

HULT GLOBAL CASE CHALLENGE



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AGENDA

Problem Definition and Goal

Means of Change and Solution Process

Implementation

Solution Evaluation

PROBLEM DEFINITION AND GOAL

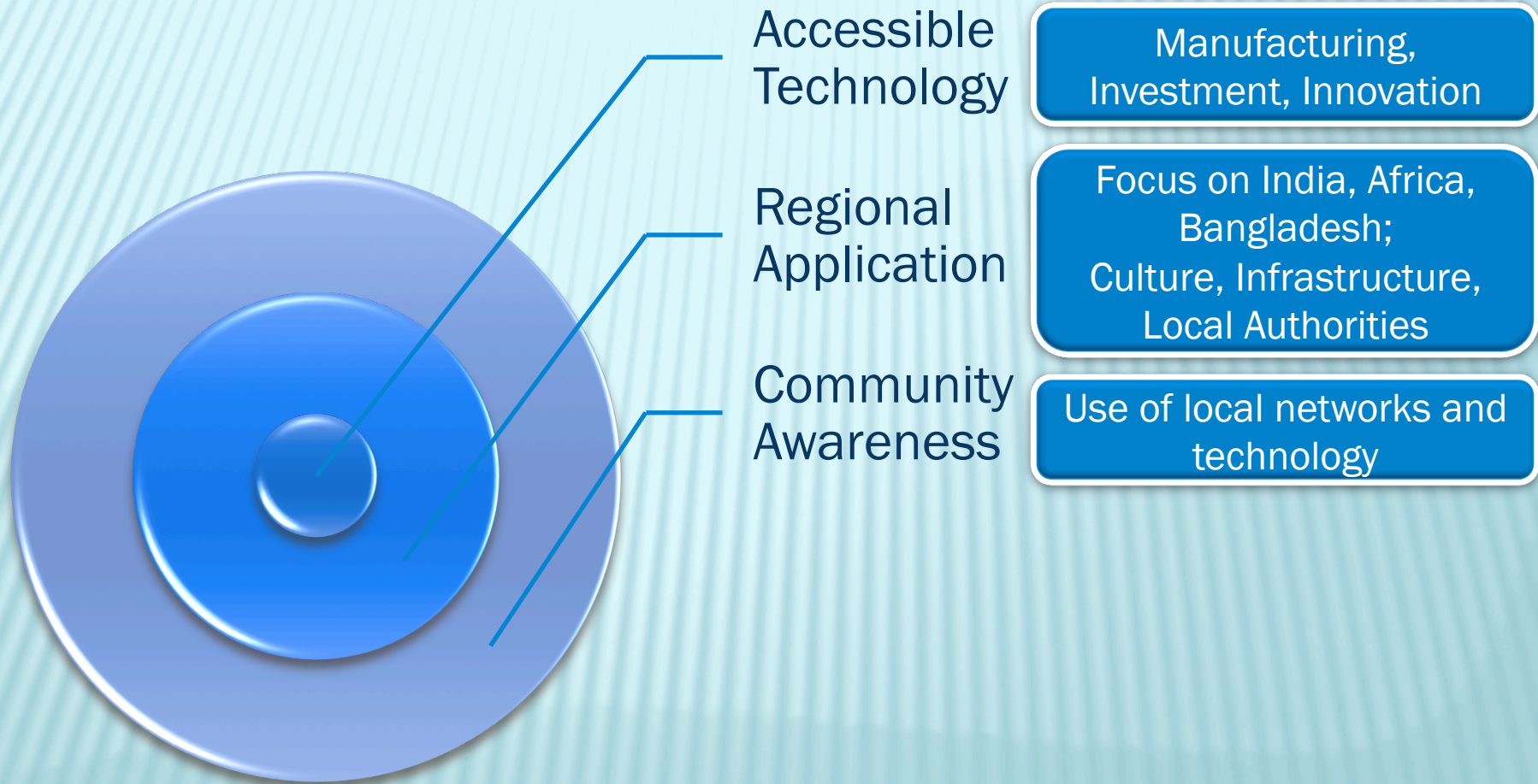


Reach 100 million people in 5
years

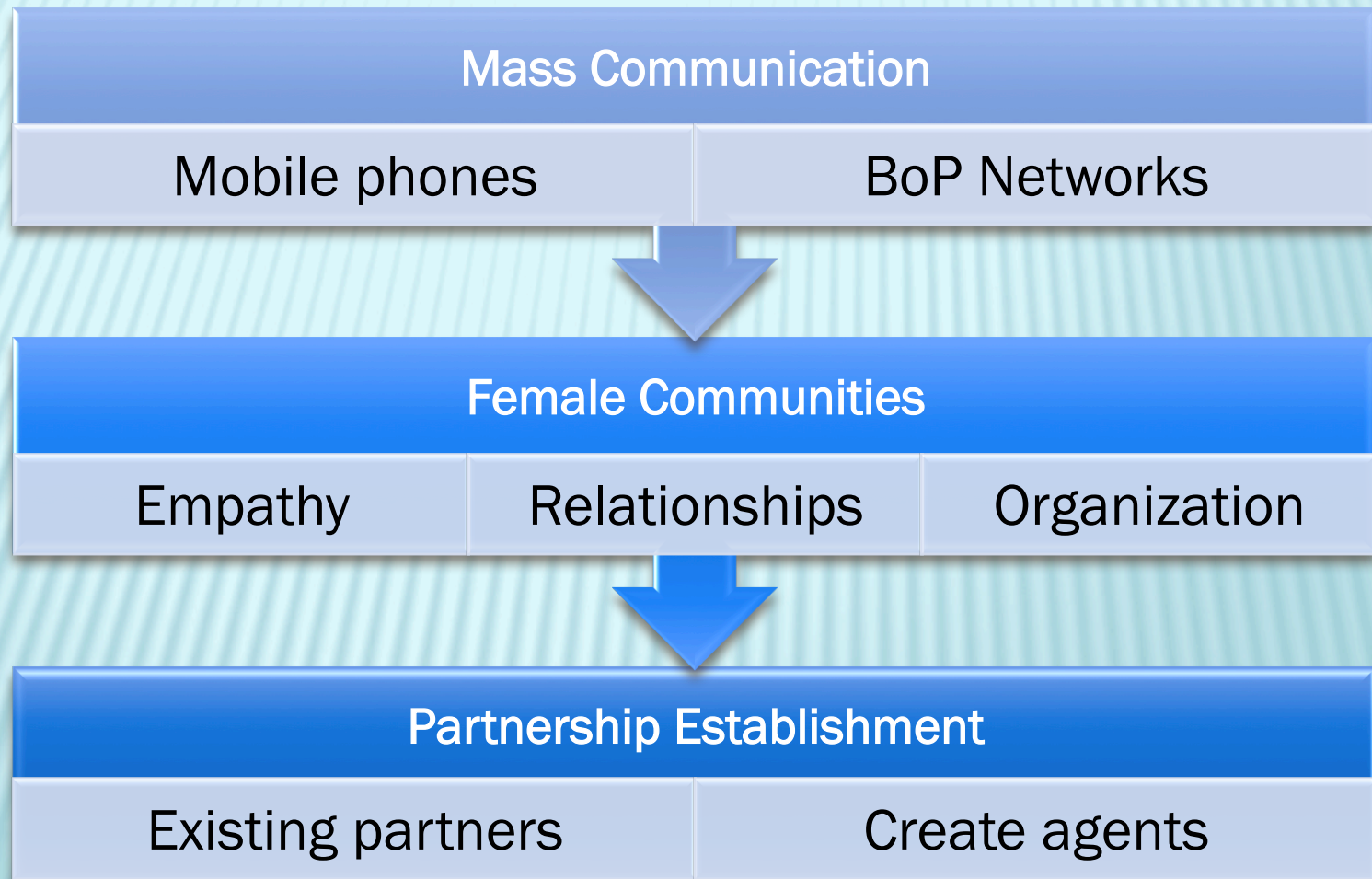


Means of Change

MEANS OF CHANGE AND SOLUTION PROCESS



IMPLEMENTATION: CREATING AWARENESS AND REGIONAL CUSTOMIZATION



IMPLEMENTATION: APPLIED TECHNOLOGY



Scarcity

- Community-based: Water Credit
- Wells and Water connection
- Alternatives: Rain Harvesting



Purification

- Individual-based
- Water Filters, LifeStraw (low-cost technology)
- Local Supplies and Local Manufacturing

