

An hourglass is shown with water splashing in the upper bulb and a stream of water falling into the lower bulb. The water in the upper bulb is turbulent and white with bubbles. The lower bulb contains a dark, conical pile of sand.

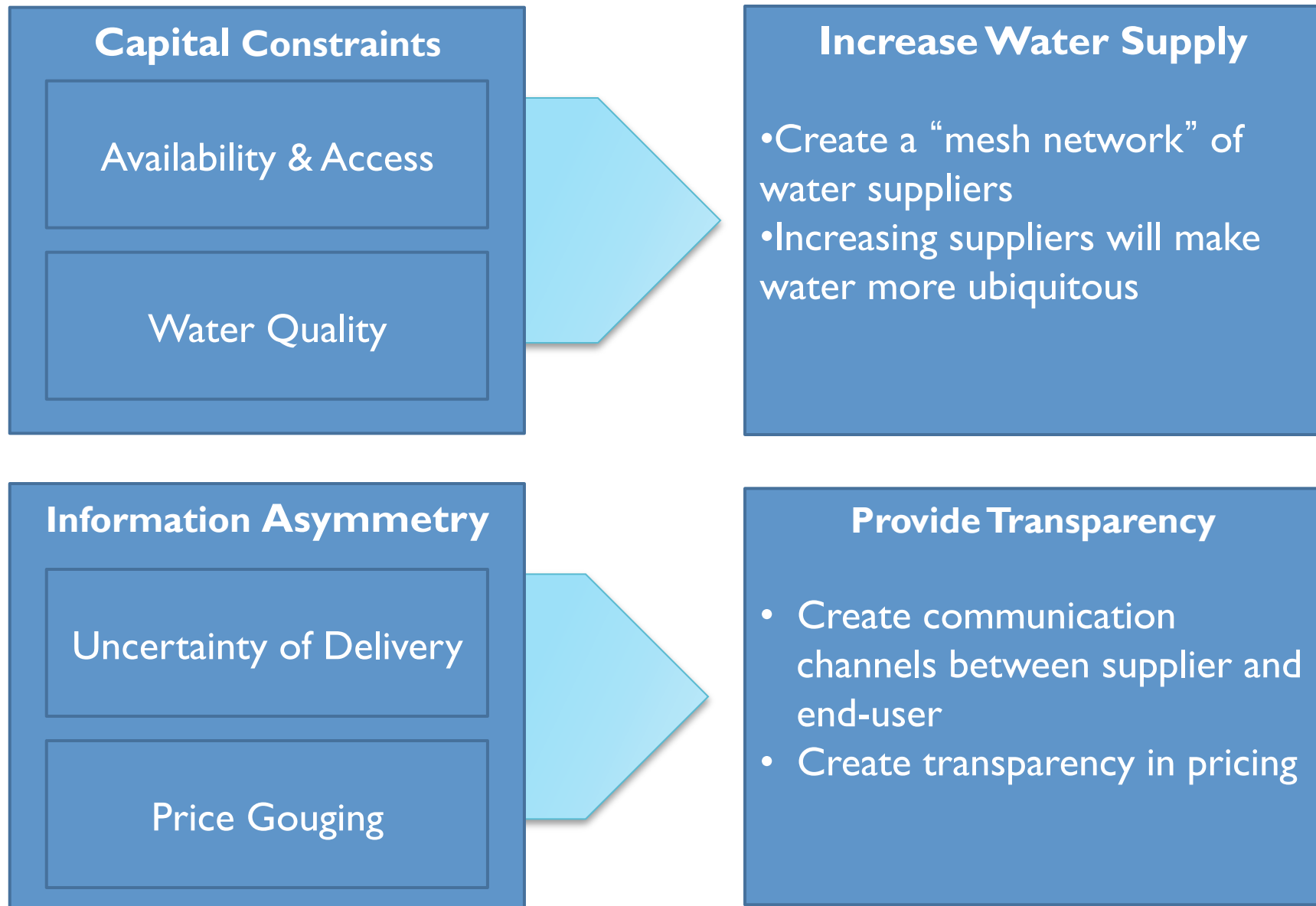
WaterPlace: Building a 100M Marketplace

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Our solution focuses on increasing water supply and providing transparency in the water market



Water.org can leverage existing competencies to create the next generation of water entrepreneurs

Who?

- ▶ People **dedicated** to improving their communities
- ▶ People who **recognize opportunity** and can act on it
- ▶ People who already are Water.org MFI recipients, their friends, or family

