reaching the bottom billion

a solution for water.org

problem magnitude
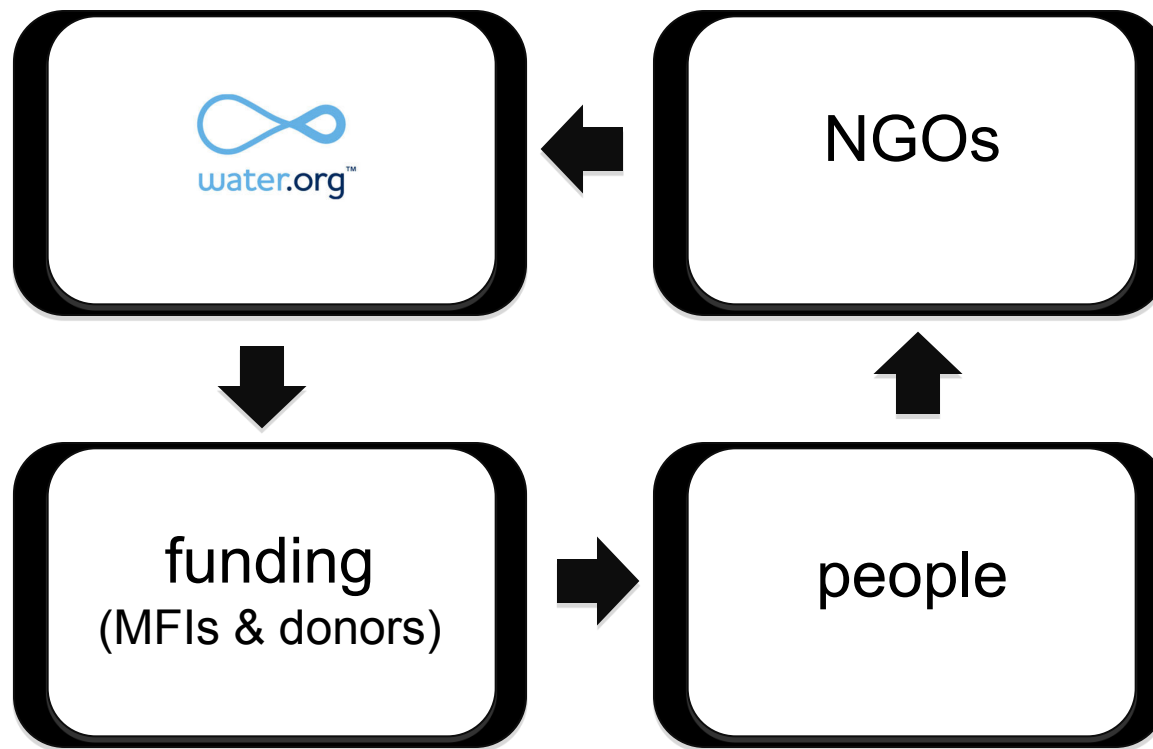
reach 100 million people
in five years

how?

leveraging core competencies of water.org
at all points of value chain

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value chain

water.org is… a connector NOT a deliverer

maximize reach. minimize resources.

people.	encourage new demand and free enterprise
networks.	source best practices and share resources
funding.	access new funding to meet new demand

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expanding into free enterprise