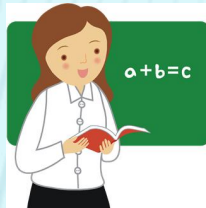


Sanitation

- Community / Individual Based
- Education
- Support by Local Authorities

IMPLEMENTATION: BOP ENTREPRENEUR

Training



Filters

- For Rural Households
- US\$5

Water Credit

- For Communities
- Demand Driven Loan

Cell Phones

- For Rural Communities
- Source of Information

Community Penetration

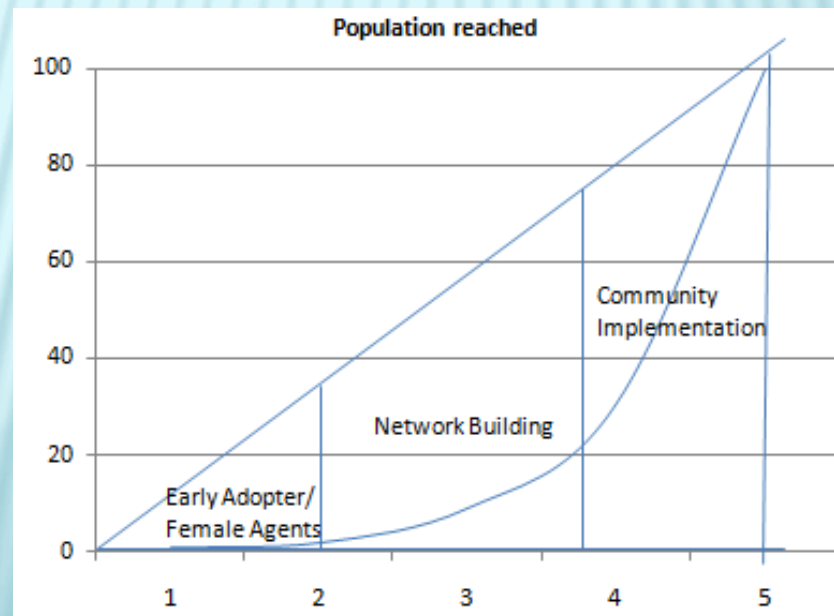
