



# Global Water Crisis

Reaching 100 million people in 5 years



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**P**eople base is grown by  
**I**ncentives



# Agenda for today

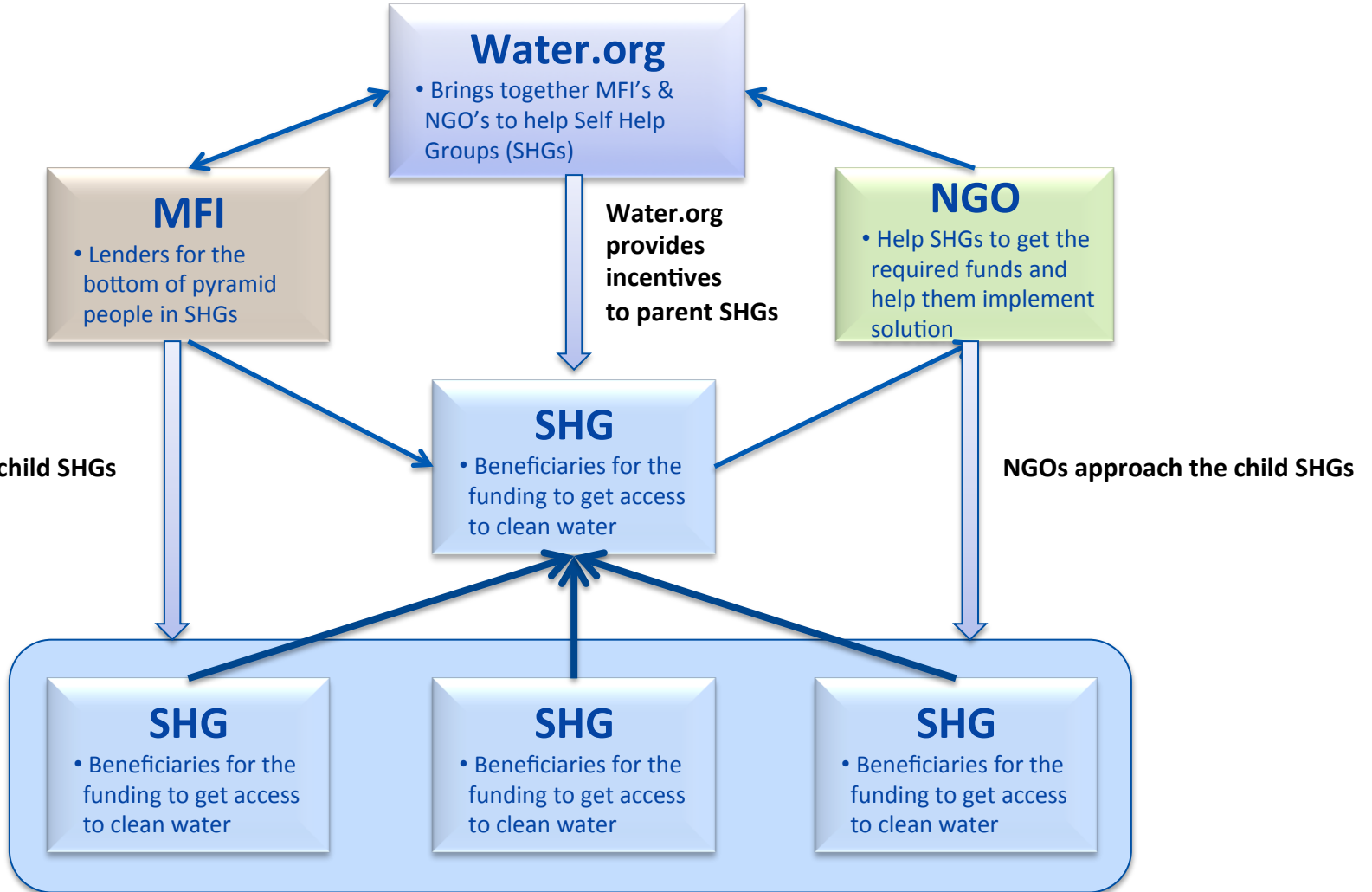
$\pi$  Model

Financials

Implementation



# SHG at the BOP will drive the $\pi$ -Model



MFIs fund the child SHGs

NGOs approach the child SHGs



## All stakeholders benefit from $\pi$ -Model

Water.org	Parent SHG	Child SHG	MFIs
Lower costs per beneficiary	Receive incentives to grow the child SHG network	Get access to clean water	Ramp up their returns with zero investment
Minimal involvement to expand network	Social satisfaction of helping others facing the same issue	Access to funding and expertise through NGOs and MFIs	Larger customer base increase the overall revenues
Can achieve its goal of 100 MM in 5 years	Help in region's and nation's growth	Be part of $\pi$ -Model in future	Free marketing from SHGs & NGOs



