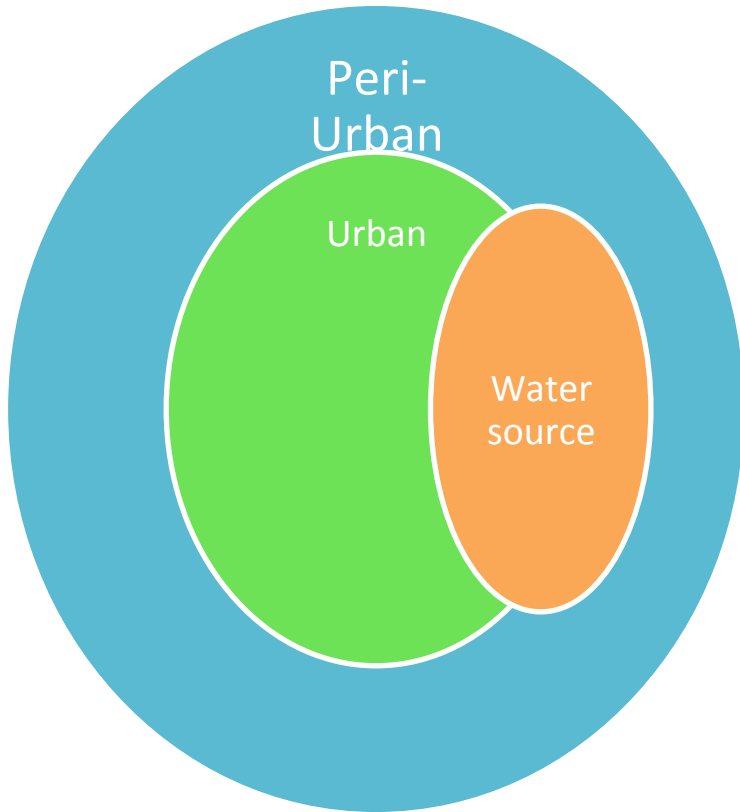
Complication: Water not easily accessible in cost effective way

Question: How can people (women) demand for cost effective scalable water supply?

Market Focus

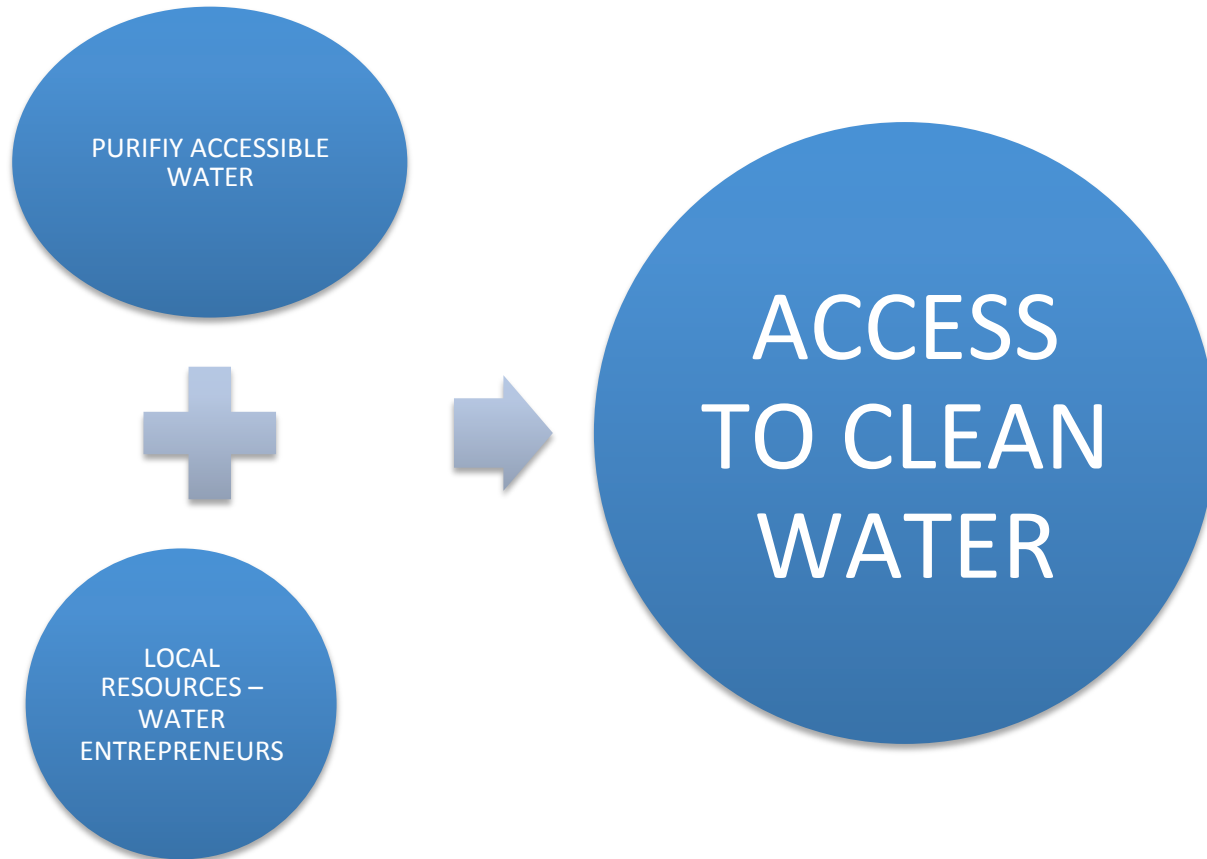
- A “*thirsty*” market with latent demand
- Market Facts:
 - Who? – Women & Children in Peri-urban region
 - Peri-Urban Market Size in India – 129 million
 - Target is on the market < \$2.5 (Rs. 112.23)
- Characteristics
 - Water is a necessity and need
 - Extremely low purchasing power
 - Potential to add economic value when alternative provided

