

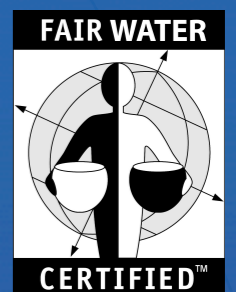


Hult Global Case Challenge

# The Water.org Movement

**Carnegie Mellon**

Sandy Parakilas  
Logan Powell  
Ayshwarya Subramanian  
Rekha Bhatt  
Juliana Diaz





## Water.Org's Current State

Cost per person  
**\$10**

Annual Budget  
**\$7M**



5 Year Target  
**100M**

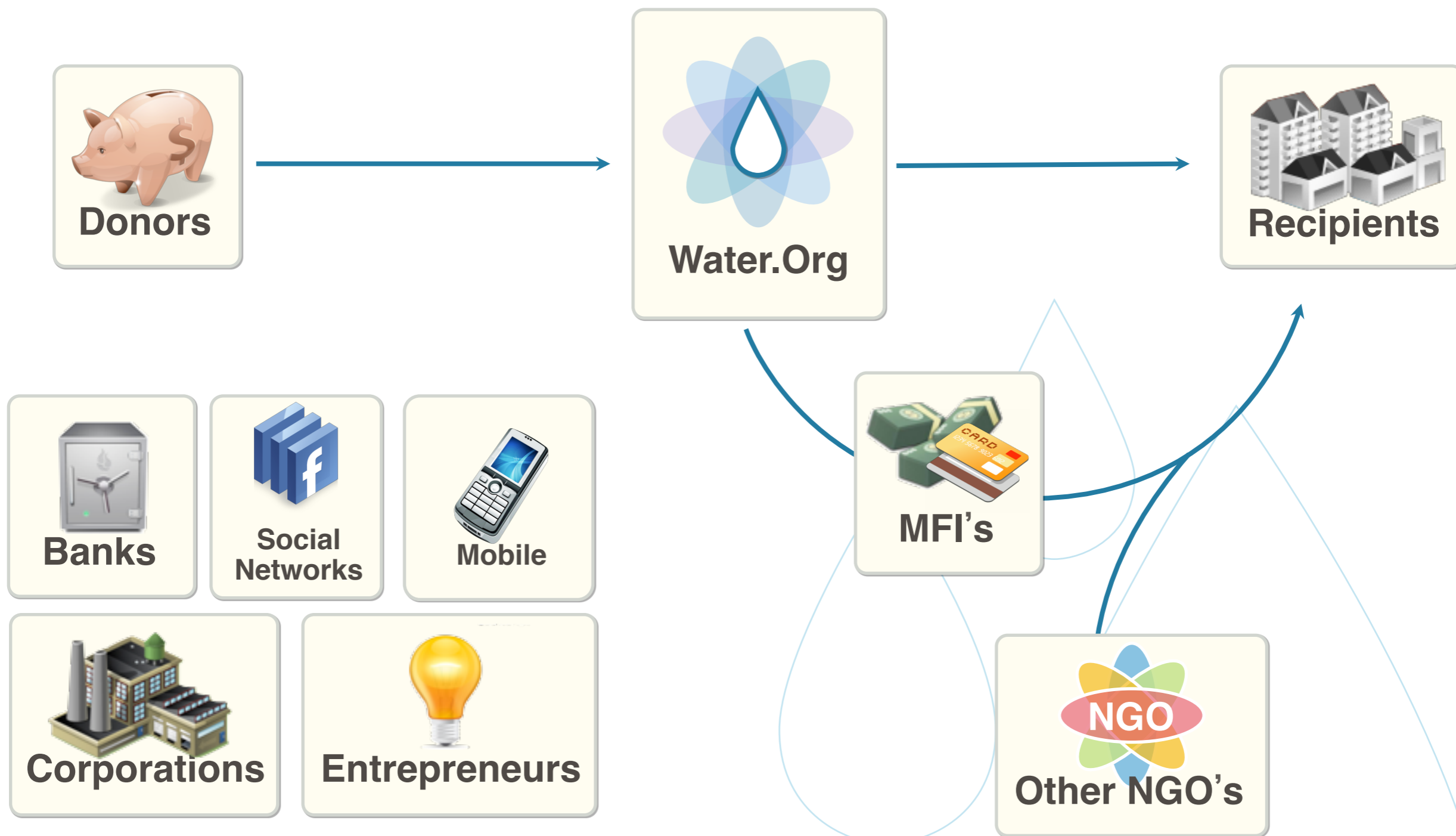
Target achievable

**3.5 - 10%**



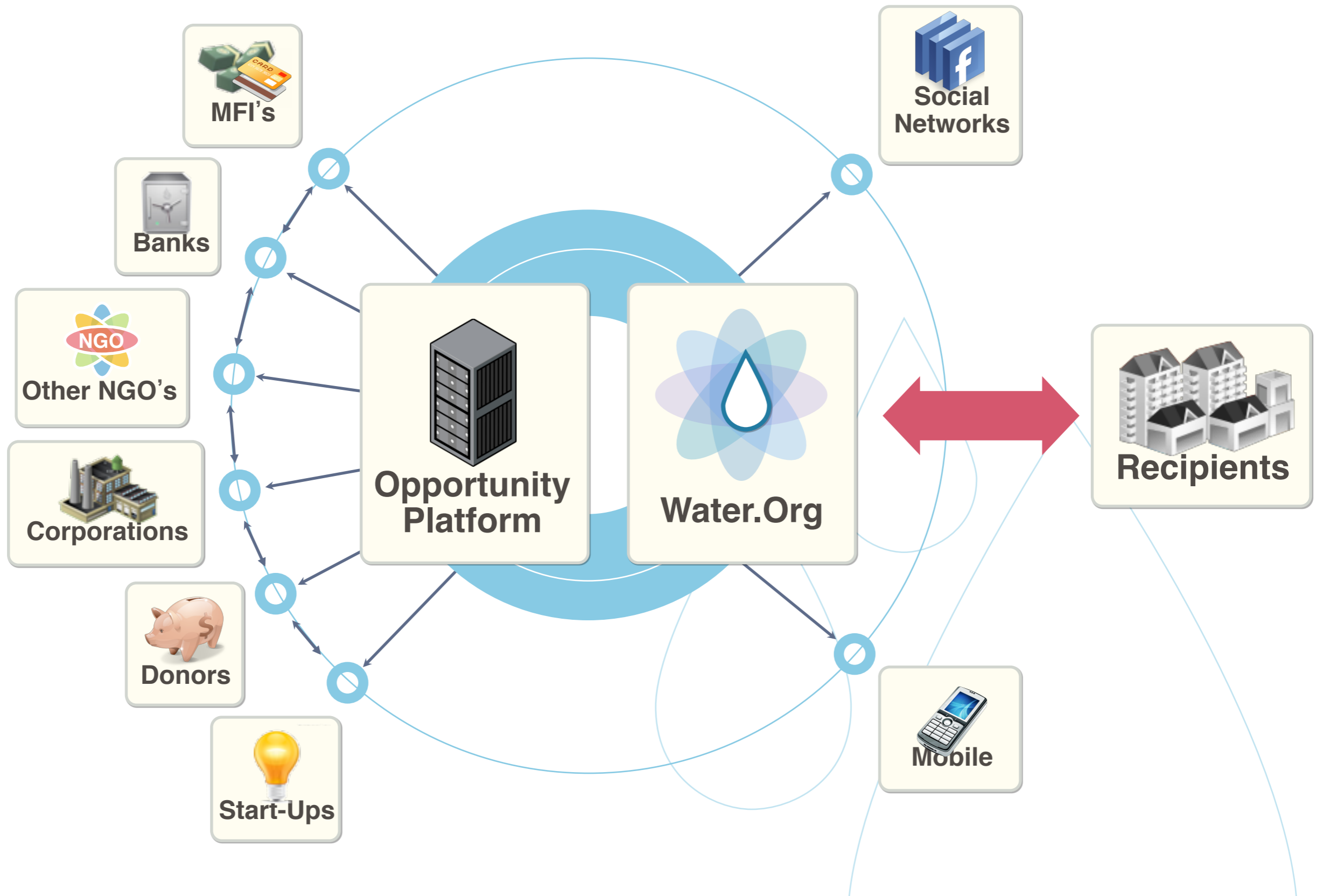
## The Current System

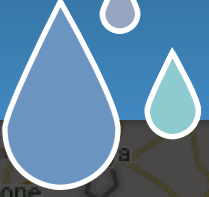
