

# **WATERSPOTTERS Project**

A Brazilian Proposition of Clean Water for Water.org



**HULT** Global Case Challenge  
San Francisco, CA  
March, 2011



How  
**Waterspotters**  
Can Help Water.org  
Connect  
to Innovative  
**enoughness**  
Ways to Create  
Sustainable Solutions  
for Safe Water &  
Sanitation.



# our value proposition

- **waterspotters.com** is an innovative SOCIAL COMMUNITY NETWORK focused on Water solutions
- A dotcom business model based on the **Web 2.0** platform power



## getting a wider vision

- If Facebook were a country, it would be **the third biggest** one with 520 million inhabitants and a GDP of US\$ 16 bi
- 200 million users access this Social Network **everyday** on average – 55 min / day

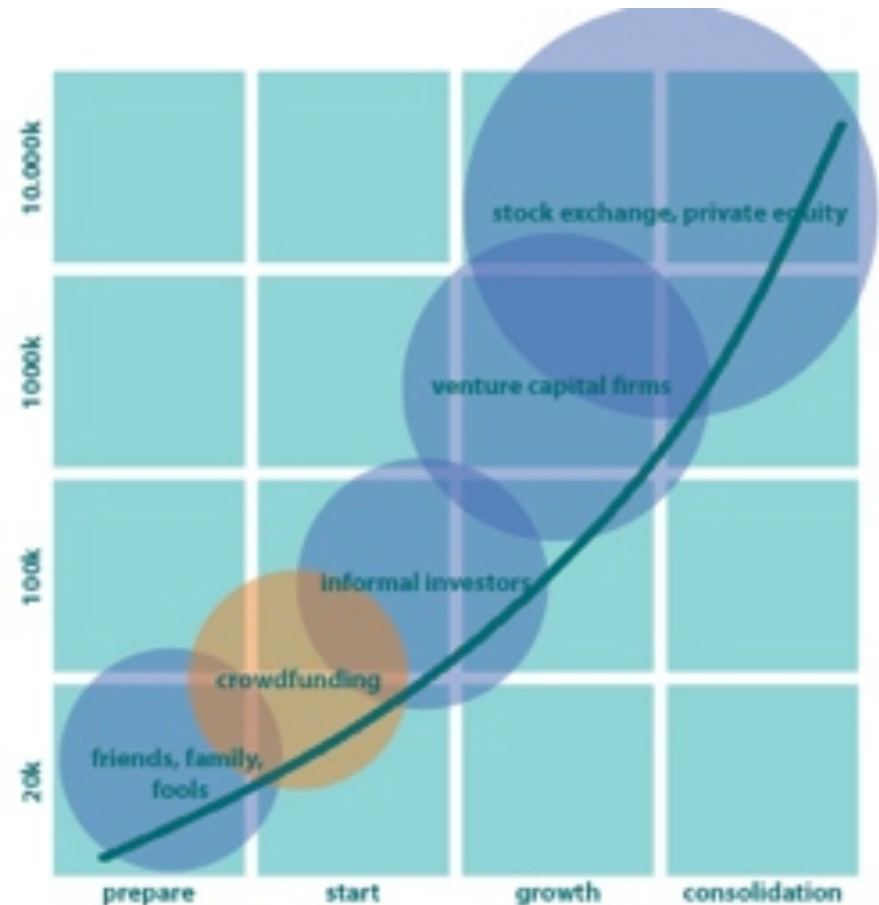
## our value proposition

- It's capable of helping MORE than 100 million people in 5 years by **crowdfunding**

# Collaborative Partnerships accelerates new achievements on a win-win basis.



Kevin Lawton



# our value proposition

- We want to share this "*profitable business model*" with Water.org by a **new collaborative partnership** perspective.