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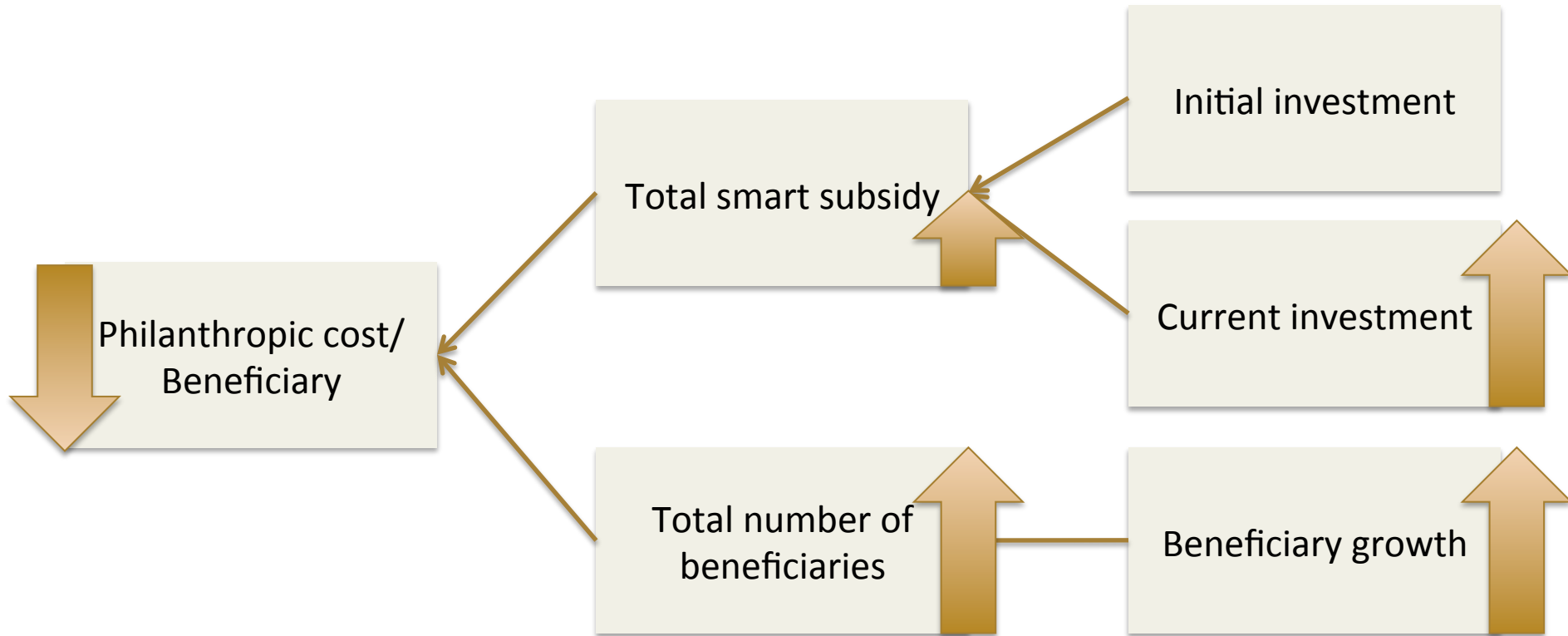