## Integrated Solution





## The Opportunity Platform





**Kumasi**

**Ghana**



## Problem Heat Map

- Under served water / sanitation markets
- Health concerns

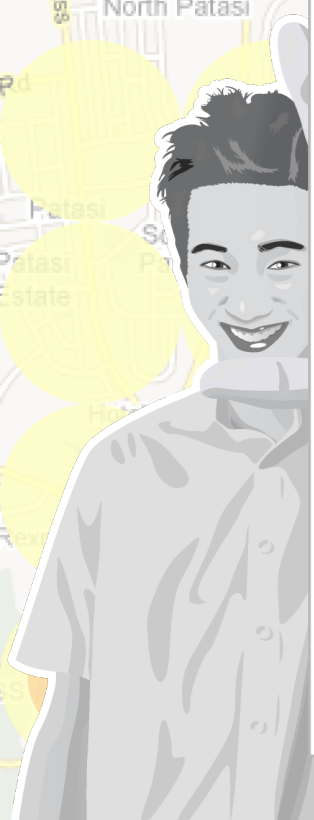
**Problems**  
**No Water: 80%**  
**No Toilets: 95%**

## Market Size / Opportunity

**Ayigya**

**Opportunities**  
**Toilets: \$250/family/yr**  
**Water: \$100/family/yr**

GIS Data  
 Survey Data





# Ayigya

## ● Site

### Solution

- **Urban Concrete Well & Wind Power Pump (From Accra)**
- **Dry Sanitation (From Chennai)**
- **Dual-Service Business Model (wat/san)**

### Open Marketplace Bids:

- **Contractors**

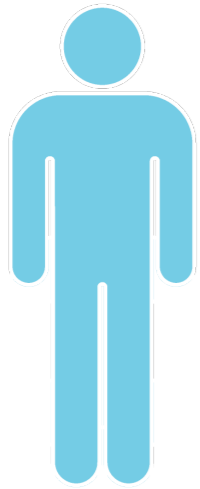
- Local toilet manufacturer: \$50
- Regional well contractor: \$5,000

- **Financiers (for \$7,000)**

- MFI - APR: 14%
- Local Bank - APR: 10%
- Peer Lenders (via Internet) - APR: 8%

- **Entrepreneurs:**

- Mrs. Wabi
- Mrs. Maathai



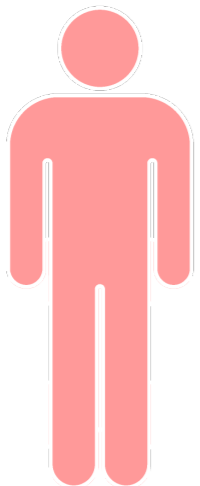
### **Karl's Group:**

- Enfranchises a community self-help group
- During construction, Karl's group trains the entrepreneur with respect to the lease agreement, business model and maintenance policy for the project.



