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1. Current situation

2. Watercredit 3.0

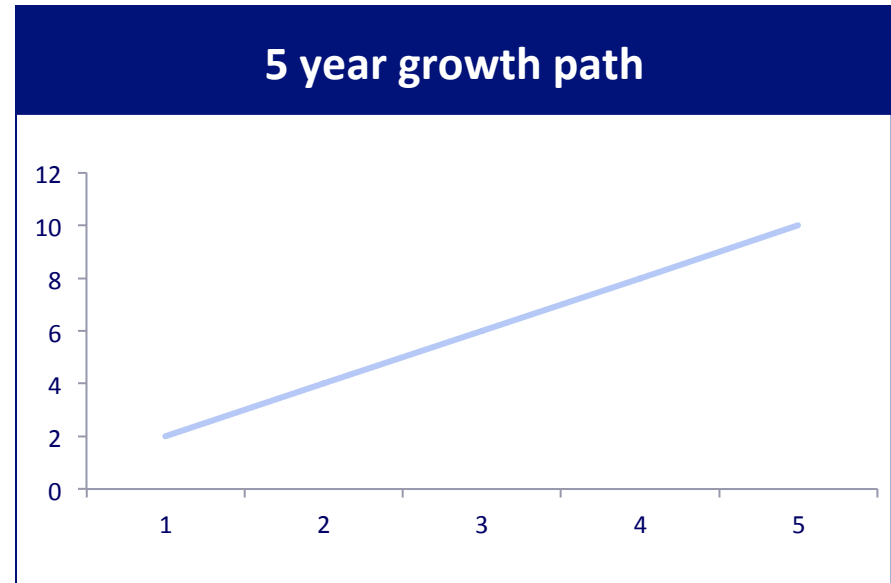
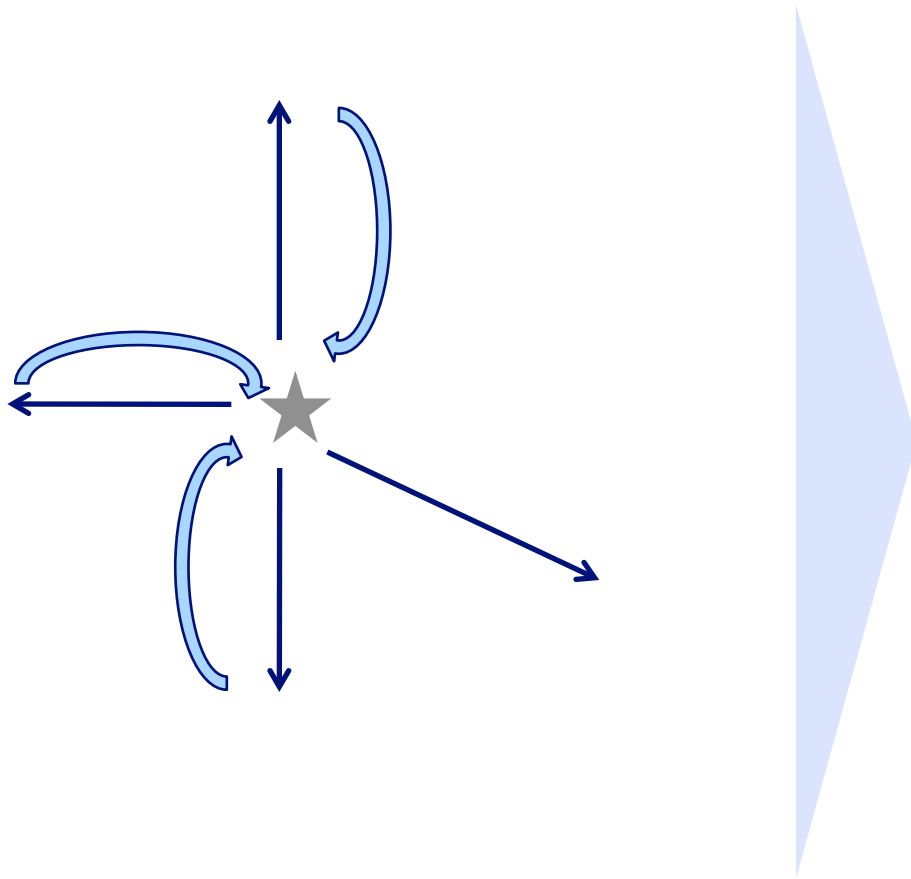
3. Promotion