# Braskem



# UFRGS

UNIVERSIDADE FEDERAL DO RIO GRANDE DO SUL



50 | **NEGÓCIOS**

Tecnologia faz empresa agarrar o mundo  
 Para a Braskem, o açúcar é a matéria-prima para o plástico verde

Associação também visa ao Festival de Cannes  
 A Braskem quer mostrar ao mundo sua produção sustentável

**INDÚSTRIA PÚBLICA**

## Braskem fabrica plástico 'verde'

Empresa desenvolve resina a partir da cana-de-açúcar e iniciará a produção em escala industrial em 2009

**Novo Futuro**  
 Renato Lima

A Braskem desenvolveu uma tecnologia para fabricar plástico verde a partir da cana-de-açúcar. A empresa anunciou o projeto no Fórum de Inovação da Universidade Federal do Rio Grande do Sul (UFRGS) em Porto Alegre. O projeto prevê a produção de um plástico verde, feito a partir da cana-de-açúcar, que será usado para fabricar produtos de plástico verde. A tecnologia foi desenvolvida por Renato Lima, diretor de Inovação da Braskem, e por um time de pesquisadores da UFRGS. O projeto prevê a produção de um plástico verde, feito a partir da cana-de-açúcar, que será usado para fabricar produtos de plástico verde. A tecnologia foi desenvolvida por Renato Lima, diretor de Inovação da Braskem, e por um time de pesquisadores da UFRGS.


**Como é feito o plástico 'verde'**

- 1. O milho é usado para produzir o etanol, a matéria-prima para o plástico verde.
- 2. O etanol é fermentado e convertido em eteno.
- 3. O eteno é transformado em polietileno.
- 4. O polietileno é usado para fabricar produtos de plástico verde.

**Braskem** - A empresa anunciou o projeto de produção de plástico verde em 2007. O projeto prevê a produção de um plástico verde, feito a partir da cana-de-açúcar, que será usado para fabricar produtos de plástico verde. A tecnologia foi desenvolvida por Renato Lima, diretor de Inovação da Braskem, e por um time de pesquisadores da UFRGS.



# how getting exponential scale



Thousands of people willing to comprehend the quantity & quality of **water enoughness** will notify us **on real time via online platform** whenever they spot some crispy & sparkling initiatives on Water & Sanitation:

- ❑ Fresh entrepreneurial ideas
- ❑ Scientific breakthroughs
- ❑ Technology trends
- ❑ Innovative insights

# getting exponential scale

Zilda Arns & Pastoral da Criança (NGO)

Brazil



- ❑ Spreading pediatrics physiological saline
- ❑ City of Florestópolis, State of Parana
  - ✓ 1983 Child Mortality Rate = 127 / 1000
  - ✓ 1984 Child Mortality Rate = 28 / 1000 (-78%)
- ❑ 42000 Poor Communities
- ❑ 4000 Cities (75%)
- ❑ 260 Volunteers
- ❑ 2 million benefited child
- ❑ 95000 mother to be

Simple  
Local  
Low Cost  
Low Tech  
Wide Range



## Financial- economics

This is a green **dotcom company** which focuses not on the **problem** itself but instead gathers together through its **Social Media Network**

A **Waterspotter** gets a **money reward** for:

- Contributions turned into profitable business **on sustainable basis.**
- Corporate clients pay for subscribing sectorial intelligence bulletins as well as suppliers advertising



- People get admitted into the **Social Network Community** by registration
- Common objectives on water agenda get inputs into an Dynamic Data Banking
- **It stimulates** simple citizens into **protagonists** for the good of this and next generations





*Companies are trying to put a new green band aid over an old wound*  
(Paul Hawken, The Ecology of Commerce)

*Our belief: Social Network Community*  
**watches and spots** at the same time

- by partnering at higher levels with nature & activists.
- Cradle to Cradle (360 round): spring water preservation / supplying / efficient usage / waste disposal / recycling up to the reuse of water.

**Environmental**

*It's not enough taking people out of slums; we must take slums out of people. (anonymous)*

**Waterspotters will set Educational Programs in Communities for changing wrong mental models through a Water Ambassadors Pilot Project**

- Every child is a consumer trainee
- Every child is a protagonist and a young monitor



