

Global Case Challenge

Water.org

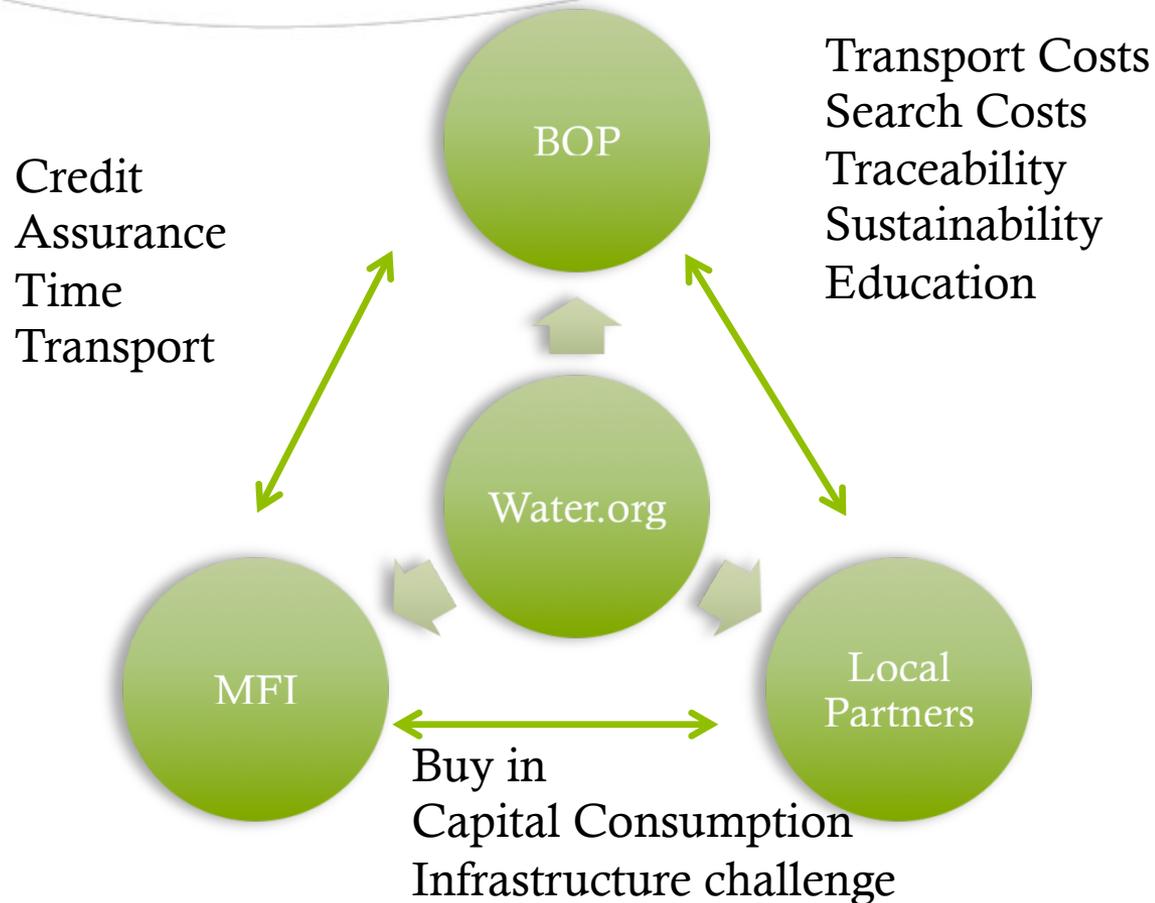
Group 1 Team 6



Problem

- ◆ Provide a sustainable solution to provide safe and accessible water to 100 Million people within 5 years