4. Distribution

5. Recommendations for the Next Steps

6. Justification

# The linear growth path of Watercredit 2.0 reaches 10 million people



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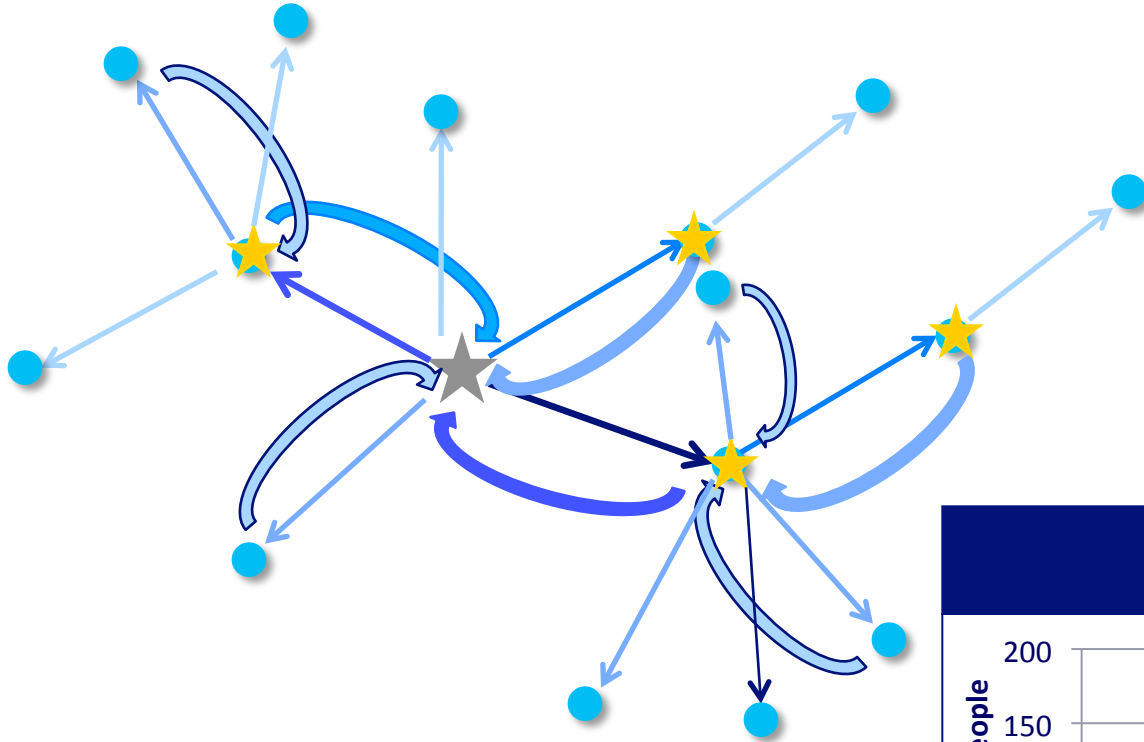
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# How can Watercredit 3.0 lead to 100 million people in 5 years?