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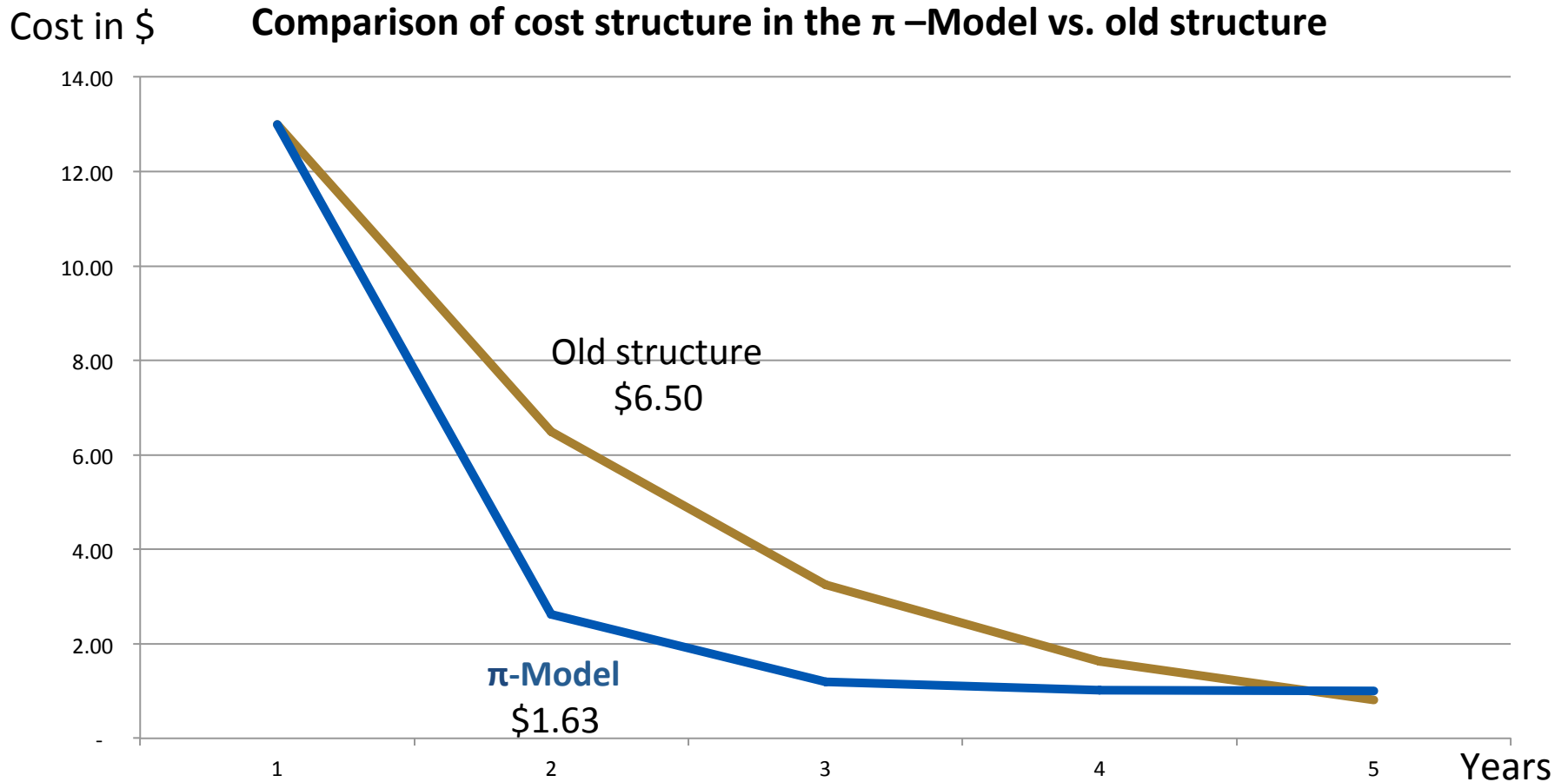
Implementation