harnessing entrepreneurial spirit

business-in-a-box

aquapreneur

people. | **networks.** | **funding.**

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business in a box

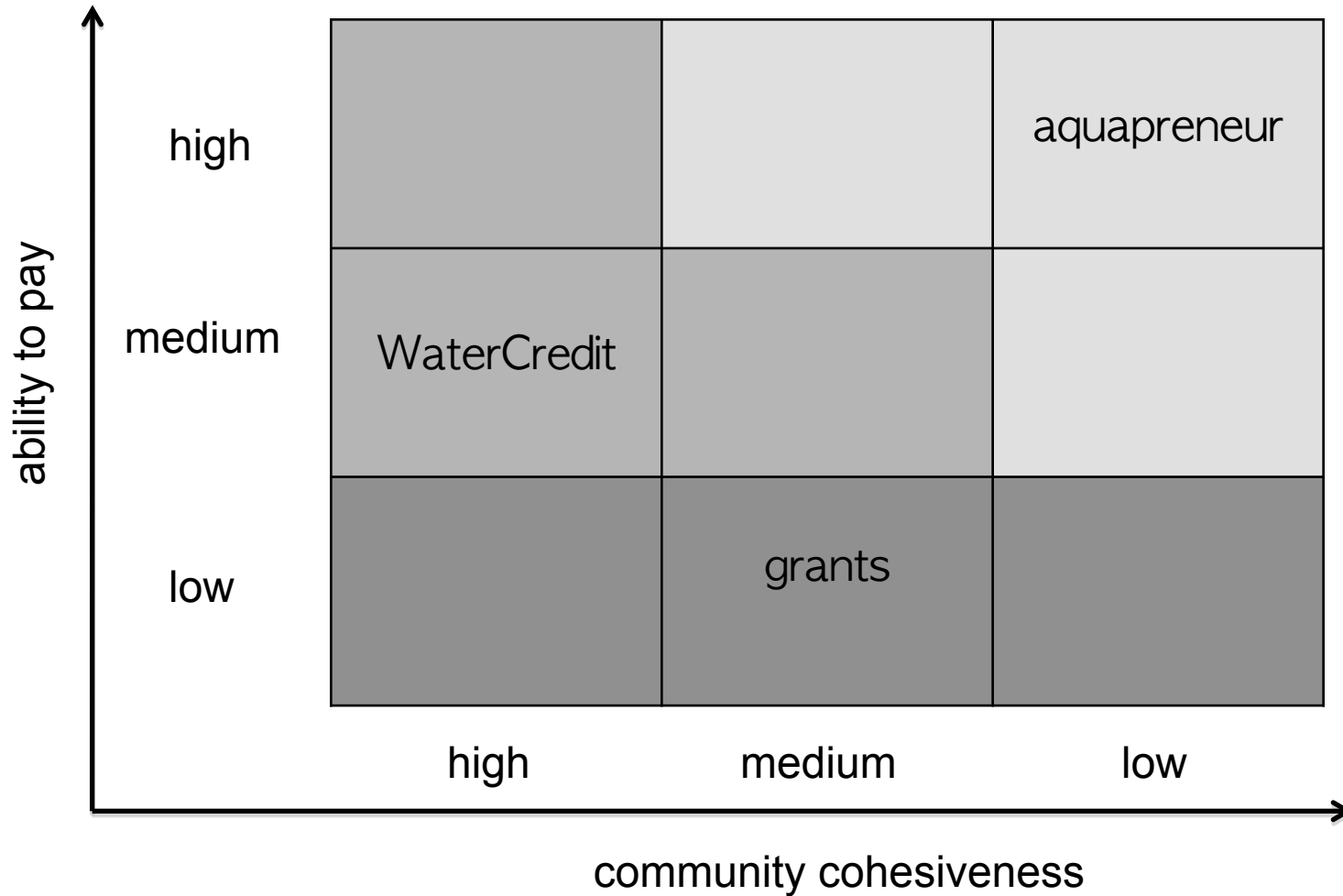| mobile mechanics	distribution	filtration	sanitation
• maintenance for existing infrastructure	• creative distribution solutions to reach outlying communities	• treatment of water that is accessible but not clean	• turning latrines into a business using best practices