Current Situation



Challenge

Reduce Transport Costs

Reduce Search Costs

Reduce Monitoring Costs

Reduce Training and Education costs

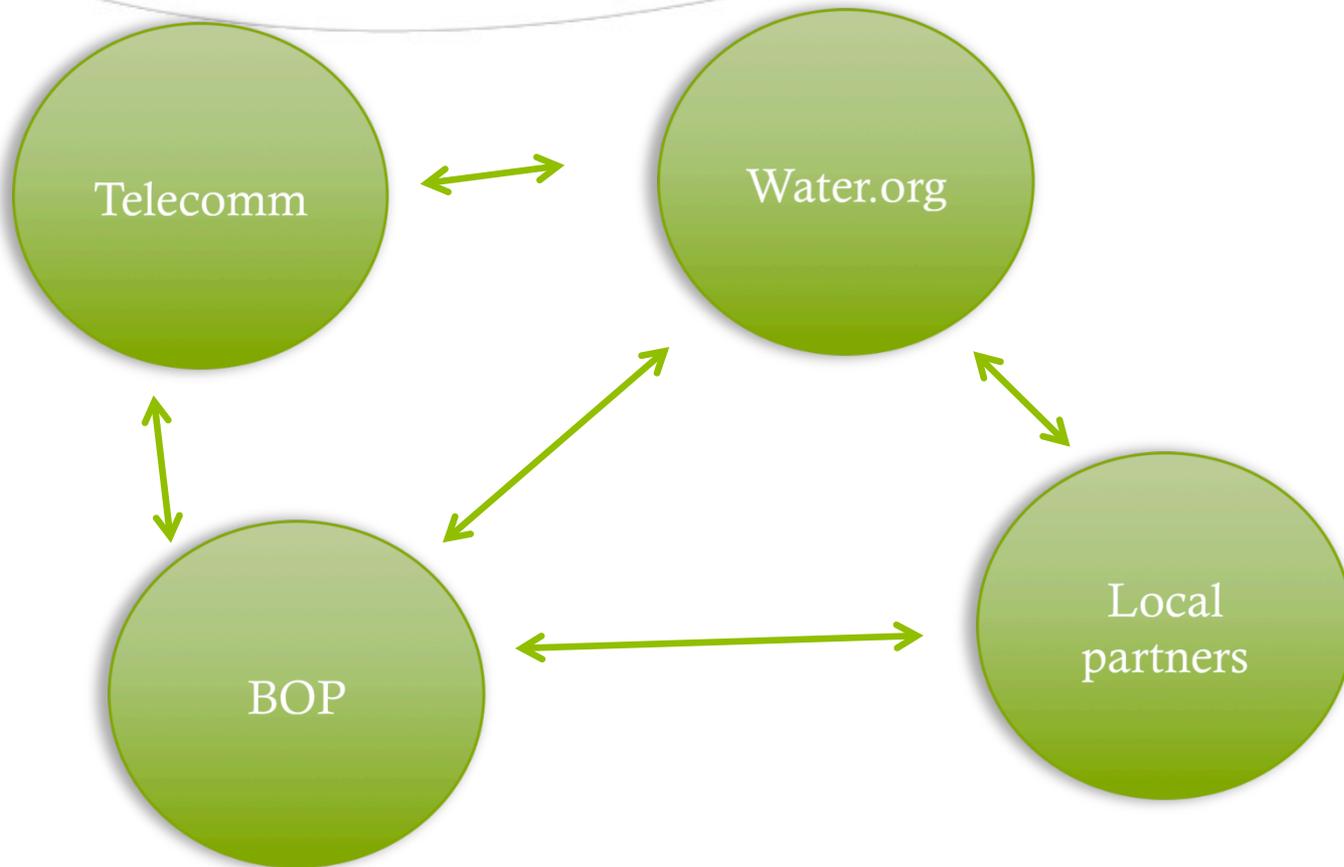
Tap into a demand driven system

Identify revenue generating model

H₂phOne

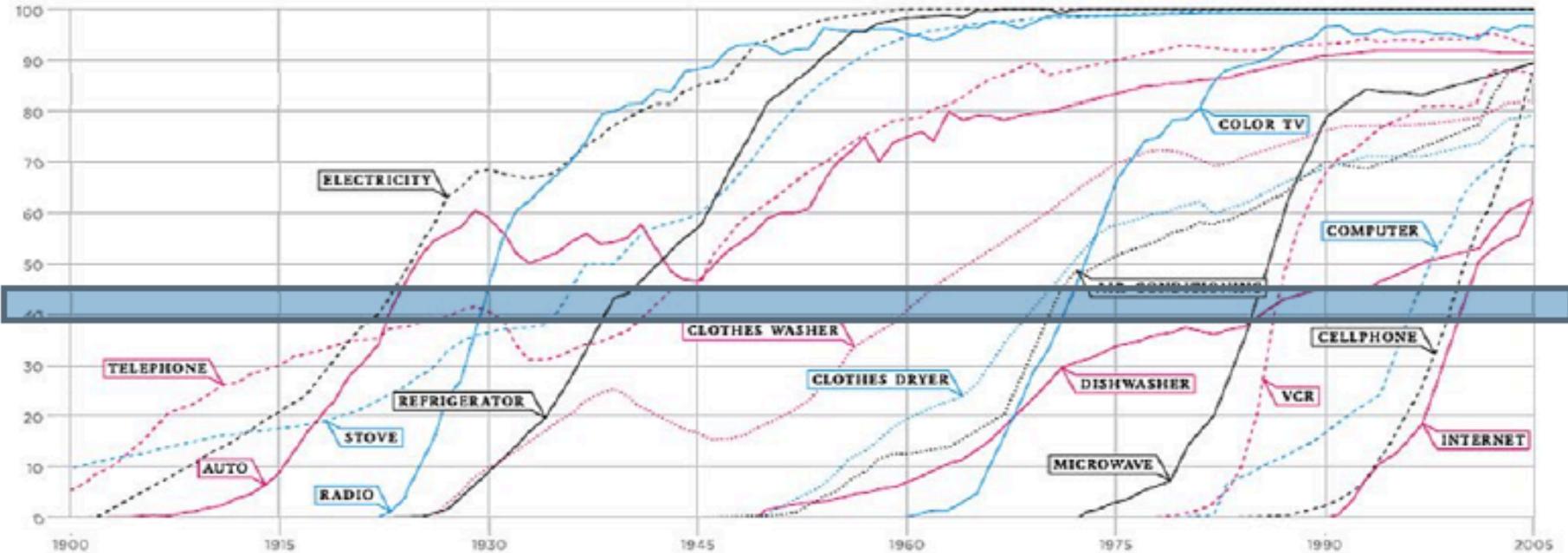
- ◆ Tap into exploding mobile phone market
 - ◆ Availability – there are 20x more vendors for phone credits than banks in East Africa
 - ◆ Installed Base – 97% penetration by 2014 in India
 - ◆ Partnerships – External expertise allows for focus on core competencies

