



Solving the Clean Water Crisis

ONE BOTTLE AT A TIME



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The provision of water and sanitation to the BOP is not making an impact

- Water
 - Water is a basic need of life
 - Water given to BOP lacks minimal health standards
- Sanitation
 - Health concerns stemming from inadequate sanitation
- Current solutions not sufficient to “move the needle”



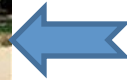
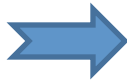
Sourcing water from secondary sources is game-changing

Every person, rich or poor, drinks 90 oz of water a day

Sanitation is a personal responsibility



Leverage existing distribution channels of the global beverage industry to deliver clean, drinking water to the BOP





This can work economically...

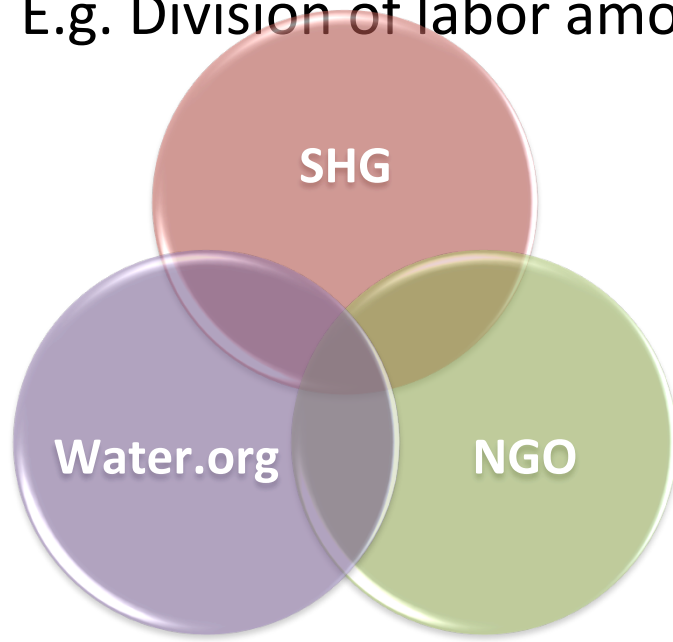
- Coca Cola sells water for 1c a bottle
- Beverage truck transports and sells it at 2c to the local merchant
- Ram buys a bottle for 3c from the shop
- Ram's family needs about 10 bottles a day
- Ram makes \$2 a day

Example is illustrative



... and is scalable and sustainable

- Ram's wife is part of a 10-person SHG
 - Enhance productivity and unlock mobility
 - Produces economic outputs to pay for water
 - E.g. Division of labor amongst the group



- Governance
- Price-setting
- Incentive matching



- Sanitation and non-potable

- Leverage existing distribution infrastructure

- Cheap/Simple
- Actionable

- New Businesses

- Public lavatories
- Bathing facilities
- Laundries





- Upstream Financing
- Downstream Implementation
- Education about Owning and Leasing Public Water Facilities
- Every Slum, Every Two Blocks
- Pilot Program
- Ultimately increases standard of living

We are confident of executing the plan

Reaching 100 Million – 5 years

- Water
 - Enlist and coordinate
 - Start JV relationships with bottlers, transporters, shop owners
 - Educate and enable BOP roles and recycling

We are confident of executing the plan

Reaching 100 Million – 5 years

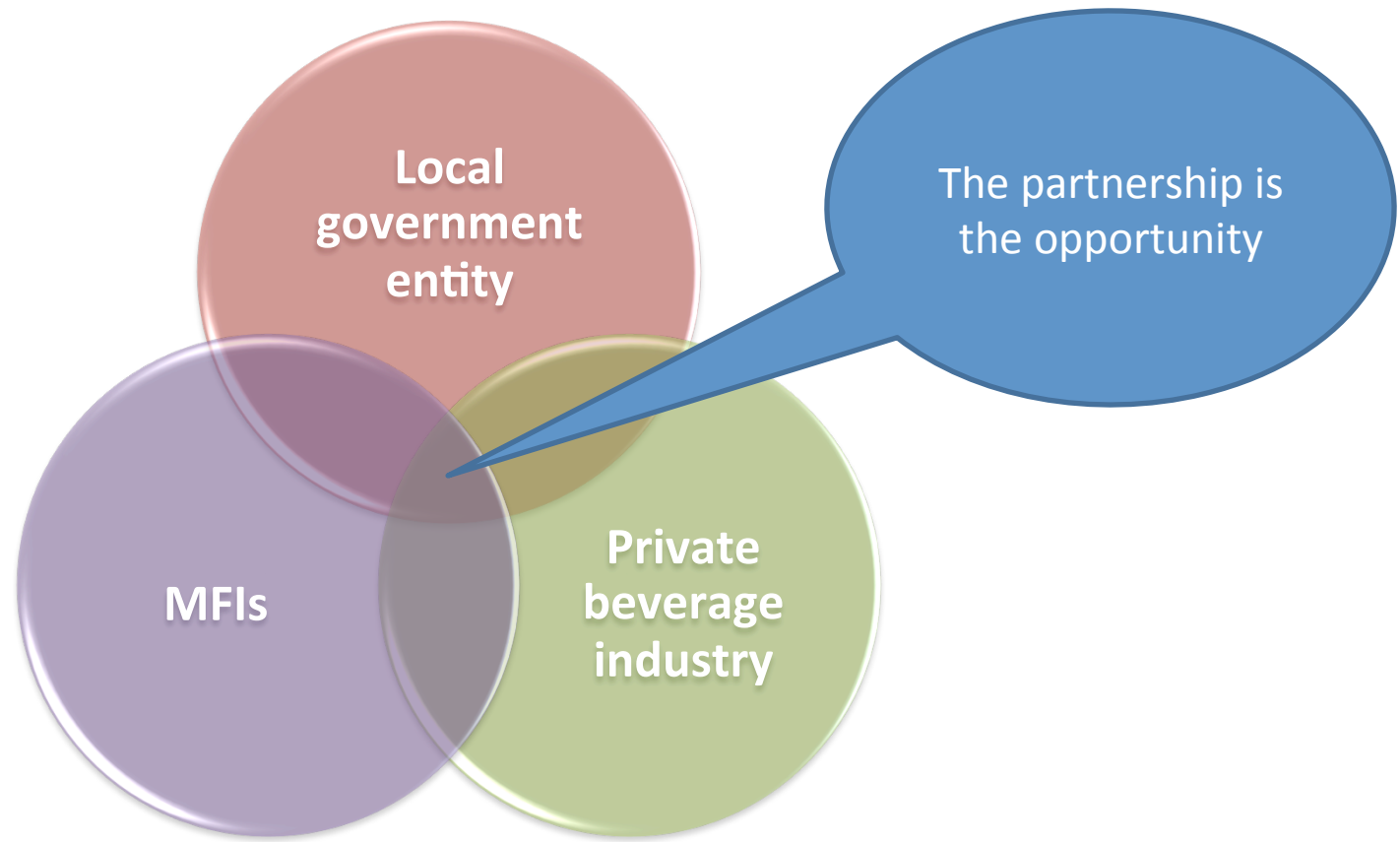
- Sanitation

- Identify viable regions/locations for the pilot programs with NGO' s

- Enlist venture philanthropists for seed capital

- Evaluate pilot programs and start permanent programs that are self-sufficient within and year

The PPP is critical



Thank you

The PPP is critical

- Coca Cola
 - Access
 - Community-giving
 - Tax benefits
 - Preferred regulatory treatment