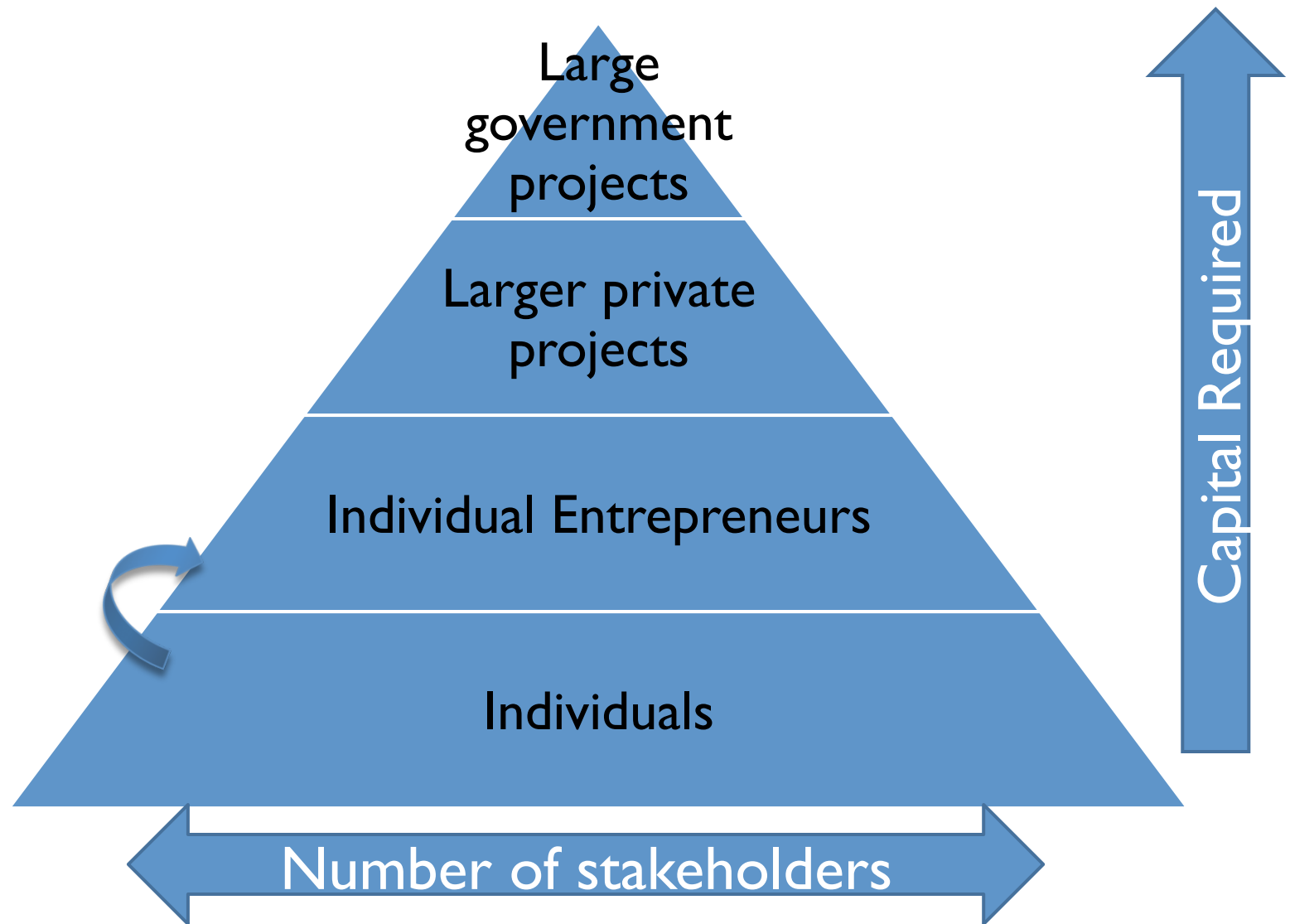
How?

- ▶ Provide **access to capital**
- ▶ Provide **educational** material and **best practices** for operation
- ▶ Create **virtual marketplace** to reduce inefficiencies