business basics + library of technology options

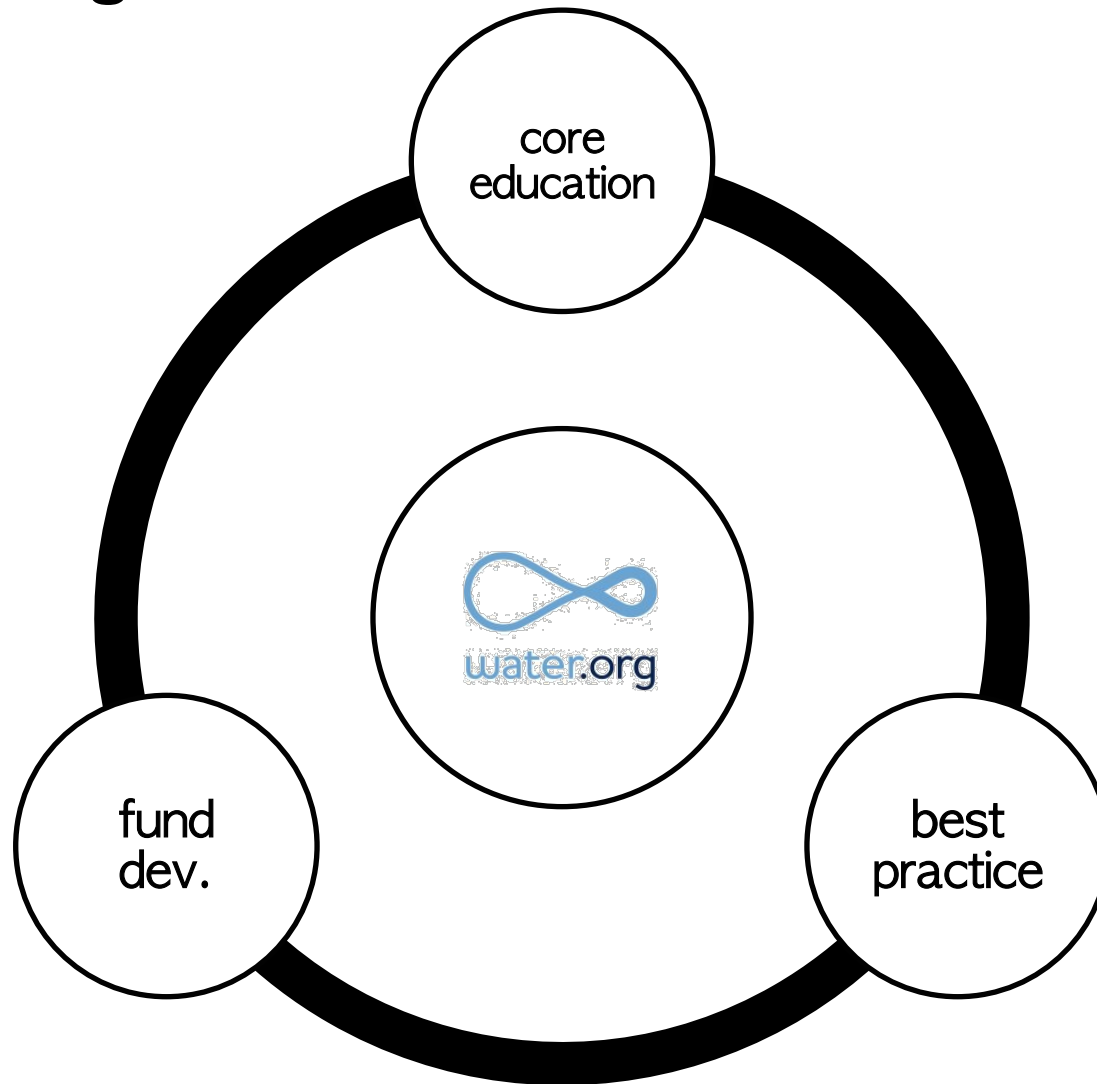**people.**   **networks.**   **funding.**

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A matrix chart titled "applicability of programs" with vertical axis "ability to pay" (high, medium, low) and horizontal axis "community cohesiveness" (high, medium, low).

- aquapreneur — ability to pay: high, community cohesiveness: low
- WaterCredit — ability to pay: medium, community cohesiveness: high
- grants — ability to pay: low, community cohesiveness: medium

networking networks

core
education

fund
dev.

