

"Water on Wheels"

*A Bottom of the Pyramid Solution to the
World's Most Challenging Problem*

RSM Strategy Consulting (Sustainability Practice)

5 March, 2011

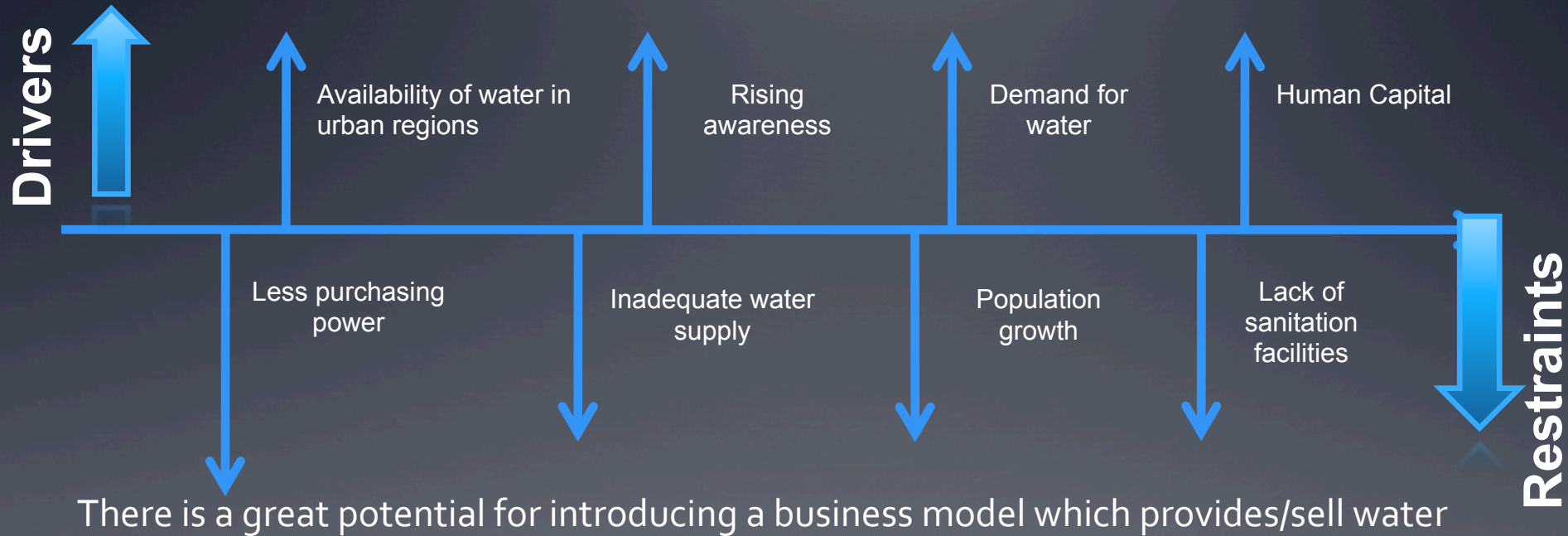
Hult Business School – Global Challenge

Issue at hand

- Non-accessible resources
- Inadequate sanitation
- Rapidly expanding population
- Less purchasing power



