

HULT



Global Case
Challenge

Water.org

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The Water & Sanitation Crisis

- There is enormous need *worldwide*
 - 1 billion people lack access to water
 - 2.5 billion lack improved sanitation
- Limited philanthropy \$ exist
 - grant \$ effectiveness per person is stagnant
- Projects wait until limited capital is available
- Microfinance is simply too *micro*

What is happening today?

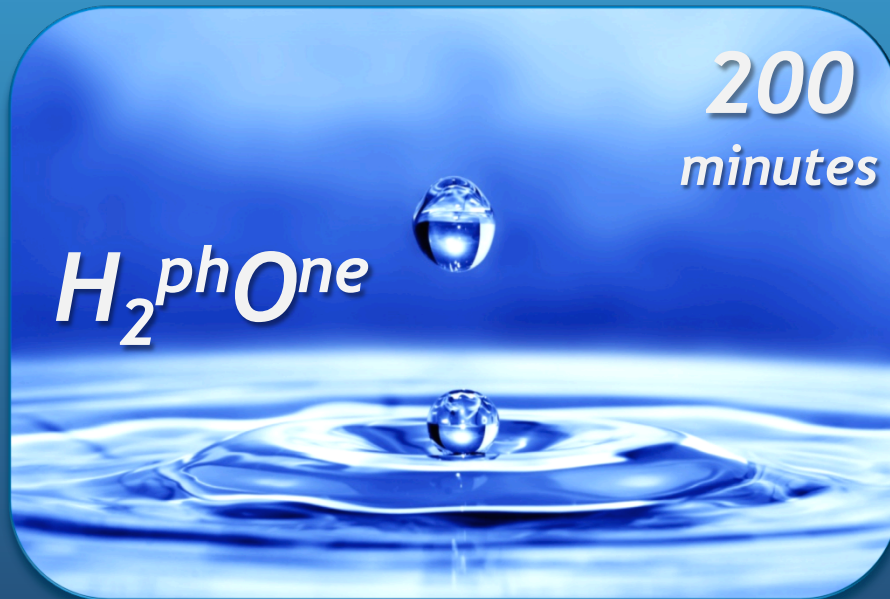
- Group-buying and micropayments prove small sums can add up to **big dollars**
- Telecom providers in India are reaching:
 - **670 million people**
 - growing by 20 million per month

Can Water.org reach
as many people as
cell phone providers?



Introducing H₂^{ph}O^{ne}

- People buy prepaid cards at a premium
- 20% of the value of the card is held by service provider
- Total amount for project paid out once reached

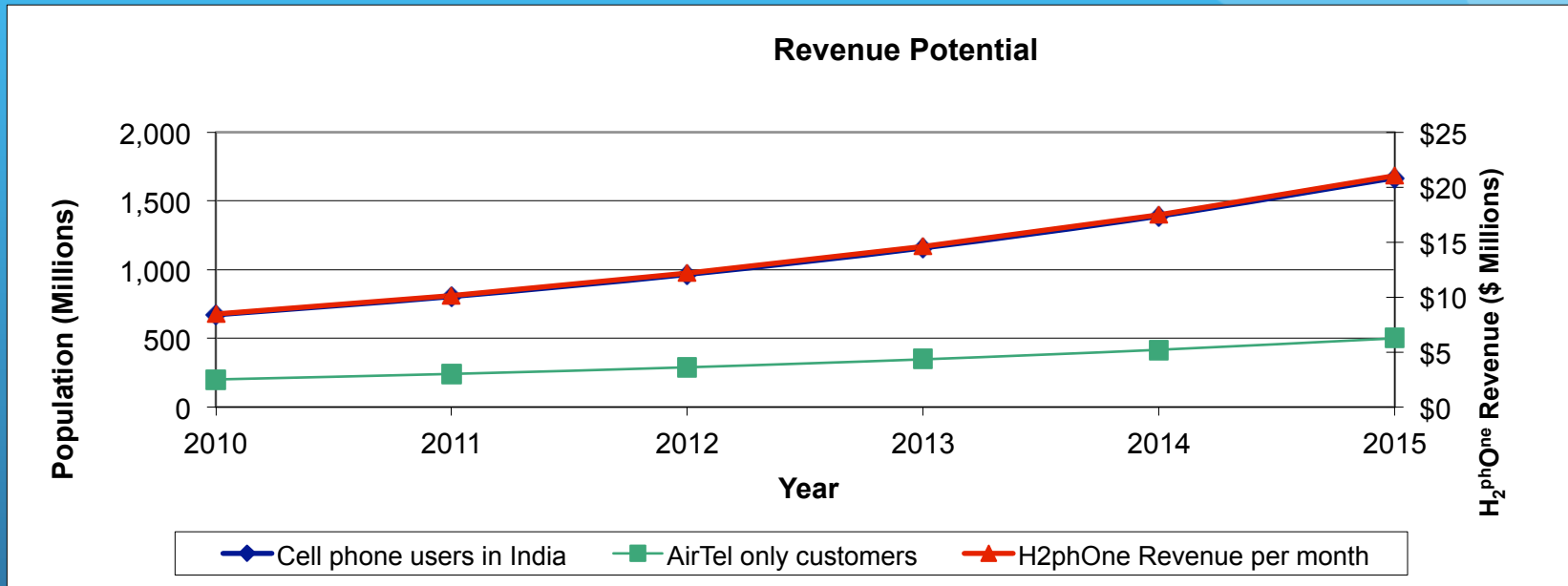


One School Needs Water & Toilets

- Demand: 1 pump and 4 toilets
- Cost: \$2500

- Each phone card raises \$0.60 cents
 - 4167 phone cards
 - Each student sells 14 cards

How big can H₂^{ph}O^{ne} grow?



- Total Revenue, \$1 billion
- Costs of \$10 per person, we reach 100 million in 4 years!

Implementation

- Initial philanthropic capital for:
 - Creating partnerships with phone service providers
 - Create awareness of H₂^{ph}O^{ne} as a product
 - Test pricing (percentage) of premium in the market
- On-going costs: marketing only, driving philanthropic cost/person down
- The solutions this will fund are already *proven* projects
 - Demand exists
 - Projects are feasible