best
practice

water.org

people. **networks.** **funding.**

core education

engaging student entrepreneurs

integrating student internships

centers of excellence in H_2O

developing education programs
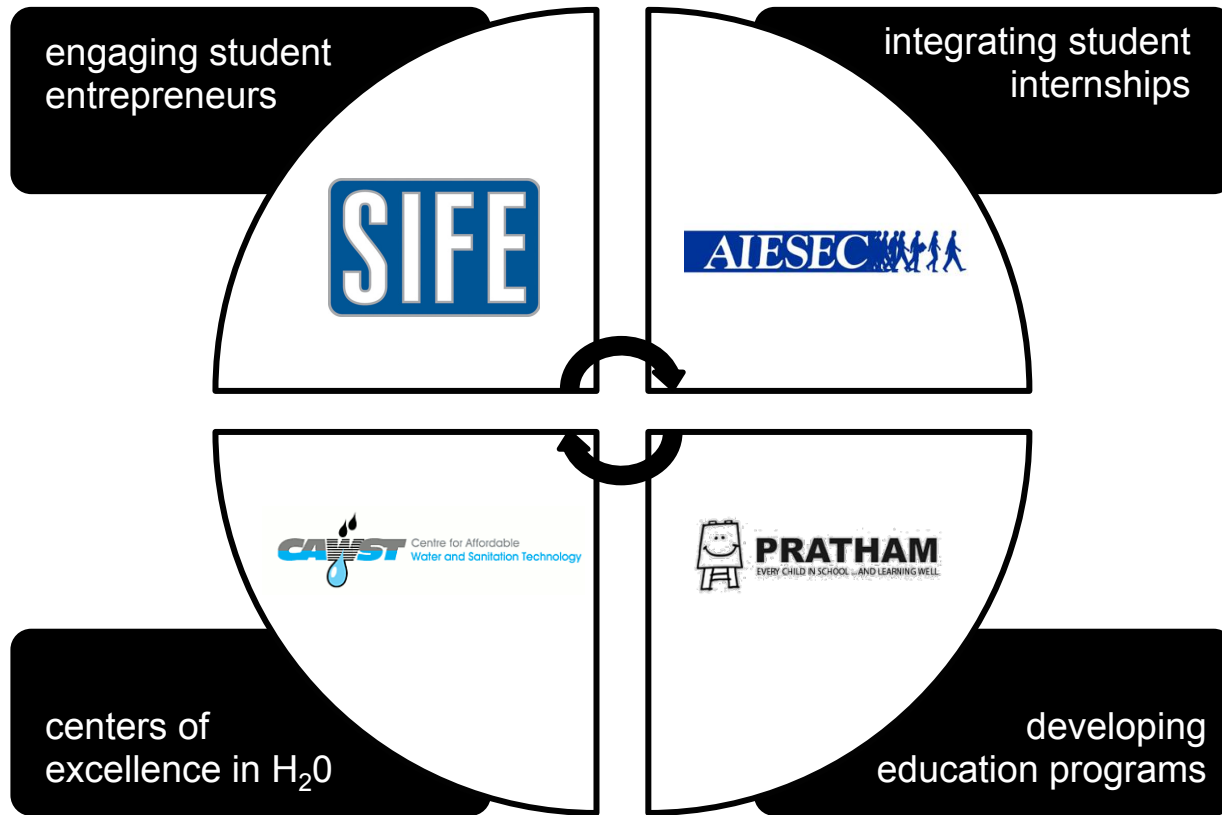
emphasizing women and child education is key to economic growth

people.

networks.

funding.

water.org

watsan portal

constant data from field **+** best practice **=** increased connections, collaboration and knowledge sharing

