

# Getting Safe Water and Sanitation to 100million (BOP) in 5 years



Team 5

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# Insight



# Context Analysis

## Situation

- Approximately 1 billion and 2.5 billion people lack access to clean water and basic sanitation respectively.
- Water.org helps to provide the comprehensive & sustainable complete solutions through WaterCredit.

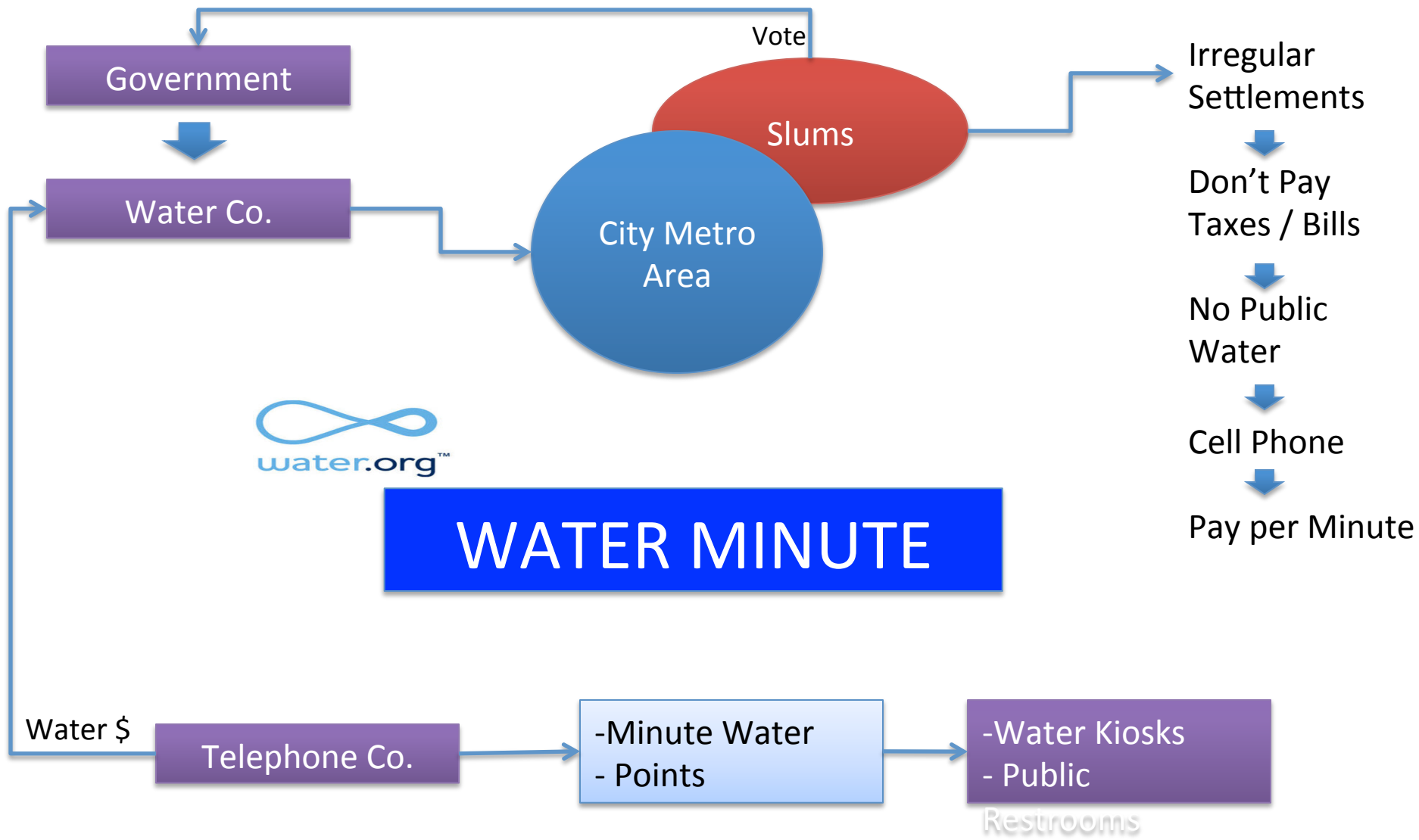
## Complication

- WaterCredit is not enough to reach 100million people in 5 years.
- Striking a balance between downstream opportunities (potential projects) with upstream constraints (limited capital) is a tall order.