# Creating scalability through incentives

## Self help groups

Two functions

- Create own demand by **education** on hygiene and water
- Provide **financing** to new entrepreneurs to set up own water business



**Self help groups will not only provide water but also finance others**

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# Promotion via bottom up and top down approach

## Channels of communication

- Use of **sachets** for contact information (eg Hindustan Unilever in India)
- Advertisement at existing **water stations**
- Word of mouth via franchisers
- **Text messages** on availability of water



## High focus promotion on bottom of the pyramid



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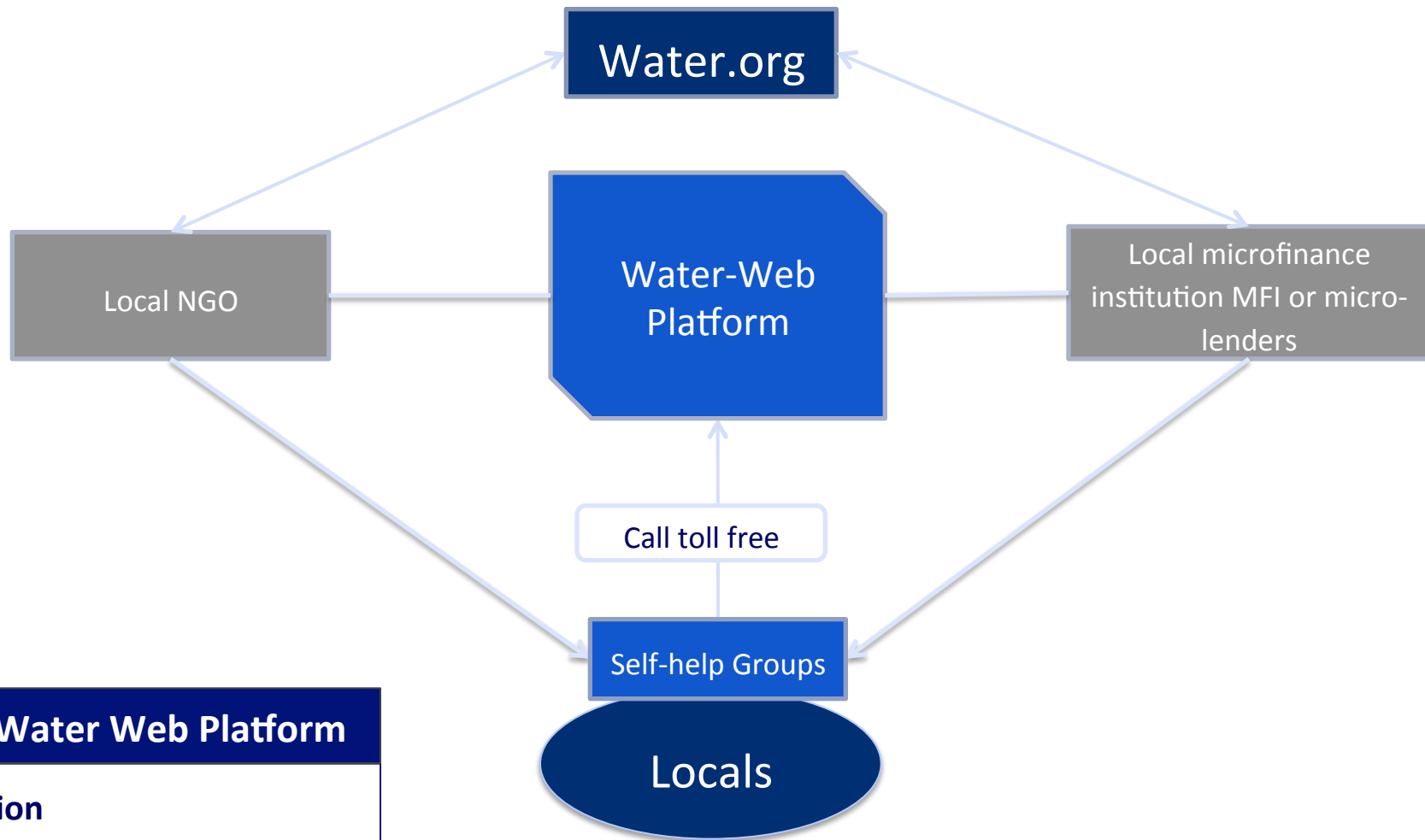
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### Benefits of Water Web Platform

