

Reach
100 million people
in 5 years



Aqua Station



Aqua Station

Project proposal

Agenda

- Our mission
- Our approach
- Problem Facing
- Business Model
- Water.Org Concern



Our Mission

Reach 100 million people in 5 years

- Innovation of getting safe water
- Improve basic sanitation



Our Approach

- Win-win situation
- Best allocation and utilization of water resources
- Sanitation is possible, manure is **PROFITABLE!**



Problems Facing – Safe water

Limited
approach

Long queue

Low quality

Pay too much

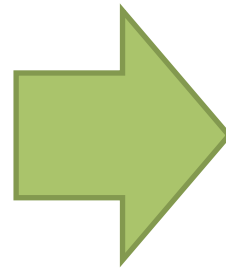
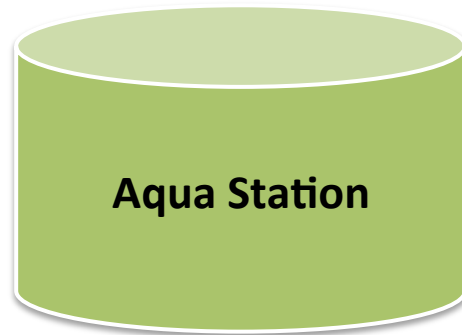
Problems Facing – Sanitation