### **Mrs. Wabi (entrepreneur)**

- Agrees to pricing structure (pay-at-pump vs. subscription) set by contract w/Water.org in return for low interest financing.
- Sells water & sanitation, pays rent to lender and keeps profits



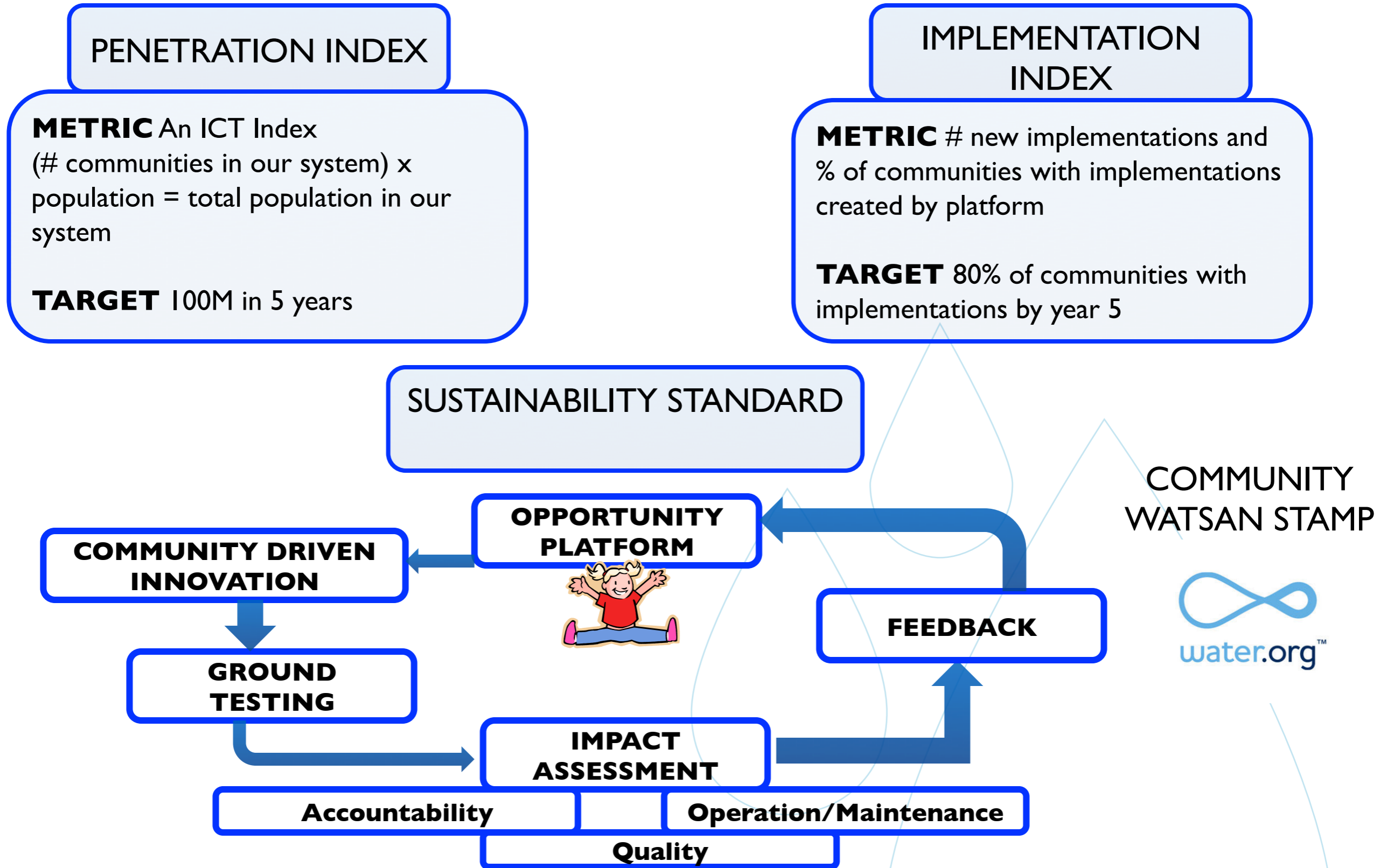
### **Self-Help Group**

- OK's project & rates