Situation: Drivers/ Restraints



Demand

Quantity Demand up by 50% in next 20 years

Health awareness and availability of human capital

High demand for water

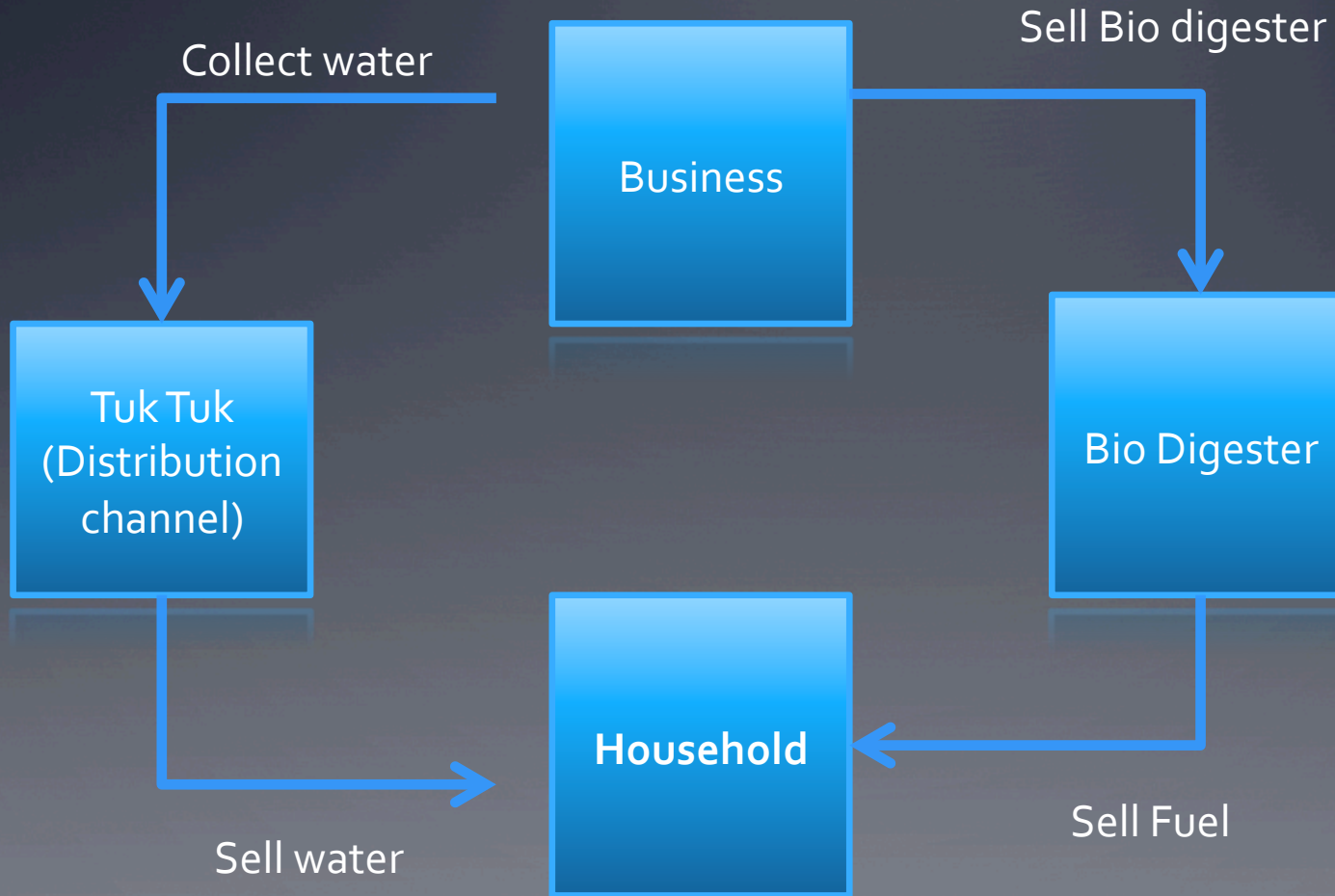
Supply

Infrastructure missing

Supply scarcity accelerated by sanitation issues

Comparatively less water supply

Solution: “Water on wheels” model



How it works

- Sell water
 - Collect waste
 - Feeds bio digester
 - Produces fuel
 - Fuel to household
 - Increasing purchasing power
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Implementation: Cost Analysis

INVESTMENT COST	360\$
LIFE TIME	10 YEARS
MAINTENANCE COST	500\$
YEARLY PRODUCTION	28000 liters
Cost per litre	0,02\$
Selling Price per litre	0,28\$
TOTAL REVENUE PER YEAR	7840\$

Cost of bottled water/litre 0,10\$

Thank You !