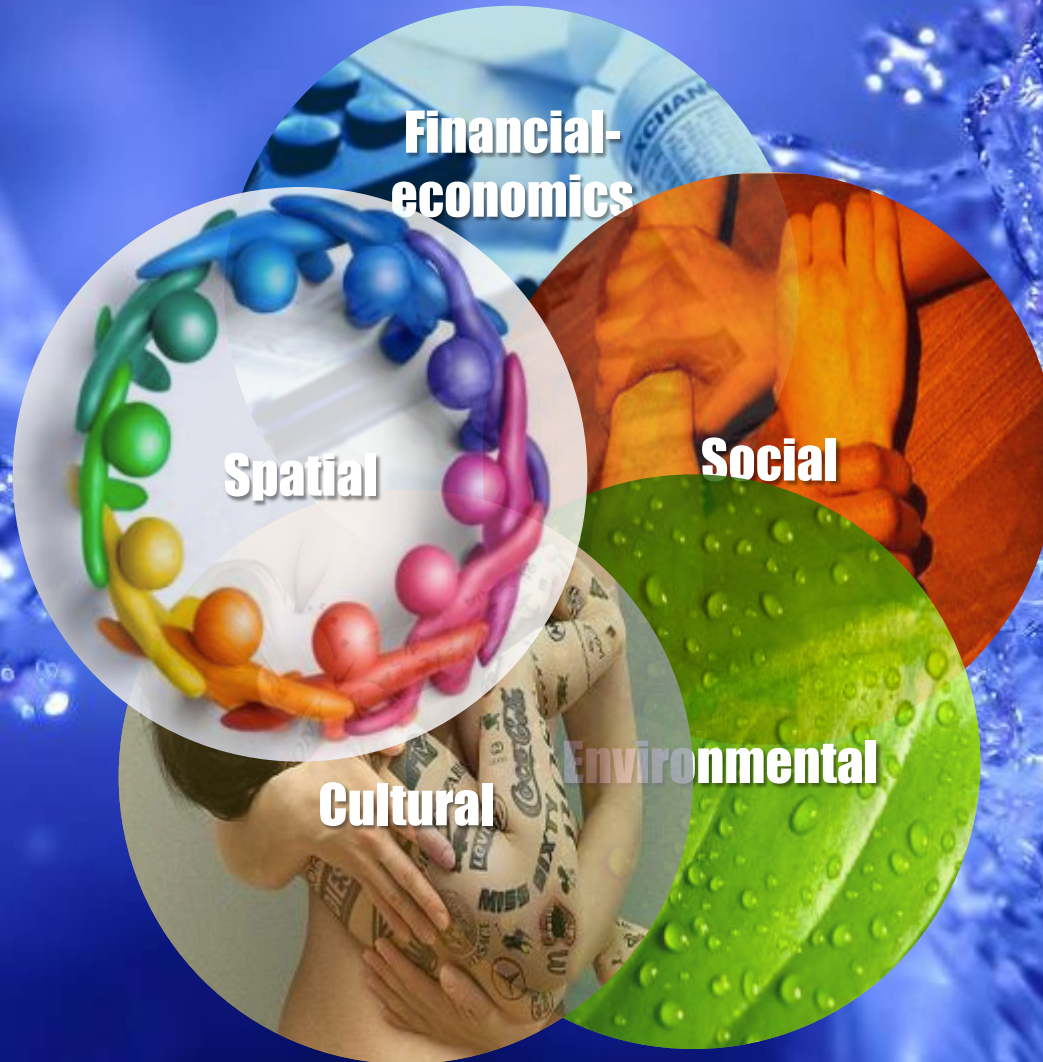


The Spatial Dimension means **Governance & Politics:**

- The right to live with **dignity, health and wellness**
- The creation & approval of more **Incentive Laws towards sustainable living**
- Our Social Network will set rigorous KPIs in Management & Stakeholders Accountability Reports



# **waterspotters.com** provides a **SISTEMIC APPROACH**



To re-perceive the World and our relation to it



# It's Settled Upon a **Long Term** Competitive Business **Platform**

**Sweet Spot**



Involving all the 5 Dimensions of Sustainability



*Hello, I am Twater !*

We want the **twater icon** to be part of every mobile on Earth **for real time responses**, eventually co-branding with the biggest cell phone industry & telecoms.

The possibility to spread out (via smart phones or SMS) worldwide via **waterspotters.com** - as fast as an eye blink – either a photo of alert or a video caught on camera /webcam **spotting an innovative, profitable, sustainable business** on the W + S issue to get **crowdfunded** for becoming real or expanding.

The **Waterspotters Network** will give **voices + eyes + ears** to many initiatives from countries for **mapping** both **critical** areas and **solving** mobilizations.

# acknowledgement

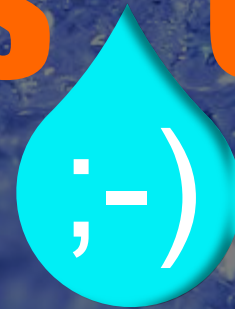


*We`re 90% water. Don`t let  
10% of one decide the future  
for all.*

**Evan VLACHOS, PhD**



**waterspotters . com**



*Water is life. Watch is living.*