Demand Driven

Sales Rep from Rural Area

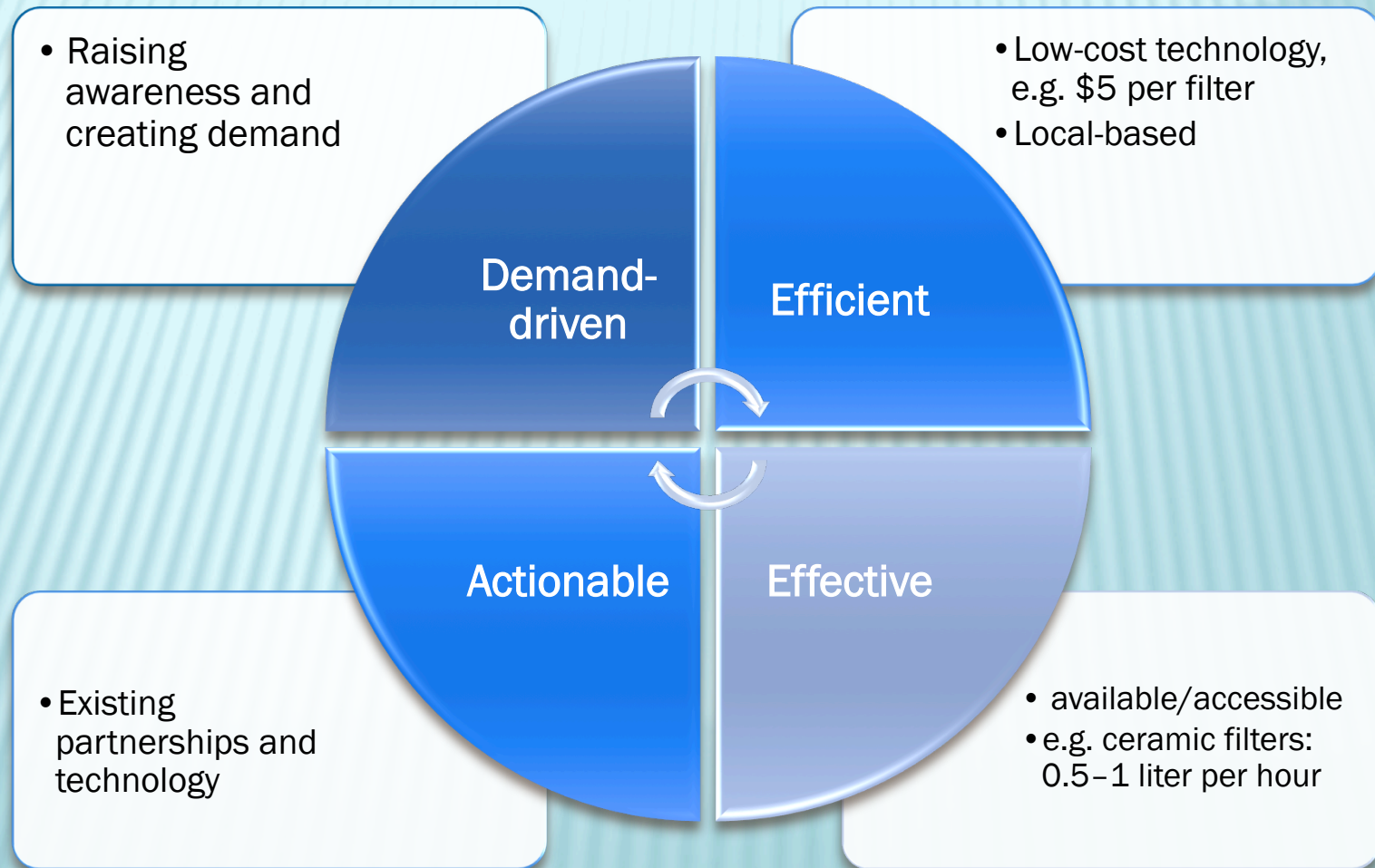


PROJECT TIMELINE

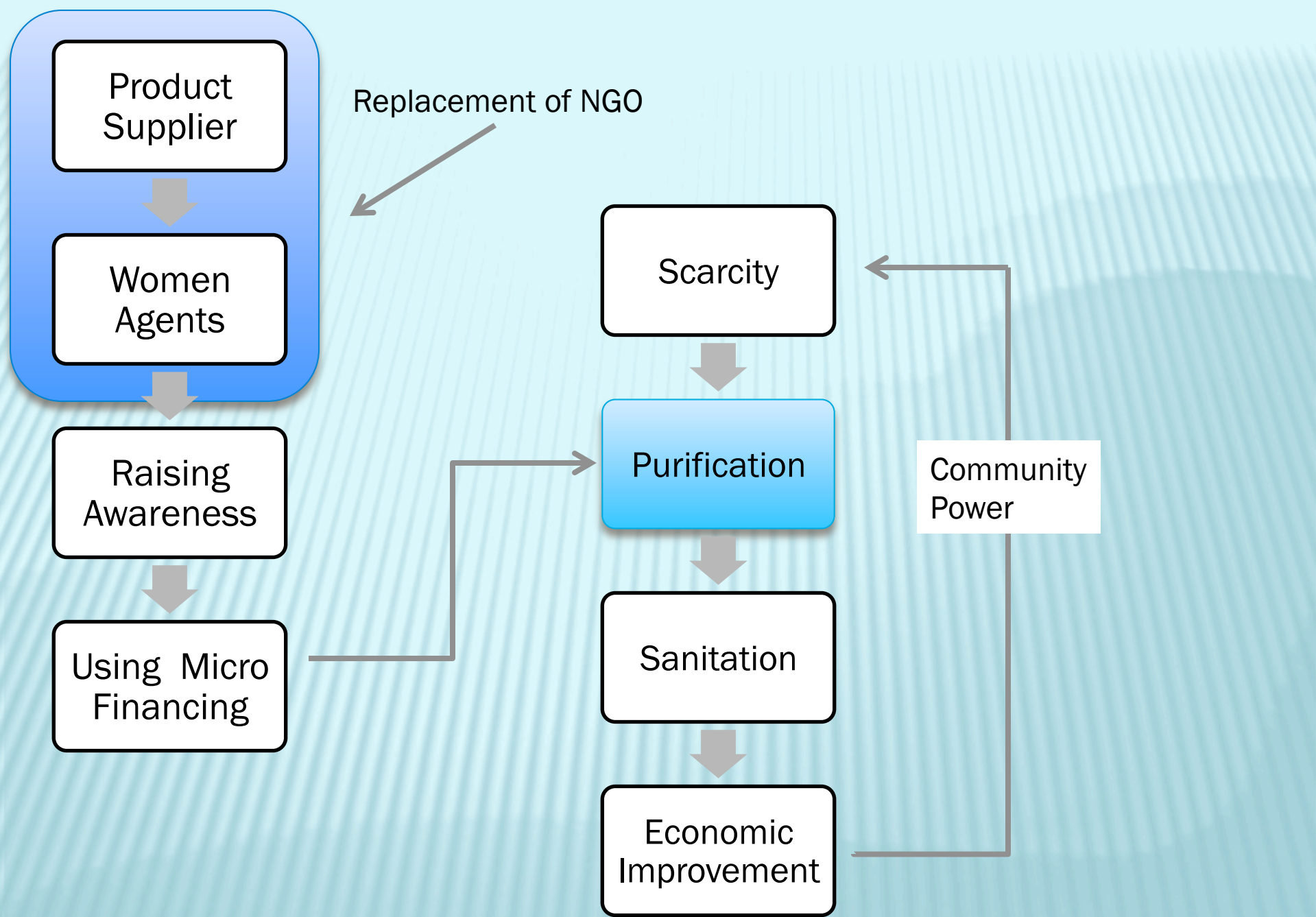
Phase	Year 1		Year 2		Year 3		Year 4		Year 5	
	Q1&2	Q3&4	Q1&2	Q3&4	Q1&2	Q3&4	Q1&2	Q3&4	Q1&2	Q3&4
Community Awareness	30%		50%		80%		100%			
Regional Application	India				Africa and rest of the world					
Accessible Technology	[Bar spanning from Year 2 Q1&2 to Year 5 Q3&4]									
Monitoring and Evaluation	[Bar spanning Year 1 Q1&2 to Q3&4]		[Bar spanning Year 2 Q1&2 to Year 5 Q3&4]							



SOLUTION EVALUATION



APPENDIX



Product
Supplier

Women
Agents

Raising
Awareness

Using Micro
Financing

Replacement of NGO

Scarcity

Purification

Sanitation

Economic
Improvement

Community
Power