## Question

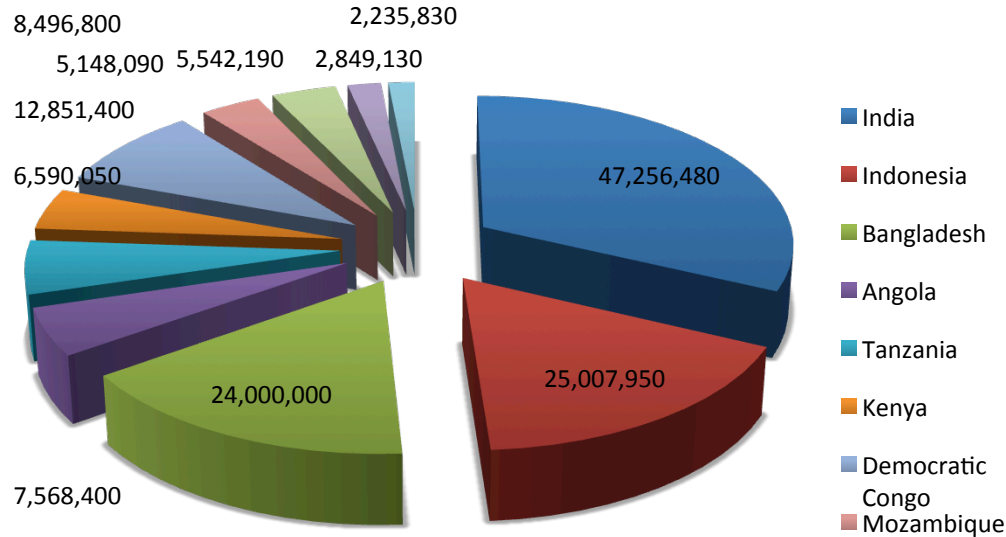
- Can Water.org get water and sanitation to 100million people in 5 years?

# Recommended Solution

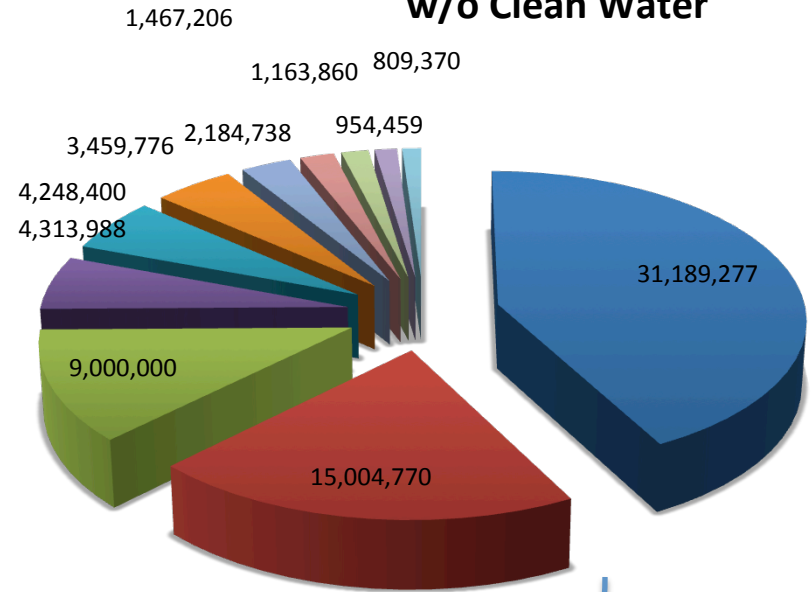


# Target

## Population Urban areas w/o Clean Water



## Population with Cell Phones and w/o Clean Water



Location	Reaches People
India	43,664,988
Indonesia	31,510,017
Bangladesh	12,600,000
Angola	6,039,583
Tanzania	5,947,760
Kenya	4,843,687
Democratic Rep. Congo	3,058,633
Mozambique	2,054,088
<b>TOTAL</b>	<b>109,718,756</b>

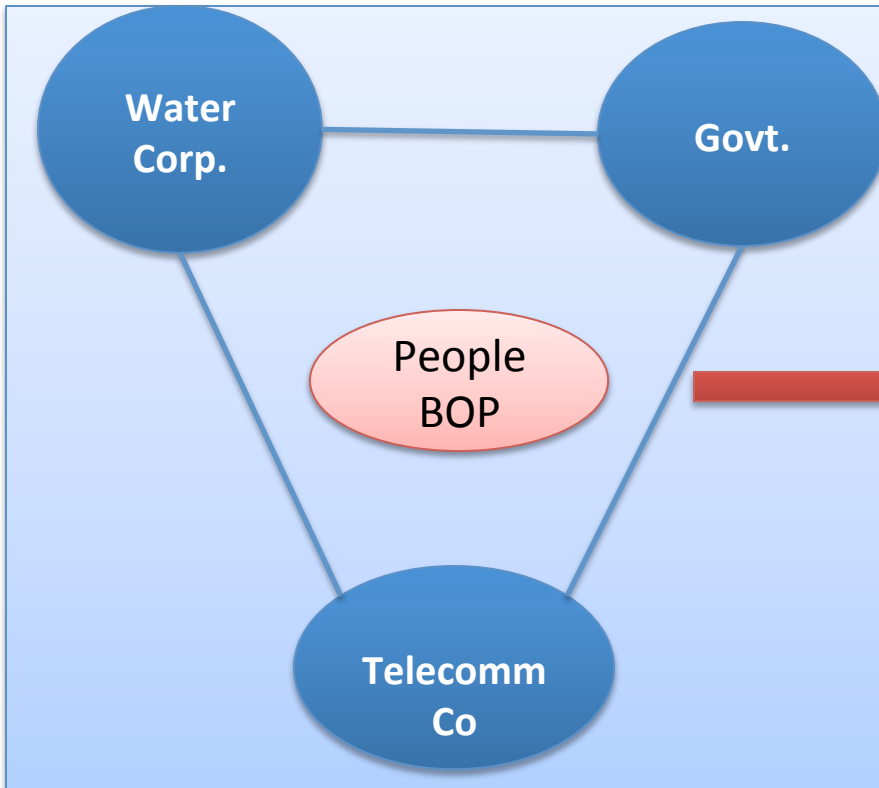
### Assumptions:

