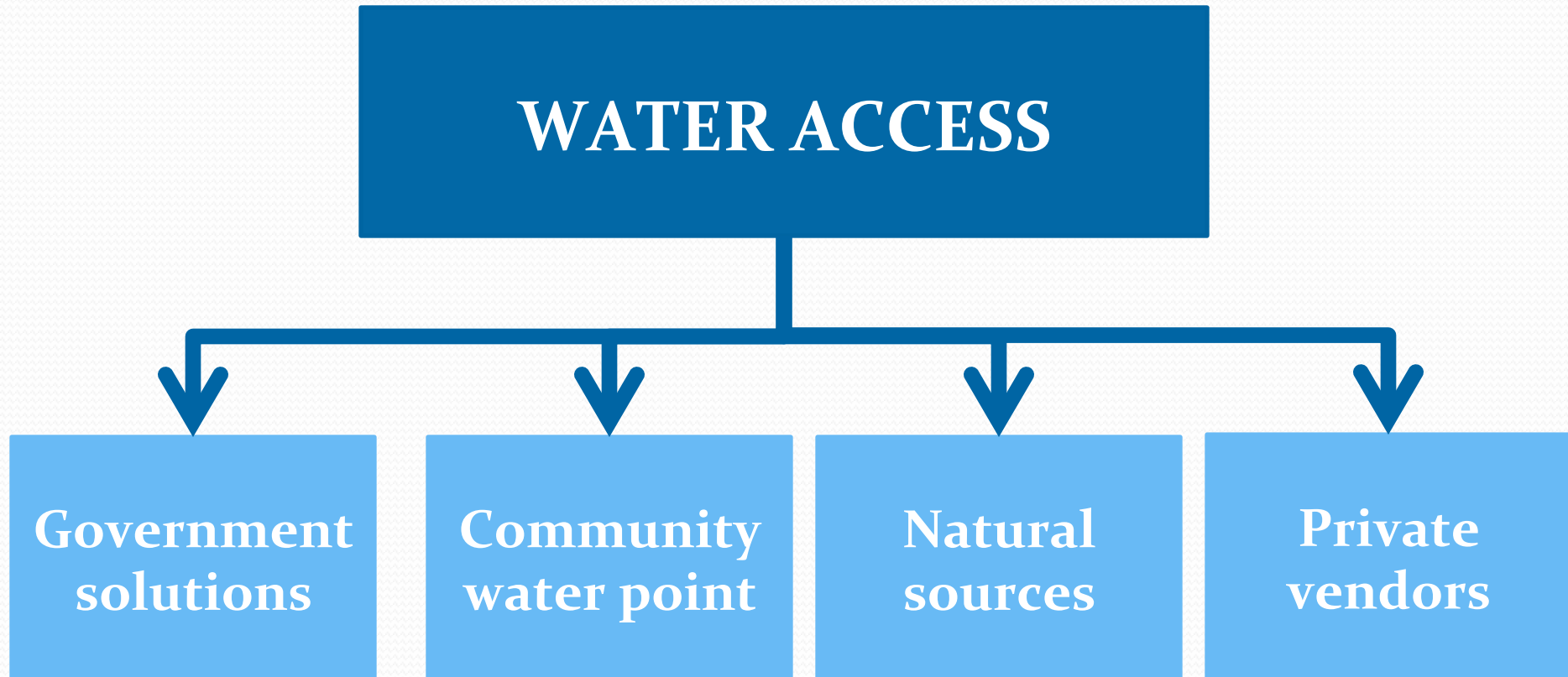


Walking on Water

Hult Global Case Challenge 2011

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1.1B people lack water access
because...



Water.org can empower established SMEs to provide water



+



The solution will be easy to implement...

- Store owners receive loan and contribute equity
- Capital used to
 - Secure water source: connect to system or develop solar-powered boreholes
 - Construct storage facility: “Walking on Water”
- Storeowners sell water at to end consumer at affordable (and profitable!) prices
 - Water.org and partners influence pricing education and marketing

...and carries a myriad of benefits

PRAGMATIC

Leverage existing resources
Build on existing consumer habits

HOLISTIC

Engage both community and
business sectors

SYNERGISTIC

Water.org's experience with water-
based microcredit and education

Roadmap to Implementation

Number of people served	100M
Ave. # of people served / store / day	500
# stores needed	200k
Average cost per unit	\$19k

Financial Feasibility

Annual cost per person per year	\$18.25
Annual gross revenues per store	\$7,300
Initial capital required	\$19,690
NPV of 10 year projected cash flow*	\$2,804
* Assumes 25% discount rate	
Positive net cash flow	4 - 5 yrs

Next steps, Water.org should...

1	Identify pilot city	Week 1
2	Develop business plan	Week 1-2
3	Begin talks with potential partners	Week 3

Appendix: Design Concept