- Provides oversight through direct channel to Water.org



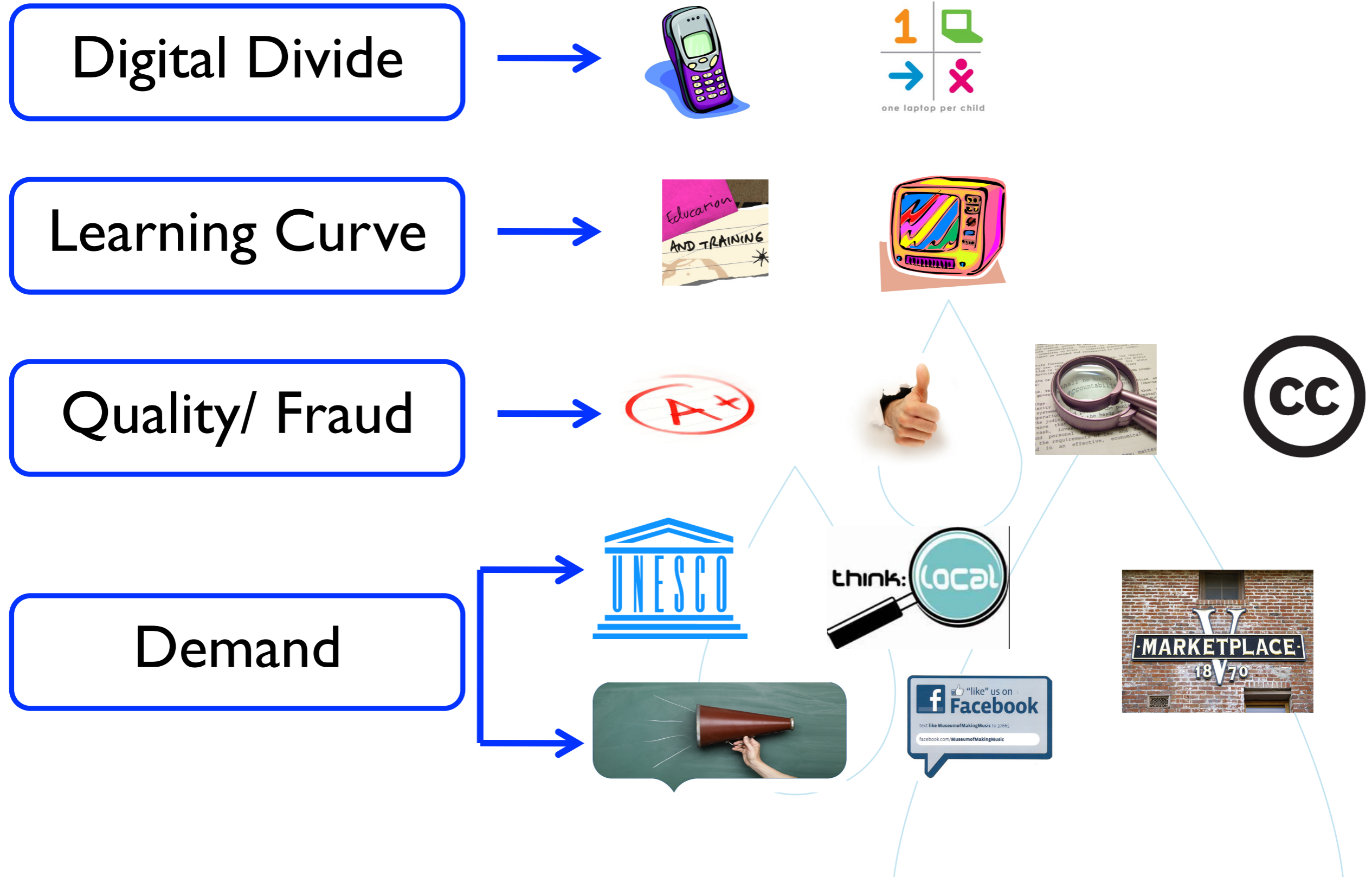


# Metrics and Targets





# Risks and Contingencies





# Strategic Partnerships

## Implementers

NGOs, Private Sector  
Local Communities



## Facilitators

NGOs, Educators,  
Technology