India

Bangladesh

Philippines

Ethiopia
Kenya

Uganda

Ghana
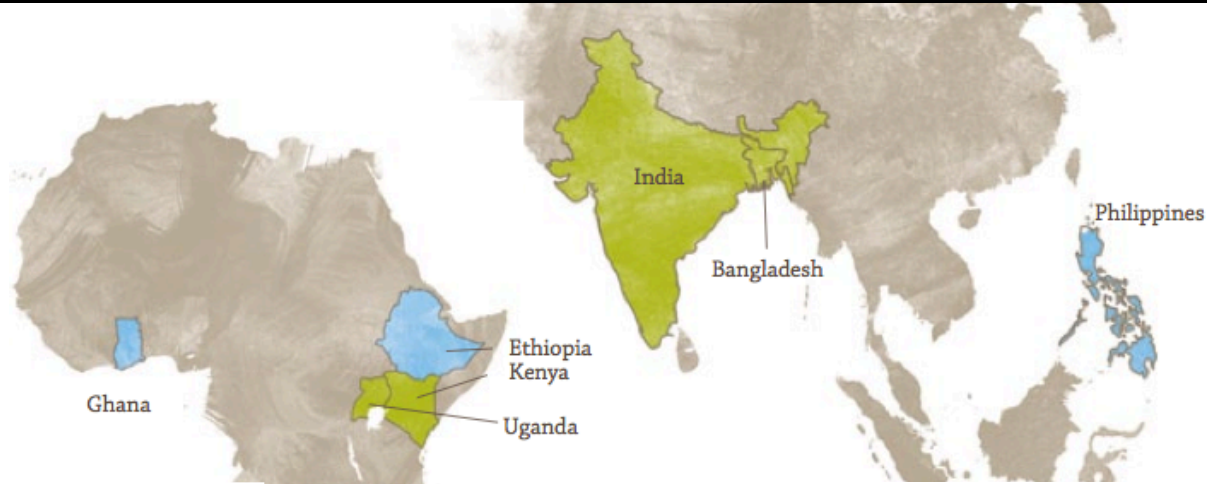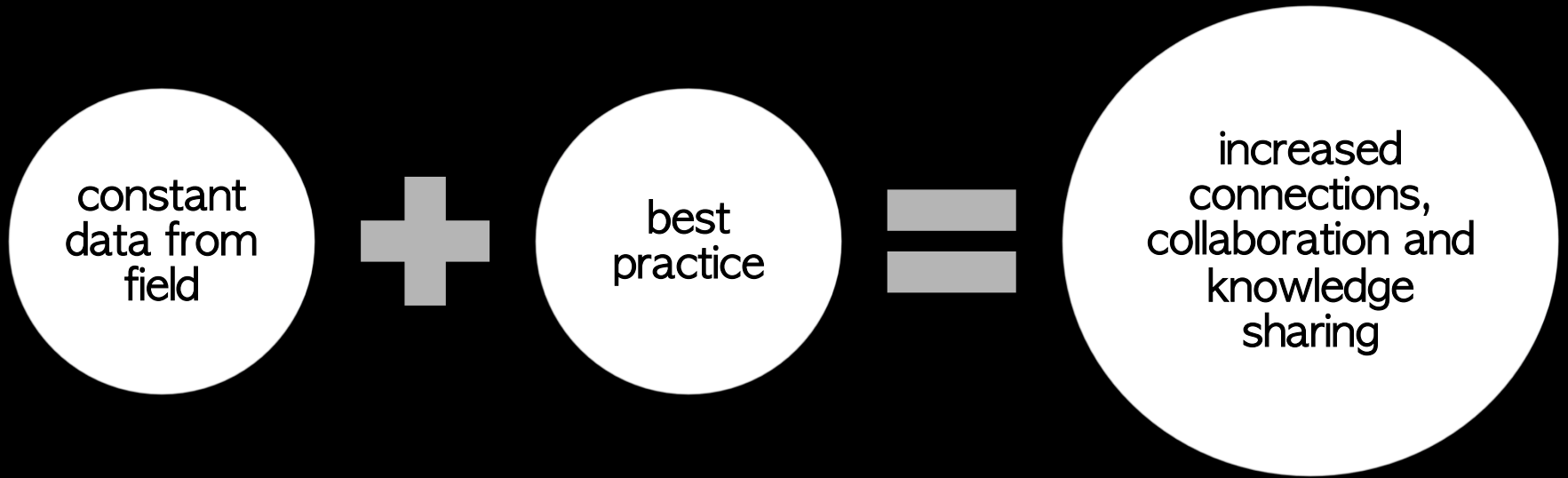
people. **networks.** **funding.**

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leveraging funding sources

funding

current funding

• traditional MFI
• Opportunity International
• Grameen Bank

corporate & in-kind

• CEO Water Mandate

foundations & agencies

• Rotary
• Kiva

people.   **networks.**   **funding.**

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implementation (day 1 – month 6)