Lack of
facilities

Unhealthy
“Holding”
habit

Disposing
“personal”
waste

No privacy



Solving the access of safe water

Solution to sanitation issue

Aqua Station

Convenience Store

Toilets



Water Refiller Tools

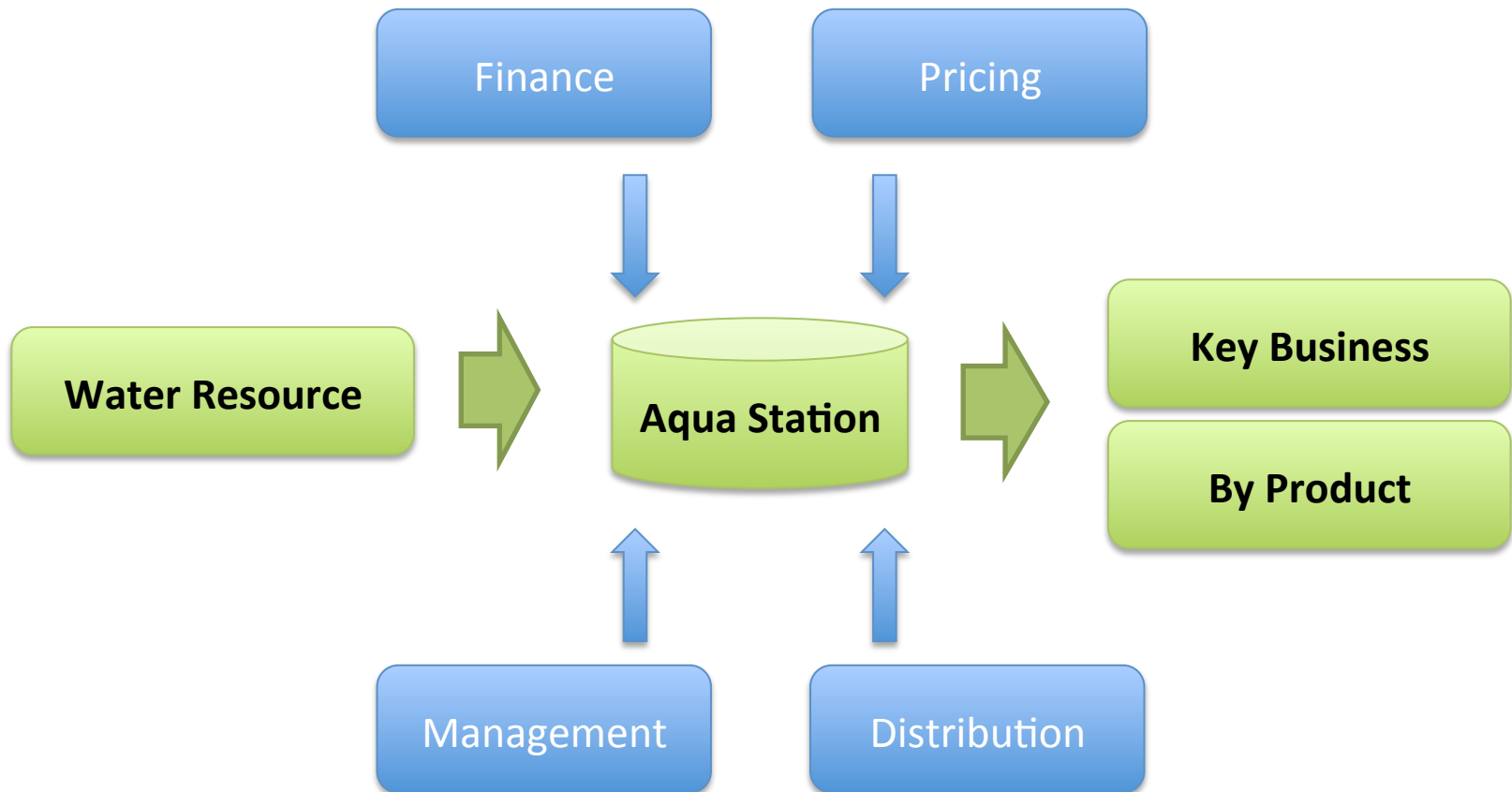
Water Storage and Tanks





Business model

(applying petroleum industry model)





**Aqua
Station**

**Water
Resource**

Key Business

By Product

Finance

Pricing

Distribution

Management

Water Resource

1. Buy government water
2. Water deposit by who has spare water
3. Save water by creating water tanks



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Key Business

1. Purchase water by money
2. Creating barter exchange market
 - Community for exchange goods



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1. 2nd hand market

- Sales of 2nd hand goods with low prices



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1. Raising funds
2. 1 million dollar
3. From non profit organization water.org, NGO,etc
4. Prepayment from BOP



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Pricing

Categorize water based on quality

1. AAA : purified water with packaging @3.8 rupees
2. AA: drinkable water from water pipe @2 rupees
3. A: non drinkable water @0.9 rupees

Control water quality

Maintain transparent water price



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Distribution

1. Apply business model from Petroleum station
2. Scatter Neighborhoods Aqua stops
3. Increase the frequency of truck delivery
4. Sales water by volume

Mass exposure to water access
Shorten the queuing time



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**Water
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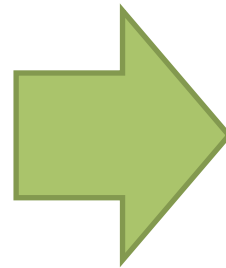
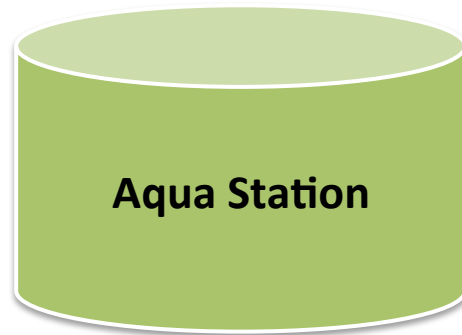
Distribution

Management

Management

1. Manpower : employee are local people
2. Owner : Partnership with local company (e.g. BHAKRA INTERNATIONAL) & NGO

Fully utilization of local women and girls



Solving the access of safe water

Solution to sanitation issue



Sanitation

(applying china toilet concept)

Lack of facilities

1. Simple way of building toilet
2. Build simple toilet with biogas plant
3. Easy to manage
4. Build more toilets in slum area
5. Near Aqua Station