## Funders

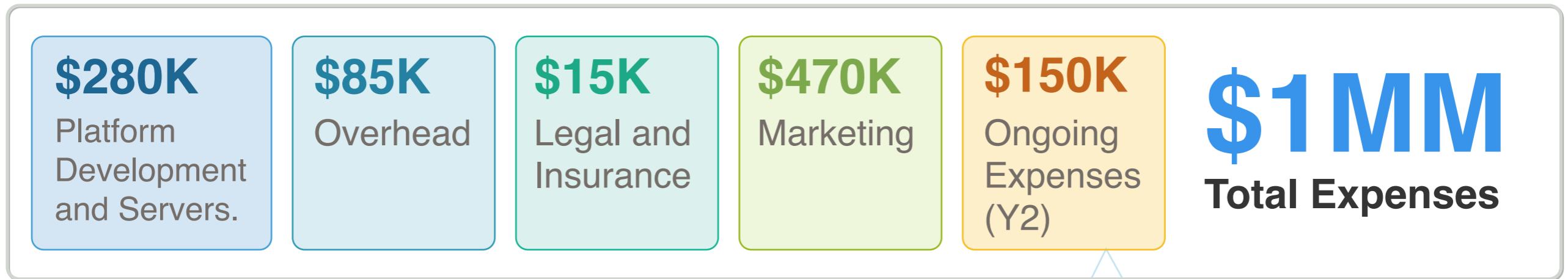
Grants, International  
Financial Institutions,  
MFIs,



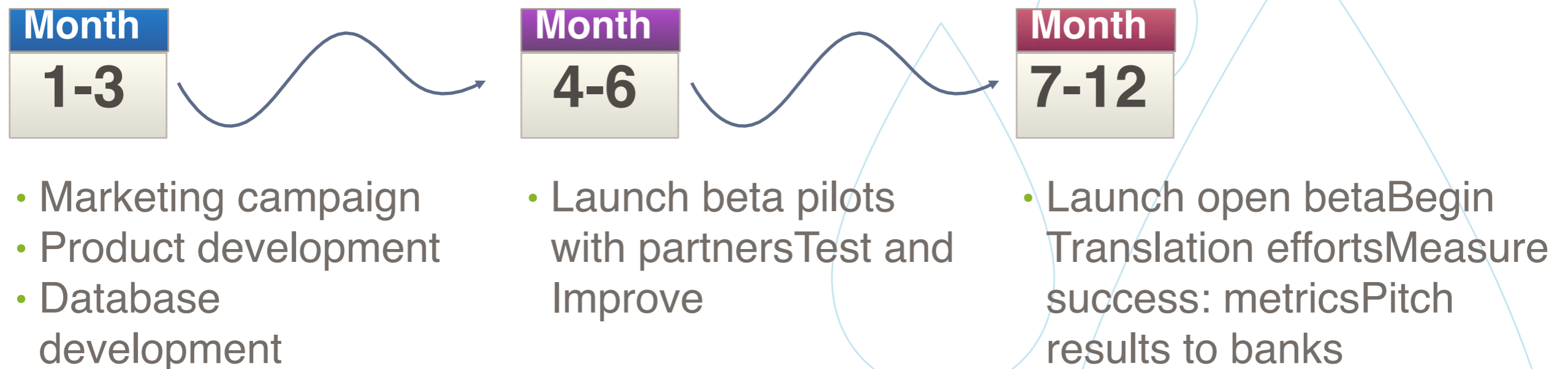


# Budget & Roadmap

## Budget



## Roadmap





# Thank You!

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# Clean Water Crisis

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