A New Network



Why Approach Telecoms?

PERCENT OF U.S. HOUSEHOLDS



Value Drivers

Telecomm

- Differentiated service to customers
- Social Capital
- Revenue Driver
- Network Effects

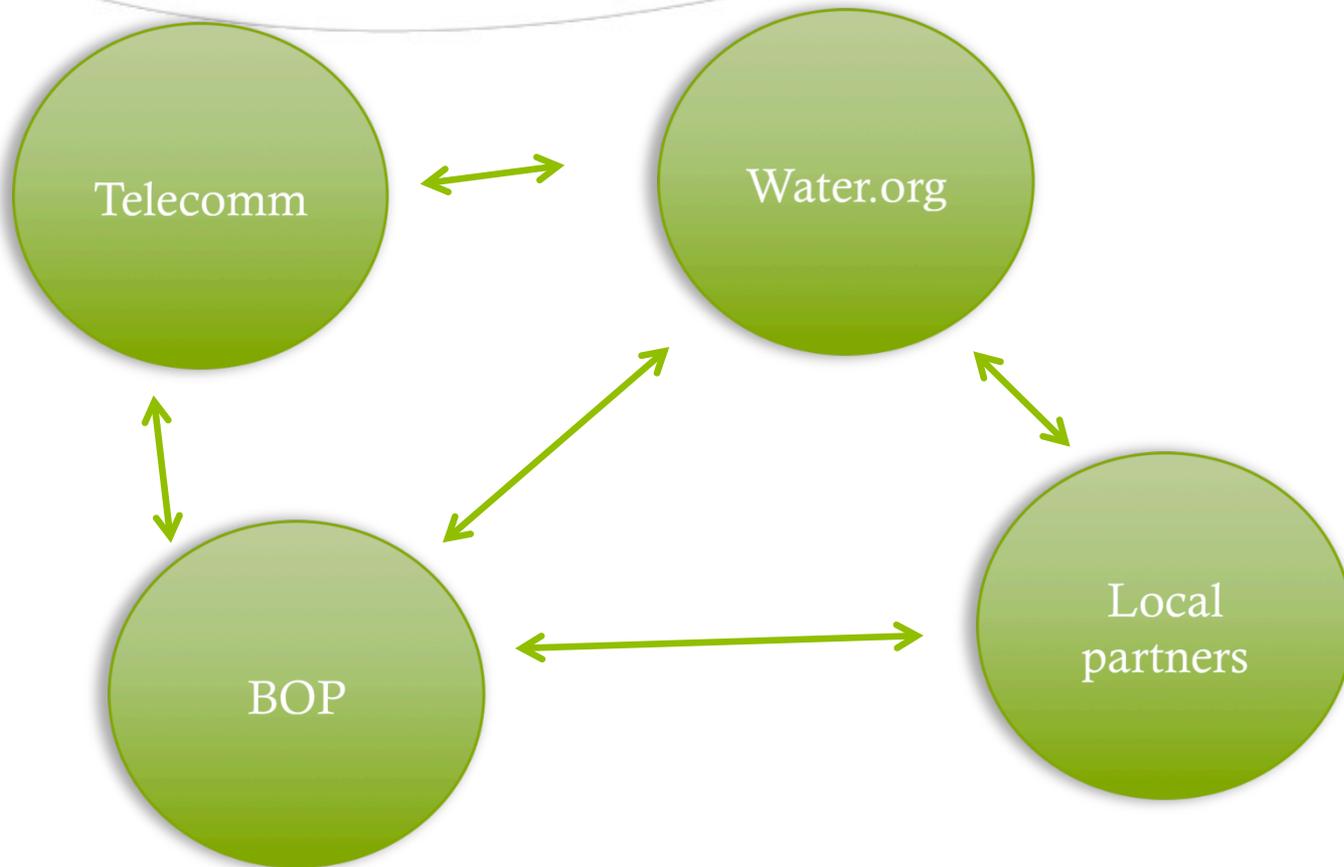
Users

- Reduces time and search costs
- Increases accessibility

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- Frees scarce resources
- Greater exposure

