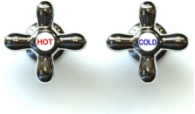
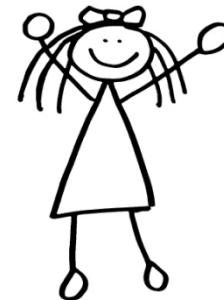
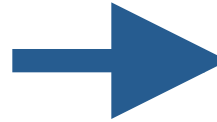
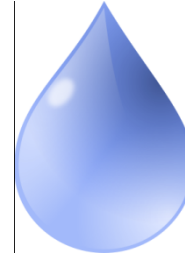


University of Cambridge Judge Business School

HULT Global Case Challenge



Orthogonal Business Models





DNA of the WaterCredit 3.0



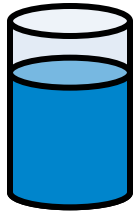
Telecom



MFI

water.orgTM

Local
NGO



Drop
Fund

Local
NGO



Local
community



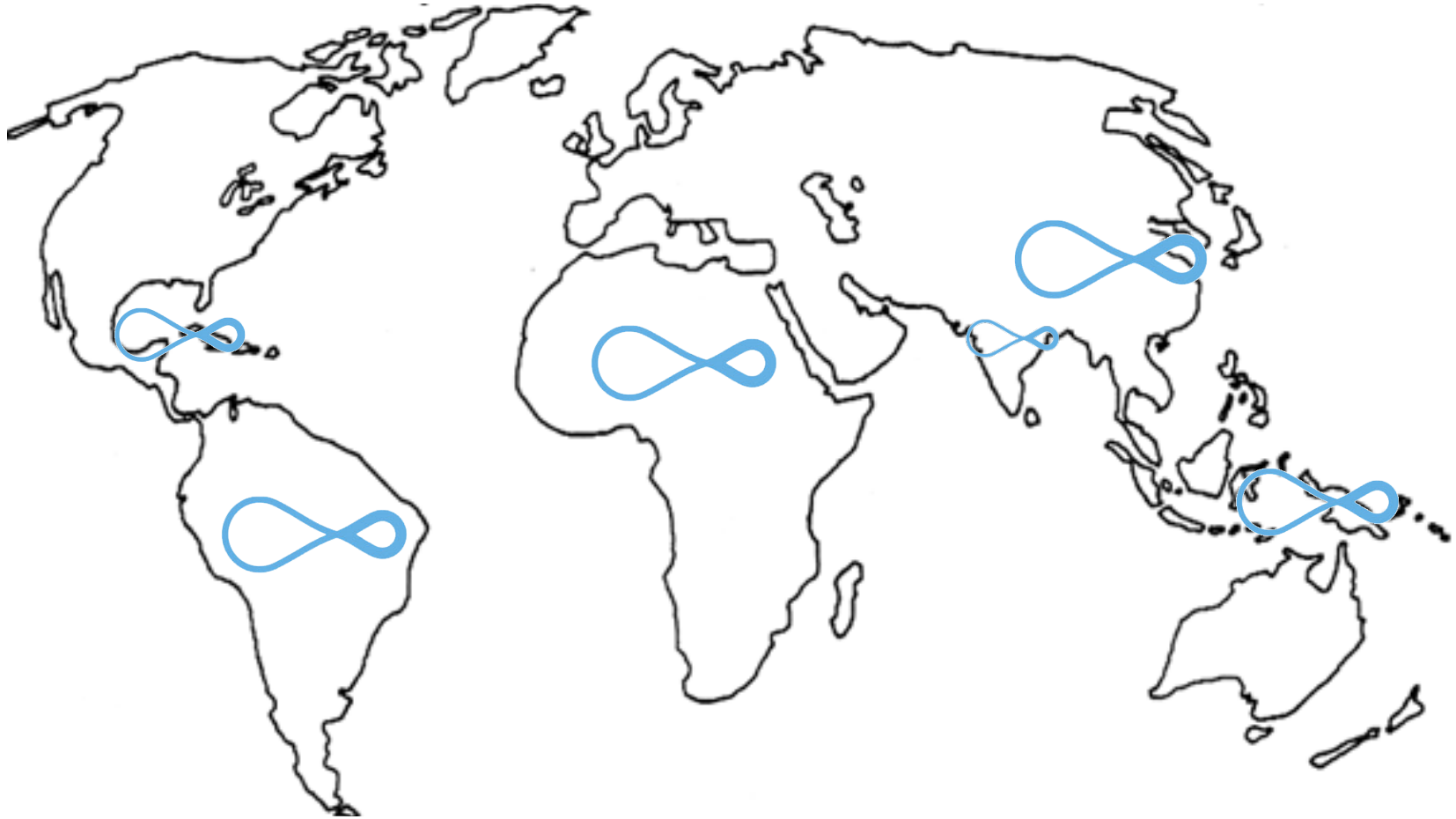
Utility

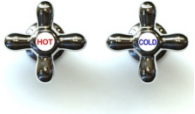


Utility

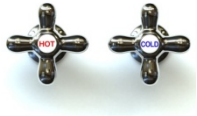


Open Architecture, Local Solution



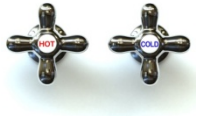


Q & A



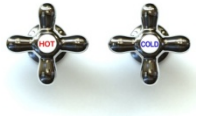
Demand Driven

- Community will approach local NGO/ water.org who will in turn approach MFI
- Agile Community effort is leveraged to appoint a provider telco
- Leveraging current Water Credit 2.0 model



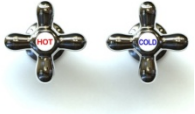
Philanthropic costs

- Revenue generating
- Scale solutions
- More people served



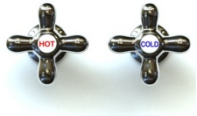
Criteria 3(a)- Sustainability

- Win-win-win-win
- People- water, health, quality of life, time.
- Teleco – more customers- more loyalty
- Utility – more customers, economy of scale
- Microfinance – profits, guaranteed good loans
- Government – Increased productivity and economic growth



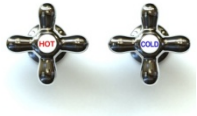
Availability / accessibility / drinkability

- Municipality standards
- Begin from universal accessibility vs. universal access
- Where no pipelines, natural resources and/or wells maintained using local knowledge



Scalability

- Leveraging on already existing Telecom penetration and growth
- Customisable to any region
 - Urban to rural
 - Geographical
 - Cultural



Next 6 months

Approach Telecom
foundation

Leverage strategic
Water Credit 2.0
beneficiary
location

Pilot