The quick increase in number of beneficiaries will drive down the total philanthropic cost per beneficiary in the  $\pi$ -Model



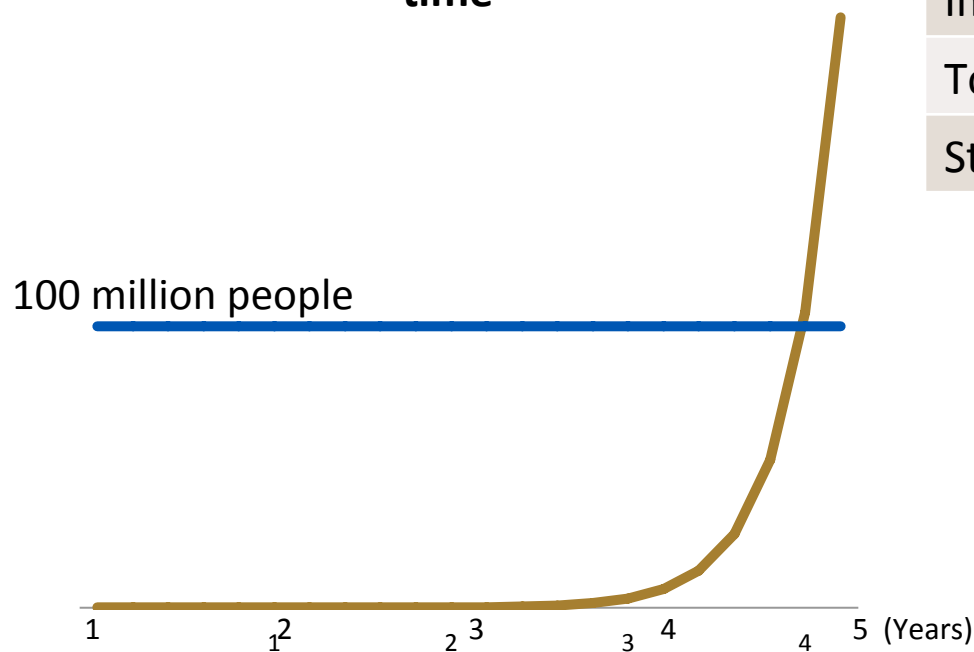
# Philanthropic cost per beneficiary will be reduced by 75% in the first year in the $\pi$ -Model





# The $\pi$ -Model would reach 100m people within 5 years

Number of beneficiaries over time



Assumptions	
Finding new SHG	0.5 month
Organizing SHG	1.0 month
Implementing project	1.0 month
Total investment circle	2.5 month
Starting No. ambassadors	10

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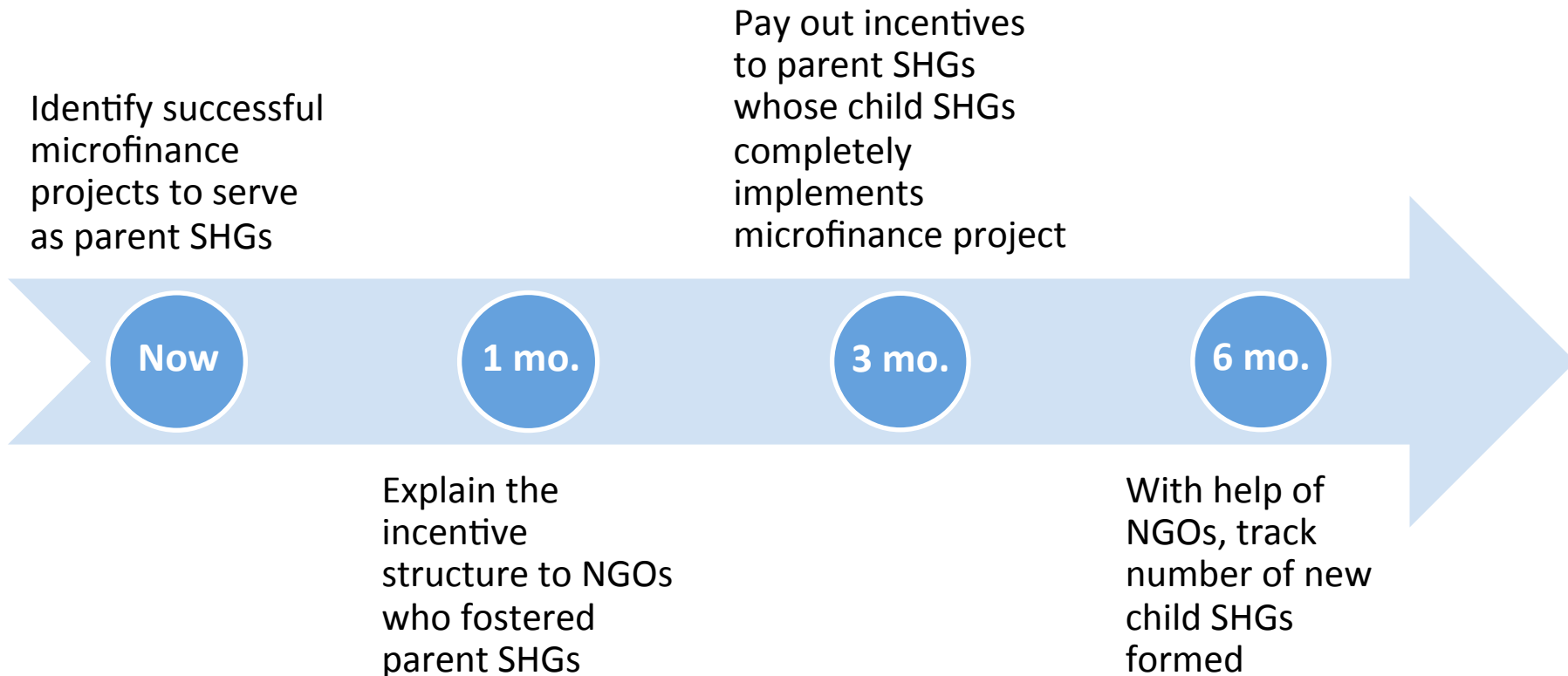
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# Water.org can start Project $\pi$ -Model today