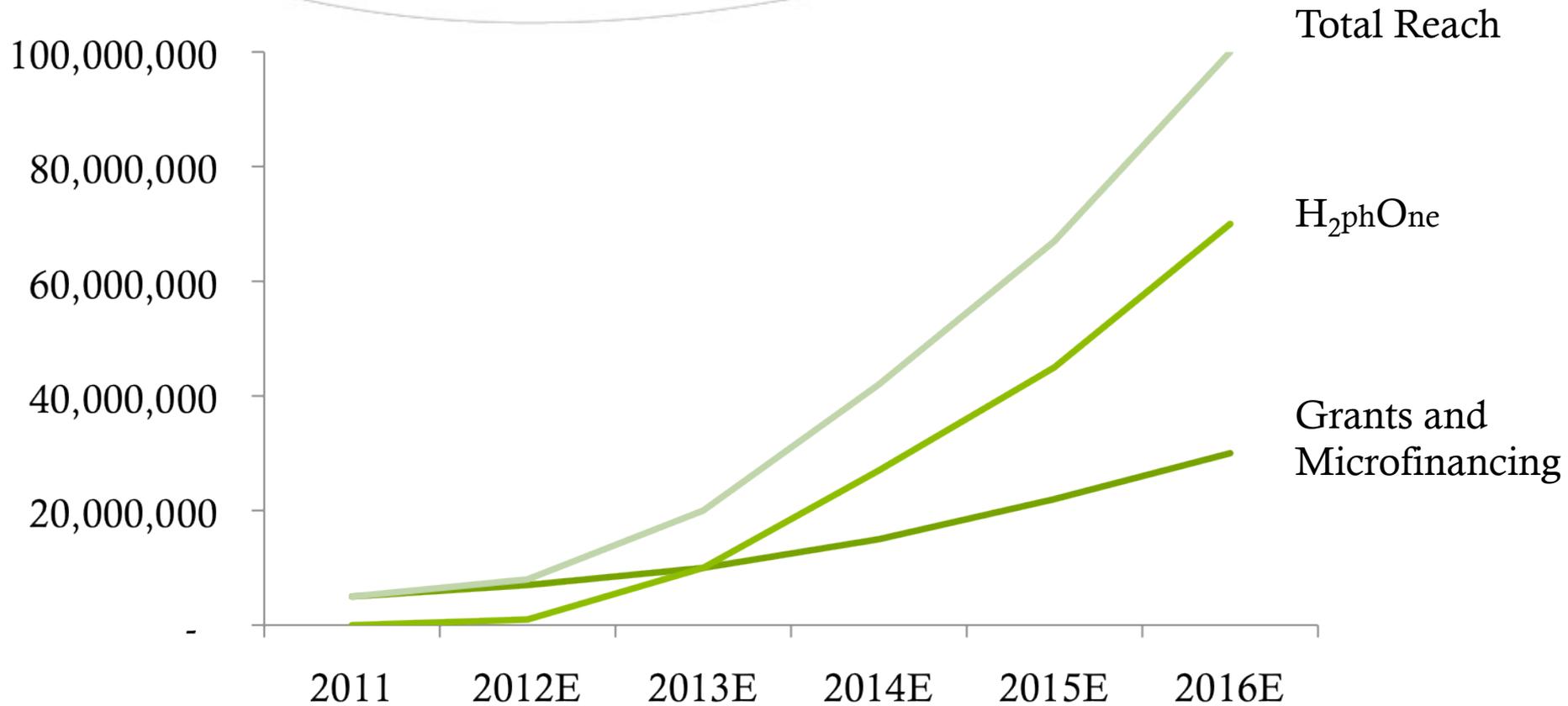
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Implementation

- ◆ Fee for service model
- ◆ Users leverage network to reduce search time
- ◆ Data driven system empowers local partners
- ◆ Metrics: account registration, revenues, search and transport cost reduction

Increase in reach over 5 years



Conclusion

- ✔ Availability
- ✔ Accessibility
- ✔ Drinkability
- ✔ Sustainability
- ✔ Scalability