

HULT



Global Case
Challenge

HULT GLOBAL CASE CHALLENGE



water.org



CLINTON
GLOBAL
INITIATIVE

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EXECUTIVE SUMMARY

REACH
100M
PEOPLE



➤ **FUNDING – PRODUCT BLUE**

- RAISE MONEY BY LEVERAGING CAUSE MARKETING

➤ **INCREASED DEMAND**

- CREATE CONTRACT INCENTIVES TO EXPONENTIALLY GROW CUSTOMER BASE (700X INCREASE)

➤ **SUPPORT DEMAND**

- POOL DEMAND FOR HIGHER IMPACT PRODUCTS
- SHIELD MFI'S FROM RISK

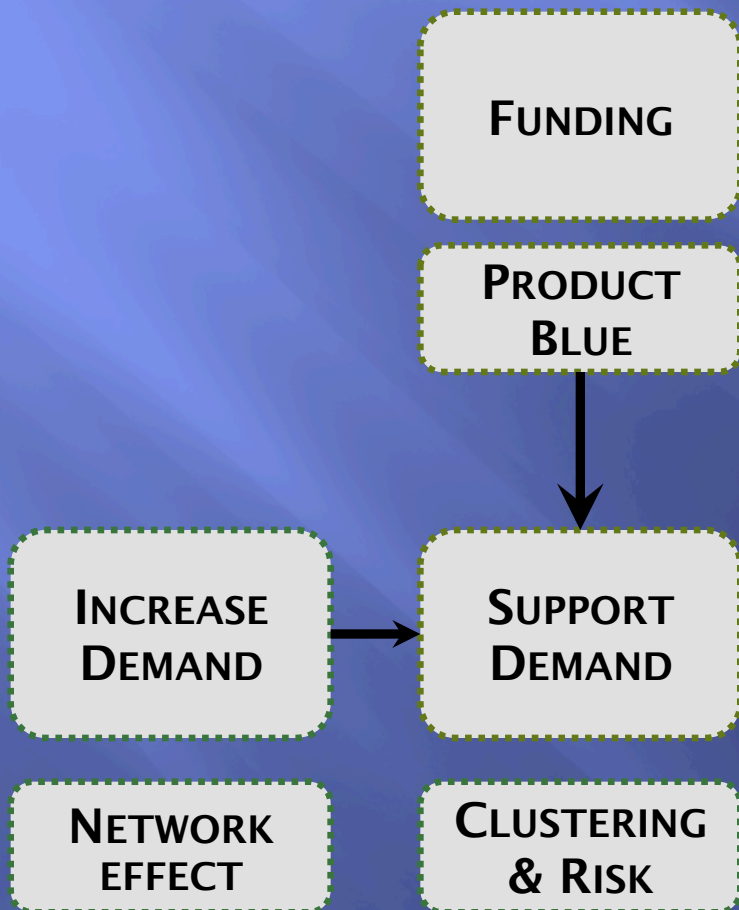
WATER SITUATION

- *1.1 BILLION WITHOUT ACCESS TO CLEAN WATER*
- *2.5 BILLIONS WITHOUT ACCESS TO SAFE SANITATION*
- *3.5 MILLION DIE EACH YEAR*
- *WOMEN SPEND 5-6 HOURS PER DAY WALKING AND WAITING FOR WATER*
- *200 MILLION HOURS PER DAY DEDICATED TO WATER*
- *440 MILLION SCHOOL DAYS ARE MISSED*



ROADMAP

AREAS OF FOCUS



INDUSTRY INTERSECTIONS



PRODUCT BLUE



- Leadership
- Innovation
- Existing Corporate Sponsors



- Public Image
- Global Message
Real & Tangible



PRODUCT BLUE CONT.

- POTENTIAL REVENUE
\$150M OVER 4 YEARS FOR SIMILAR MODEL
- SUSTAINABILITY
VALUE ADDED TO EACH ENTITY - INVESTOR, MANUFACTURER,
AND WATER.ORG
- DIFFERENT MARKET & WHY
NICHE PRODUCT - SOCIALLY AND IMAGE CONSCIOUS BUYERS



INCREASE DEMAND

Incentivize Growth

- *TECHNOLOGY ENABLED*
- *700X DEMAND INCREASE*
- *DEMAND-DRIVEN EDUCATION*
- *WOMAN FOCUSED*
- *SUSTAINABLE AND SCALABLE GROWTH*
- *DISCOUNT 5% POSSIBLE*
 - *\$0.17/WEEK ON \$175 LOAN*
- *DECREASE PHILANTHROPIC*