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Q & A

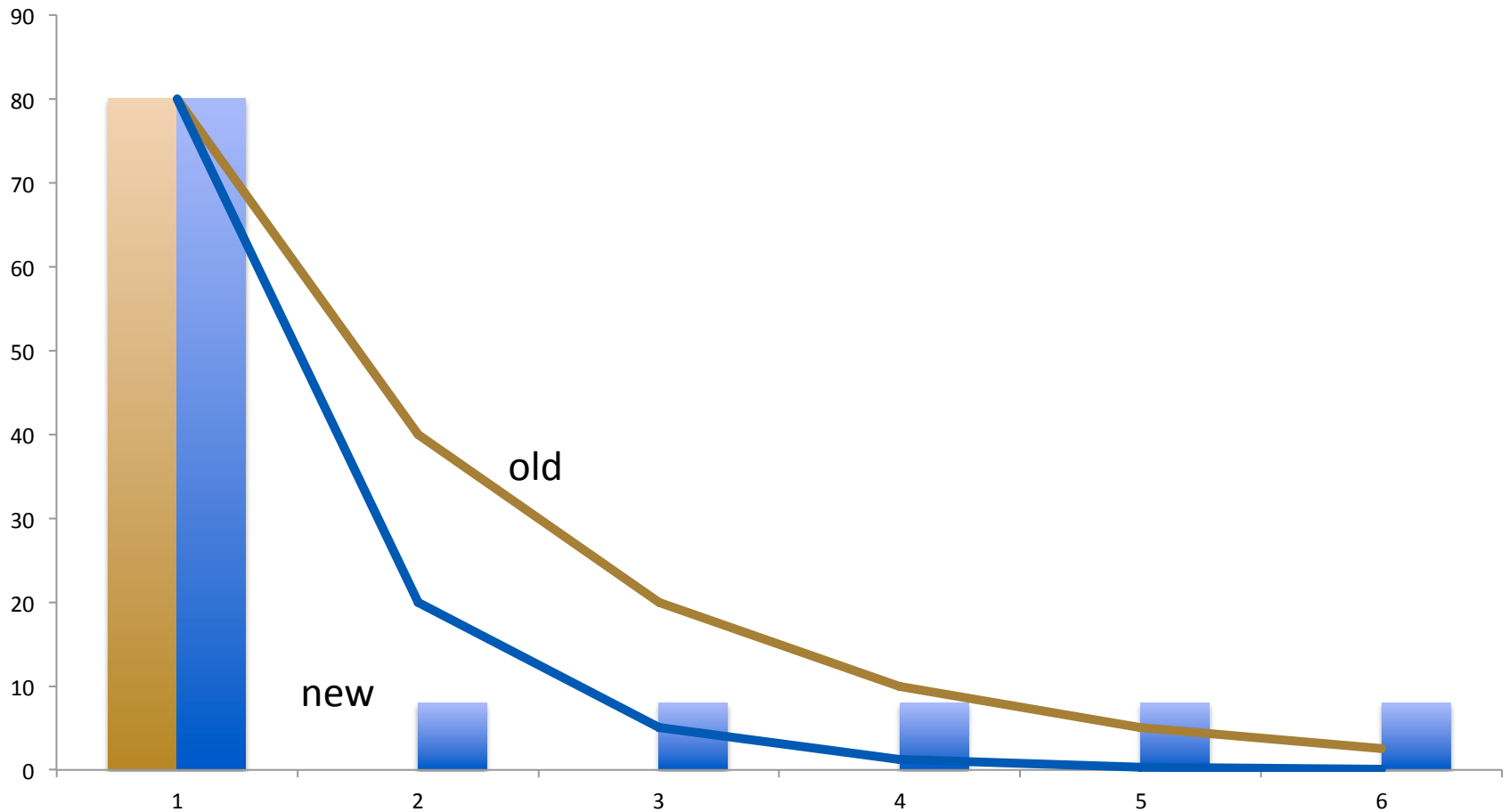


**HULT**  
Global Case  
Challenge

# Appendix



Although there is current cash flow in  $\pi$  – Model the average cost per beneficiary will be lower due to higher beneficiary base



# What are we doing when we run out of \$1m?

- Incentive model will provide significant growth on the short term and shorten the growth process in the future significantly.
- We get MFI involved to incentivize the building of new SHG.