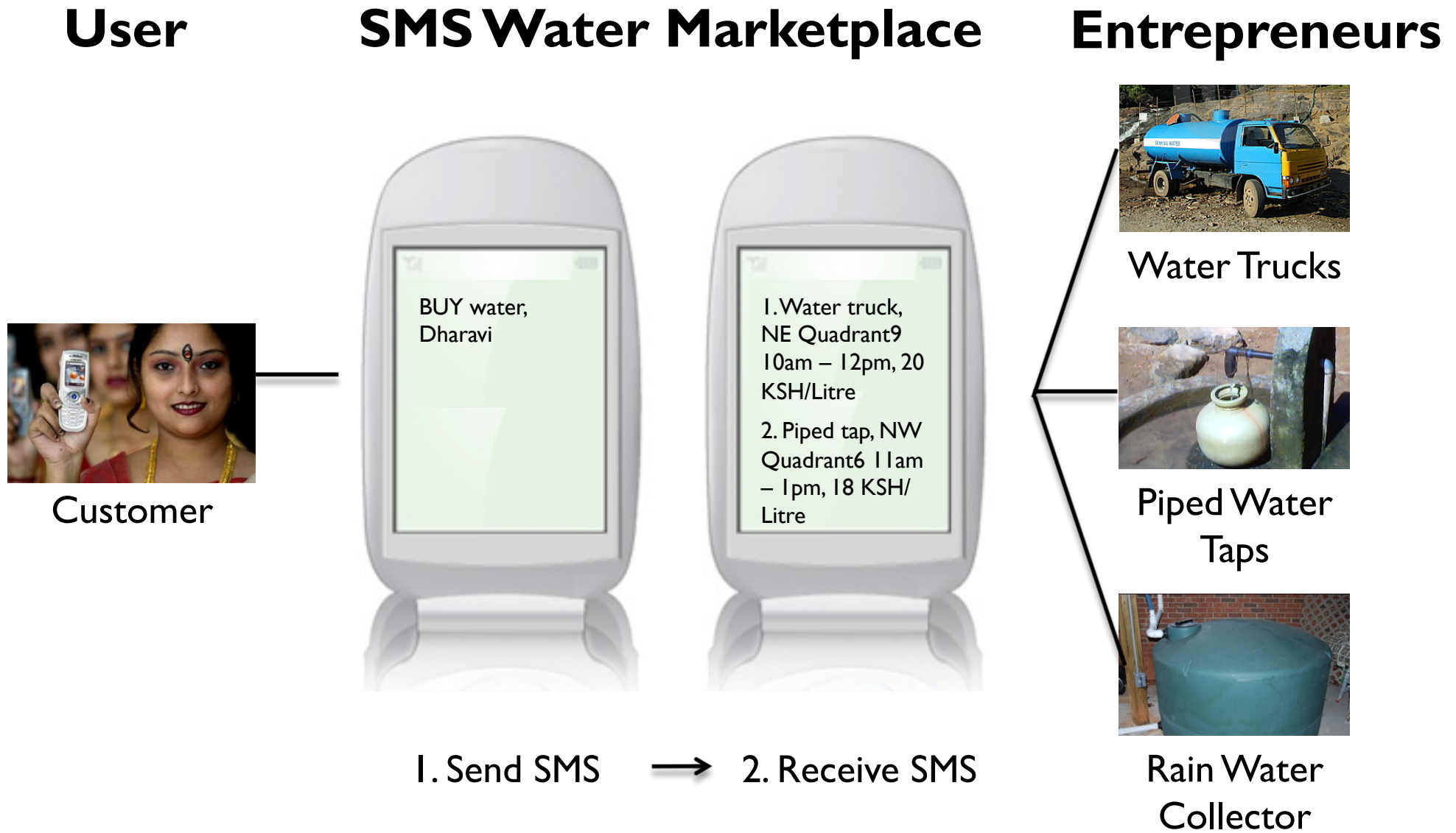


Supporting additional entrepreneurs is a logical extension of the existing WaterCredit.org's financial offering

- ▶ Individual entrepreneurs are the next step up the pyramid
- ▶ WaterCredit.org can use its base of over 250,000 people served with loans to identify potential loan recipients
- ▶ The impact of each of these loans can reach thousands of people



Entrepreneurs can use an SMS Water Marketplace as an effective way to connect buyers and sellers



Our solution provides the most effective means for customers to receive reliable access to water



This program can reach 100 million people

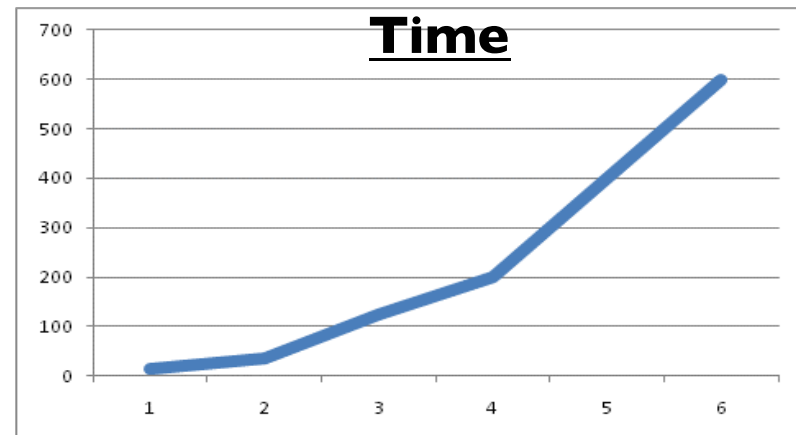
Access to Water over Time

Year	0	1	2	3	4	5
Loans made	13	35	125	200	400	600
Year 0 loans	949,000	949,000	949,000	949,000	949,000	949,000
Year 1 loans		2,555,000	2,555,000	2,555,000	2,555,000	2,555,000
Year 2 loans			9,125,000	9,125,000	9,125,000	9,125,000
Year 3 loans				14,600,000	14,600,000	14,600,000
Year 4 loans					29,200,000	29,200,000
Year 5 loans						43,800,000
Total people served	949,000	3,504,000	12,629,000	27,229,000	56,429,000	100,229,000

Financial Assumptions

- 5000 gallons of water per truck
- 25 gallons required per person
- 200 persons served per day
- 73000 persons served per year

Increase in Loans over Time



Water.org needs to identify a country where there is existing technologies and available entrepreneurs

Technology

6 Months

- Partner with existing SMS platform

5 Year

- Iterative incremental updates
- Expanded functionality such as mobile payments

Country

- Identify target country that Water.org works in

- Expand to additional locations where Water.org has presence

Entrepreneurs

- Create educational material.
- Identify large group of WaterCredit individuals

- Expand to other water entrepreneurs