Year 1

Year 2

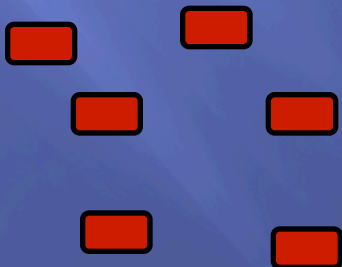
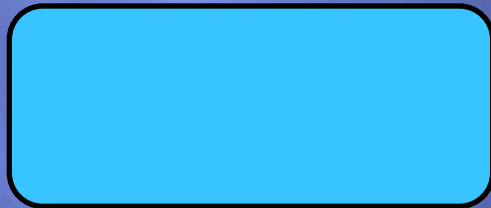
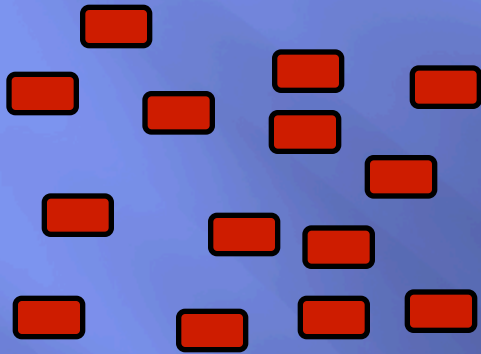
Year 3

COST

Year 5

CLUSTERING TO SUPPORT DEMAND

CURRENTLY

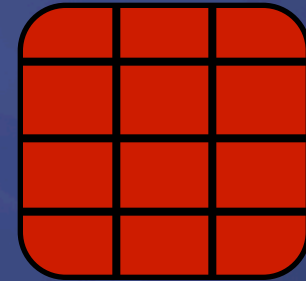


APPLYING

AVAILABLE
FUNDS

APPROVED

AGGREGATE BY
GEOGRAPHY



- CLOSEST CELL PHONE NUMBER PROVIDED BY APPLICANTS
- TECHNOLOGY AVAILABLE TO LOCATE BY NUMBER
- MATCH TO RANGE OF ACCESS BY RESOURCE
- CONTACT TO DESCRIBE OPPORTUNITY BY CELL

RISK COVERAGE

New
Structure

MFI
Expansion

NGO
Expansion

Loan
Guarantees

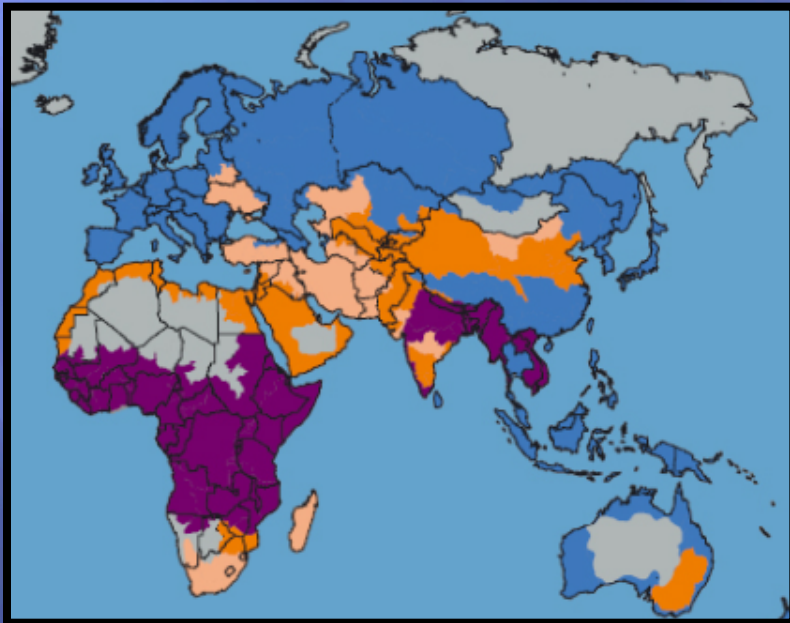
Loan Taker

Funds Raised
by Water.org

WAY FORWARD AND CONCLUSIONS

FIRST STEPS AT FUNDING

- APPROACH CGI PARTNER COKE
- DEVELOPMENT OF AGGREGATION SOFTWARE



CONCLUSION

- APPROACH TO REACH 100M PEOPLE IN 5 YEARS MUST ATTACK FUNDING, DEMAND, AND THE METHOD THAT DEMAND IS SUPPORTED