Time frame	Water.org	MFIs
First 6 month	100%	0%
After 6 month	50%	50%
After 12 month	20%	80%
After 18 month	0%	100%





# Validity of rapid expansion?

- SHGs understand how to start SHG, less time to drill down to solutions
- SHGs have
  - Monetary incentives to maintain and improve their current solutions
  - Social incentives to help child SHGs
- MFIs can reach more SHGs faster
- Water.org can reduce philanthropic cost in current projects to extend to those who need it more (i.e. rural areas)

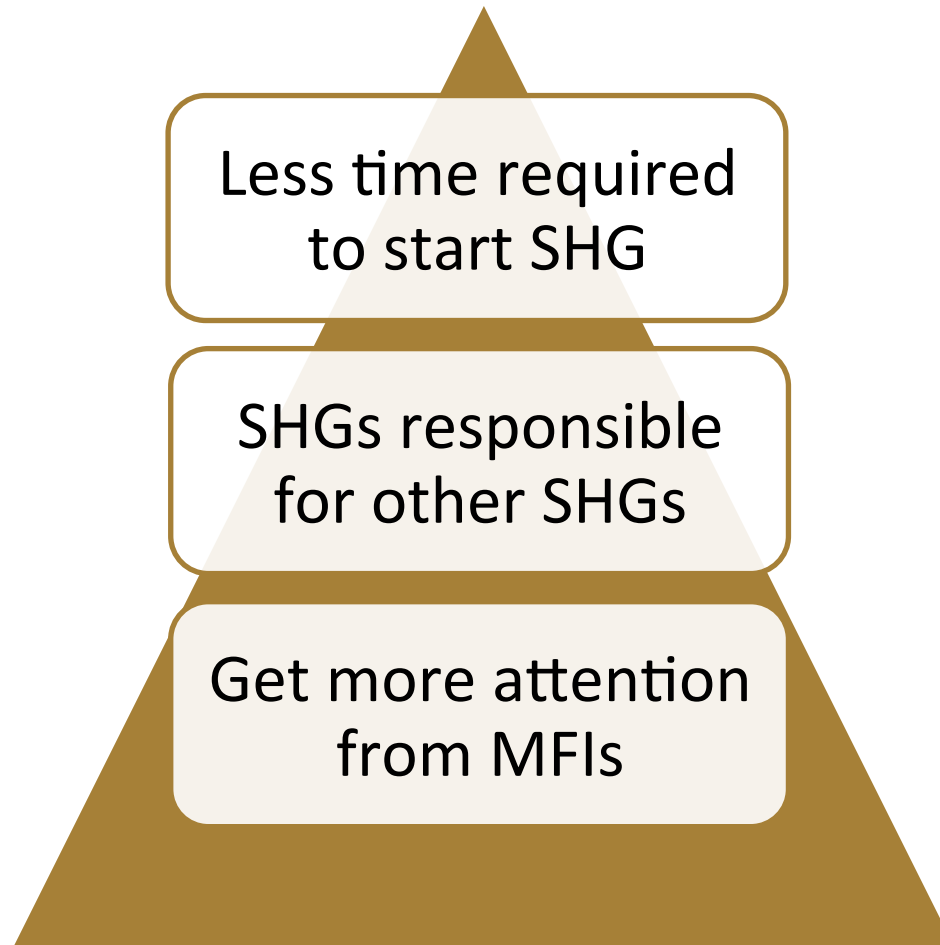


# Conflicts between SHGs?

- SHG groups are built based on a willingness to help and trust within the communities
- Same selection criteria for child SHG
- No additional monetary incentive as you build layers



## Why is this efficient?



# Running out of 1M incentives

- MFIs will have buy-in starting from 6 months to finally having ownership in 18 months
  - Parent SHG can pay back faster with additional incentive
  - More child SHGs will facilitate a bigger MFI fund
  - Child SHGs' project completion is in-check to control the scaling effort