Assumptions

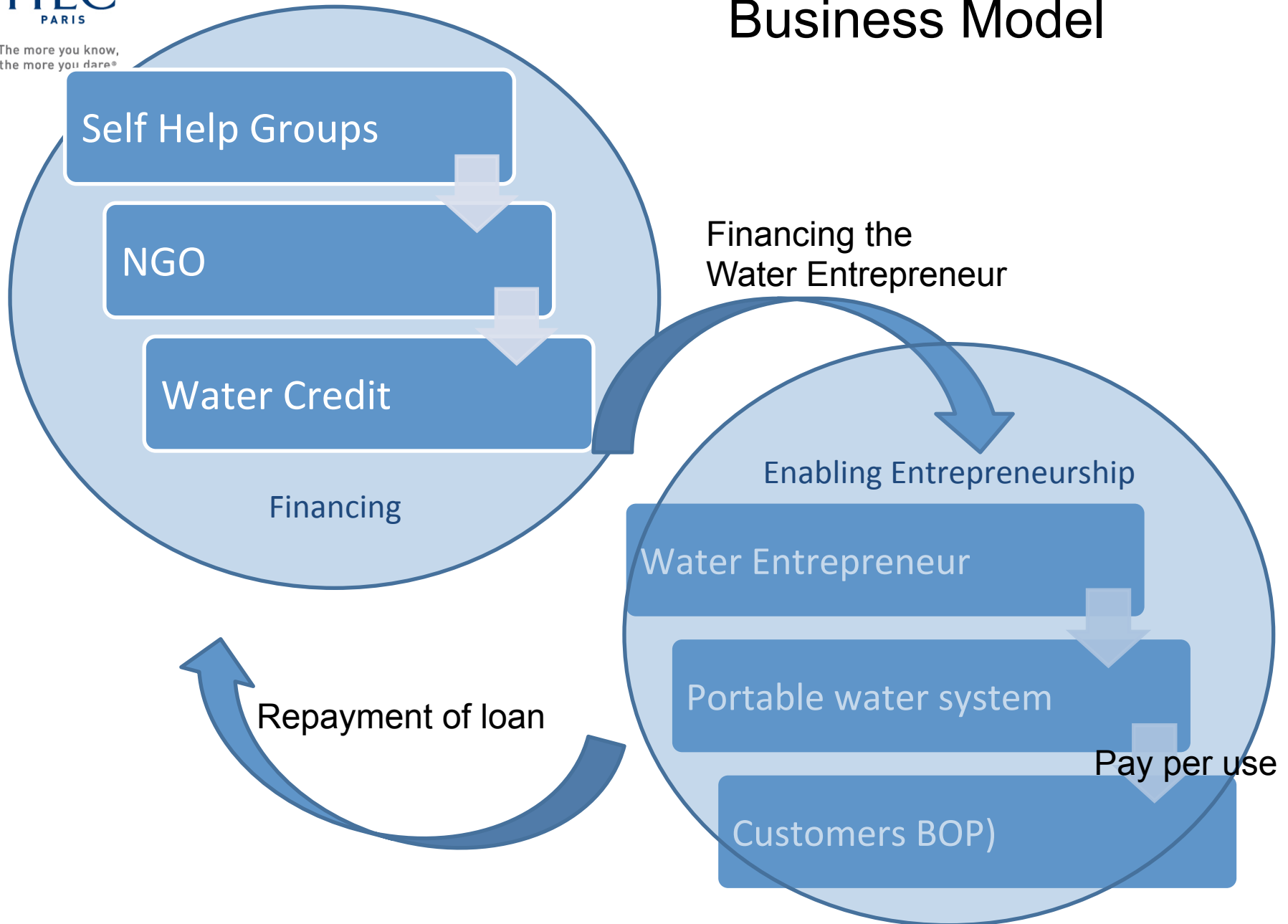


Indian Market to start with

VALUE PROPOSITION



Business Model




DRIVING DEMAND



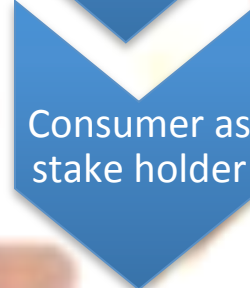
Music video

- Popular film star, production house for fast message diffusion
- Drive aspiration to be an Water Entrepreneur
- Show “how to” process



Radio advertising

- Large outreach, relay success stories of water credit



Consumer as stake holder

- Making the model sustainable

Scenarios of Distribution

	Waterman (Home)	Waterman (Mobile)
Where is home?	Near the dirty water	Far away from dirty water
How do they operate?	Stationary	Mobile
Who are the customers?	Water fetchers who need drinkable water	
What is the pricing strategy?	.25 INR / Liter	Determine by the market
What is the reasoning?	Reduce queue and enhance service level	Compensate manual labor by the water labor
How can we achieve ?	Training and education	

Scenarios of Distribution

	Waterman (Home)	Waterman (Mobile)
Where is home?	Near the dirty water	Far away from dirty water
How do they operate?	Stationary	Mobile
Who are the customers?	Water fetchers who need drinkable water	Water fetchers who need

Assumption:

1. The Peri-urban environment is next to source of dirty water
2. Tap water is accessible but requires walking long distance

Conclusion

- Availability :
 - 20 liters per day per family
 - Once a day
 - Local Entrepreneurs
- Accessibility:
 - Perpetual
 - Target price is 25 paisa per liter
 - Cultural accessible involving community leaders
- Drinkability:
 - High quality (bacteria + virus free)