- Reach 70% of Pop. with Cell phones
- 1 Cell can provide water minimum of 2 people

# Solution



## WATER MINUTE



### Awareness

- Knowledge of product
- Hygiene benefits

### Acceptability

- Win – Win Supply Chain
  - Government
  - Water Co
  - Telephone
  - People

BOP

### Availability




- People have cell phones
- Pipeline is close (urban areas)
- Clean Water at the doorstep

### Affordability

- Cheaper than they pay today
  - Close to home
  - Women can work
  - Kids can go to School



# Stakeholder inputs and Benefits

Stakeholders	Roles and Responsibilities	Advantages
<p><b>BOP</b> <b>Bottom Of Pyramid</b></p> 	<ul style="list-style-type: none"> <li>• Pay for telephone bills</li> <li>• Increase awareness of solution</li> </ul>	<ul style="list-style-type: none"> <li>• Clean and Safe Affordable Water</li> <li>• Economical Water</li> </ul>
<p><b>Water.org</b></p> 	<ul style="list-style-type: none"> <li>• Work as a facilitator among stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainable Business Model</li> <li>• Highly Scalable</li> </ul>
<p><b>Telecomms Company</b></p>	<ul style="list-style-type: none"> <li>• Collect water Payments</li> <li>• Provide tech service to water provider</li> </ul>	<ul style="list-style-type: none"> <li>• Increased subscriber base</li> <li>• Increased profit</li> <li>• Corporate Social responsibility</li> </ul>
<p><b>Government</b></p>	<ul style="list-style-type: none"> <li>• Water distribution/supply</li> <li>• Infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Solution to water problem</li> <li>• Increased Health Index</li> <li>• Votes</li> </ul>
<p><b>Local Groups</b></p> 	<ul style="list-style-type: none"> <li>• Demand for water supply</li> <li>• Run Water Kiosks</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced child mortality</li> <li>• Empowering Society</li> </ul>

# Financial Analysis – Mumbai as a pilot city

Total no of people in slums	7,000,000
Total of slums	1,959
Average per slum	3,573.25
Average Water needed per capita (ltrs)	50
Average no of people / facuet	96
Average no of faceuts - by one kiosk	10
Average no of people served by one kiosk	960
<b>Total Kiosk Required</b>	<b>7291.67</b>

No of people served / kiosk	960
Cost / Kiosk	\$2000
Cost of the Pipeline / km	\$150,000
People to be served / pipeline	100,000
Average distance - City to Slums	7km
Pipeline Cost / Beneficiary	\$10.5
Kiosk cost /Beneficiary	\$2.08
<b>Total Cost / Beneficiary</b>	<b>\$12.58</b>

Consumption ltrs. / day	50
Ltrs. / month	1500
Cost of the water per person	\$ 2.93
Population	7,000,000
<b>Total Rev.</b>	<b>\$ 2,040,500</b>
<b>Telecom Company</b>	<b>\$ 1,864,545</b>
<b>Water Company</b>	<b>\$ 175,955</b>



# Risks of Water Minutes Program

- Government may hesitate to cooperate
- Variable water supply rate in cities
- Vandalization of pipelines
- Setting up the Infrastructure for solution
- Black market - Kiosk
- Low teledensity.

# Implementation Plan

## Monday Morning

- Discuss plans with partner NGOs in identified locations to commence talks with local community authorities, re to put demand for water
- Begin talks with Public Water corporations and tender proposals

## Within Three Months

- Develop auction process (like 3G auction)
- Begin construction of extended pipelines
- identify local water distributors



## By October 2012

- Develop water storage facilities or purification plant.
- Training and consultancy for kiosk operations.
- Repeat the process from step one again.

## Resources

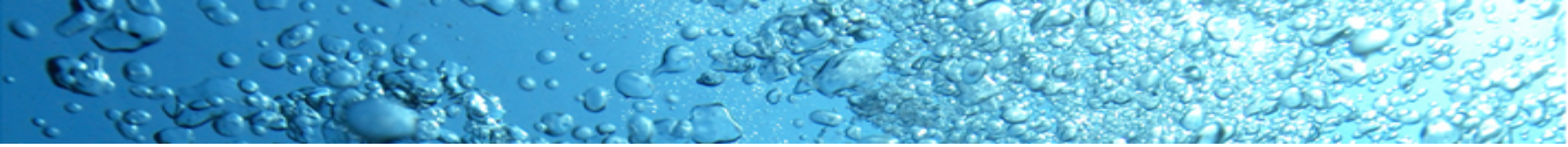
Telecom

People at BOP

Local Groups

Water Distribution Center

Water.org



# Thank You

## Q&A