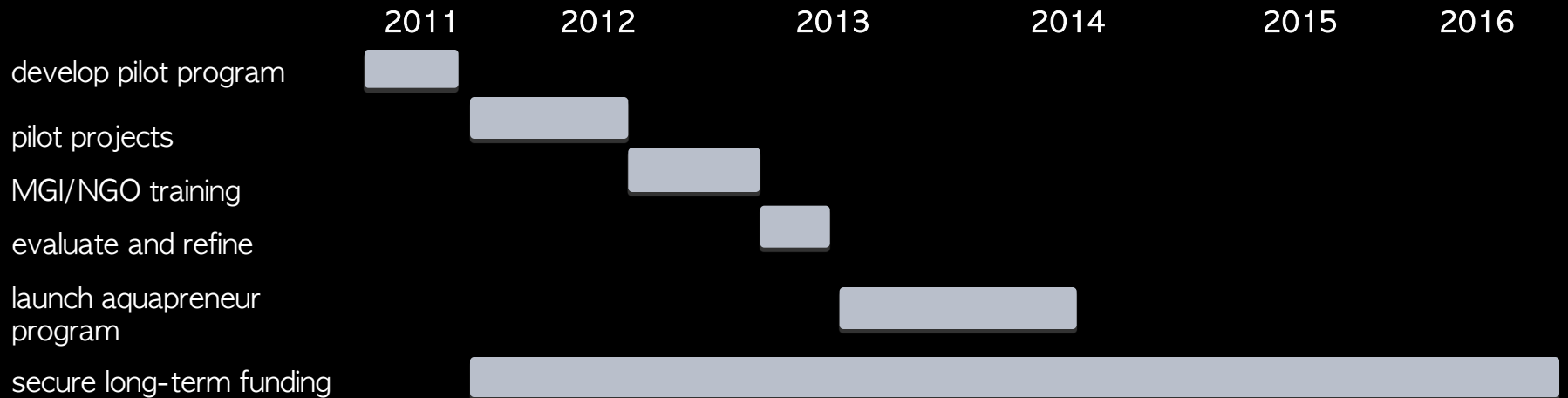|	
program & technical development	• initiate content development for business in a box • develop needs assessment for Watson Portal
marketing & communications	• initiate branding / communications development for aquaprenuers • continue crowd sourcing and relationship initiating
fundraising & microfinance	• extend relationships to MFI network to introduce aquaprenuer program • develop financial structure / instrument for aquaprenuers program

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implementation (key milestones)

|	2011	2012	2013	2014	2015	2016
develop pilot program	▮					
pilot projects		▮				
MGI/NGO training		▮				
evaluate and refine			▮			
launch aquapreneur program			▮▮▮			
secure long-term funding	▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮					

engage local university students	research and develop business-in-a-box	pilot countries: India and Kenya	use findings to refine program and launch

project budget

Aquapreneur Program	**$635K**
Marketing & Outreach	$65K
Business in a Box	$120K
Pilot Funding Program	$250K
Program Roll Out	$200K
Watsan Portal Development	**$195K**
Field Rollout	$85K
Design / Build-up	$110K
General Administration	$108K
Contingency (5%)	$49K
TOTAL	$988K

Cost (USD $1MM)
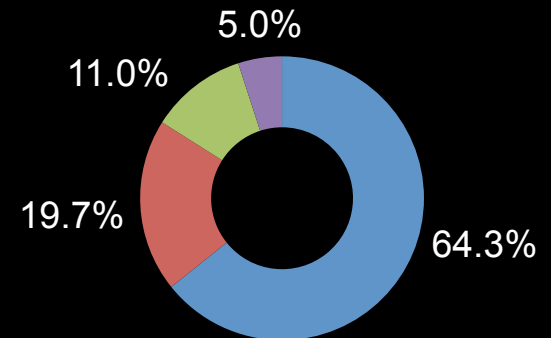
Pie chart:
- 64.3% Aquapreneur Program
- 19.7% Watsan Portal Development
- 11.0% General Administration
- 5.0% Contingency (5%)

measuring success

✓ sustainability & scalability of projects

✓ increased adoption of women / children

✓ lowering cost of flow-through philanthropy

✓ broadening network and leveraging supply chain

✓ ability to ensure best practices and circular learning

= increased ability to reach **100MM** people in **5 years**

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