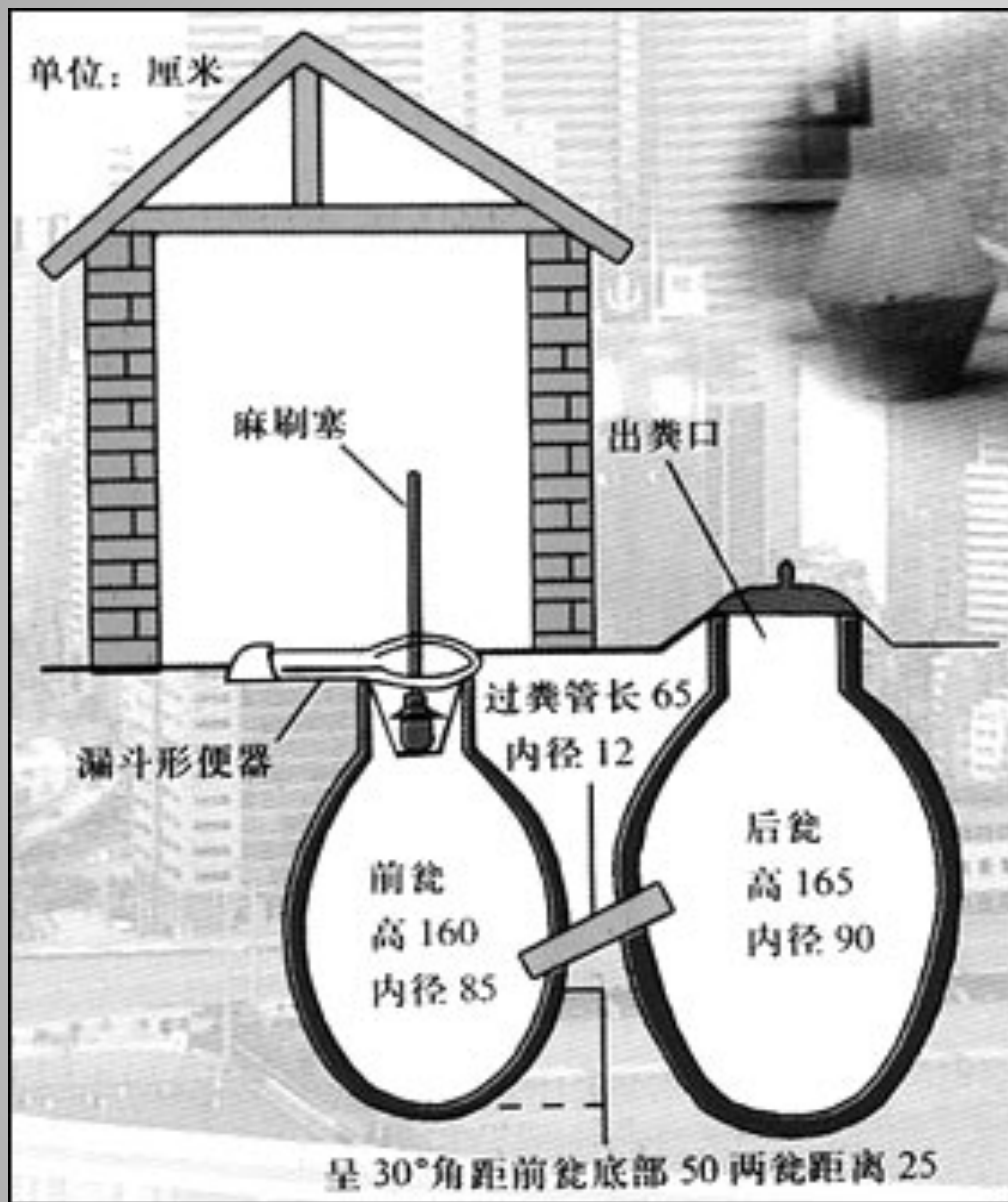
Unhealthy
“Holding”
habit

Disposing
“personal”
waste

1. manure is fertilizer

No privacy

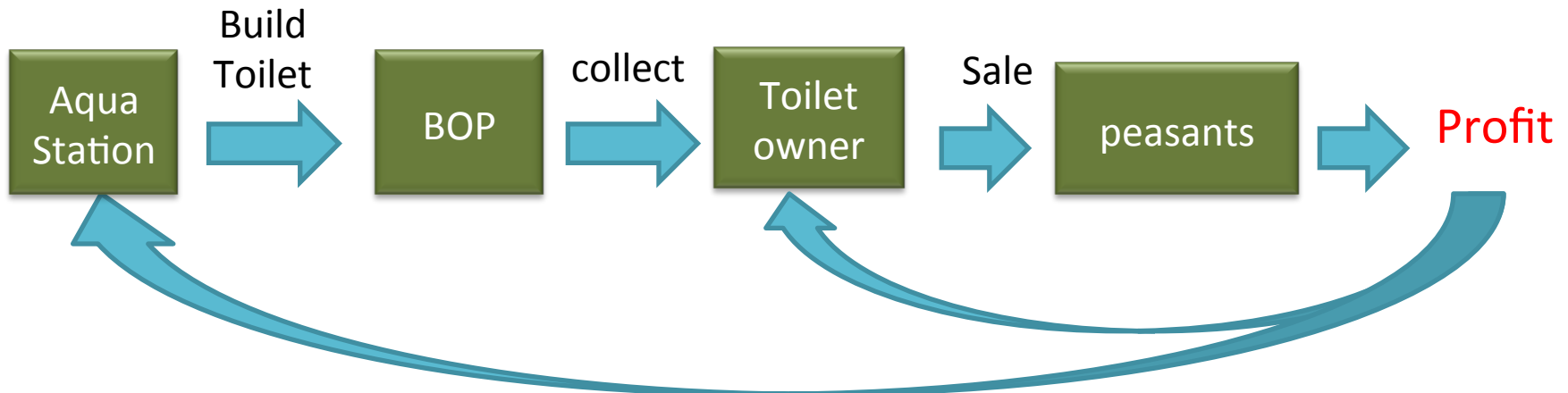
1. Separation of male & female toilet by using brick walls
2. Affordable price is charged





Sanitation is possible, manure is PROFITABLE!

- Human manure, sewage, and other waste can transfer into biogas and fertilizer.





Water.org concerns

- Availability
- Accessibility
- Drinkability
- Sustainability
- Scalability

Aqua Station meets your needs!



Q&A