- Mass promotion
- No dependence on NGO
- Easy access for MFI to entrepreneurs

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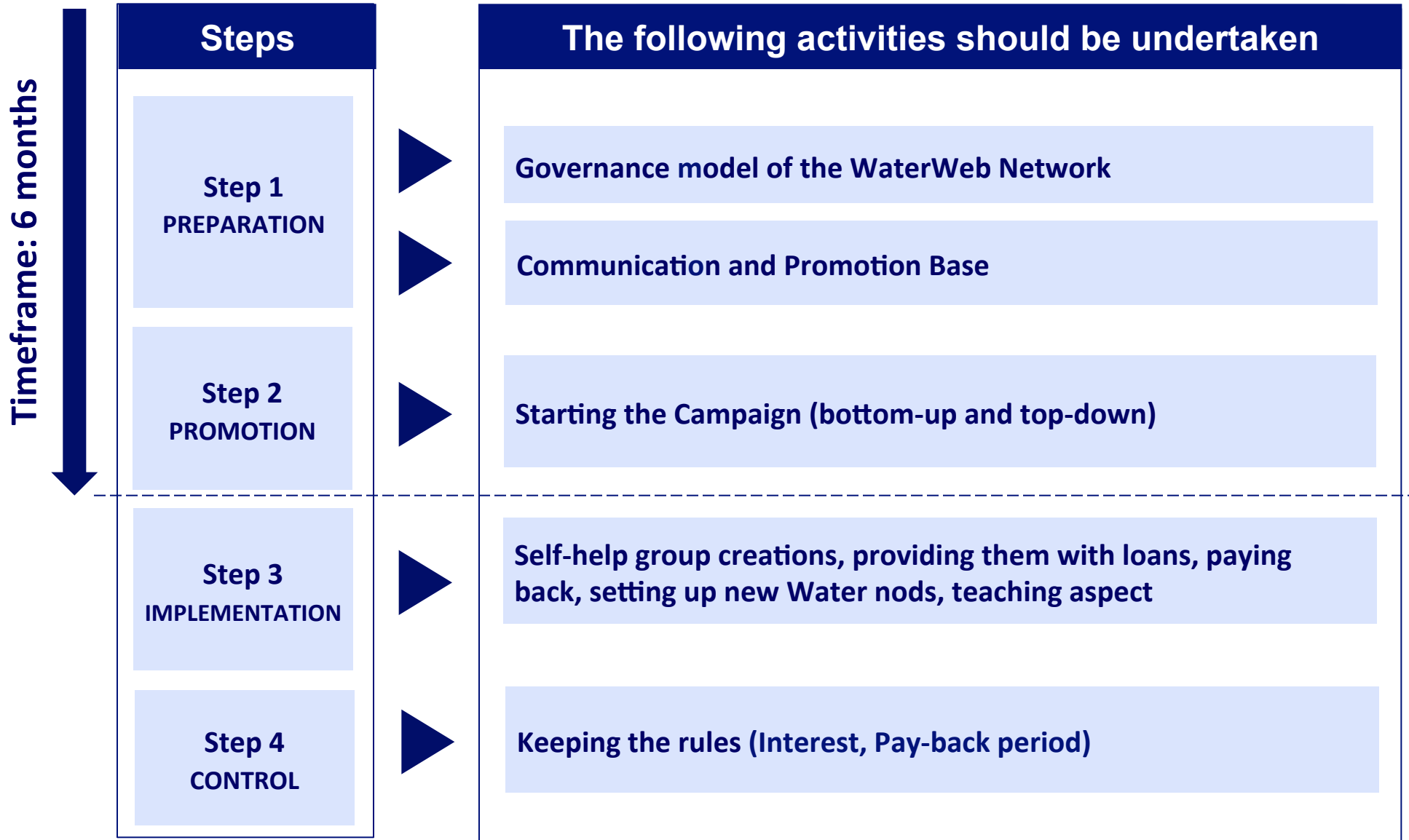
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# Steps to implement WaterCredit 3.0 in 6 months



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# Conclusion

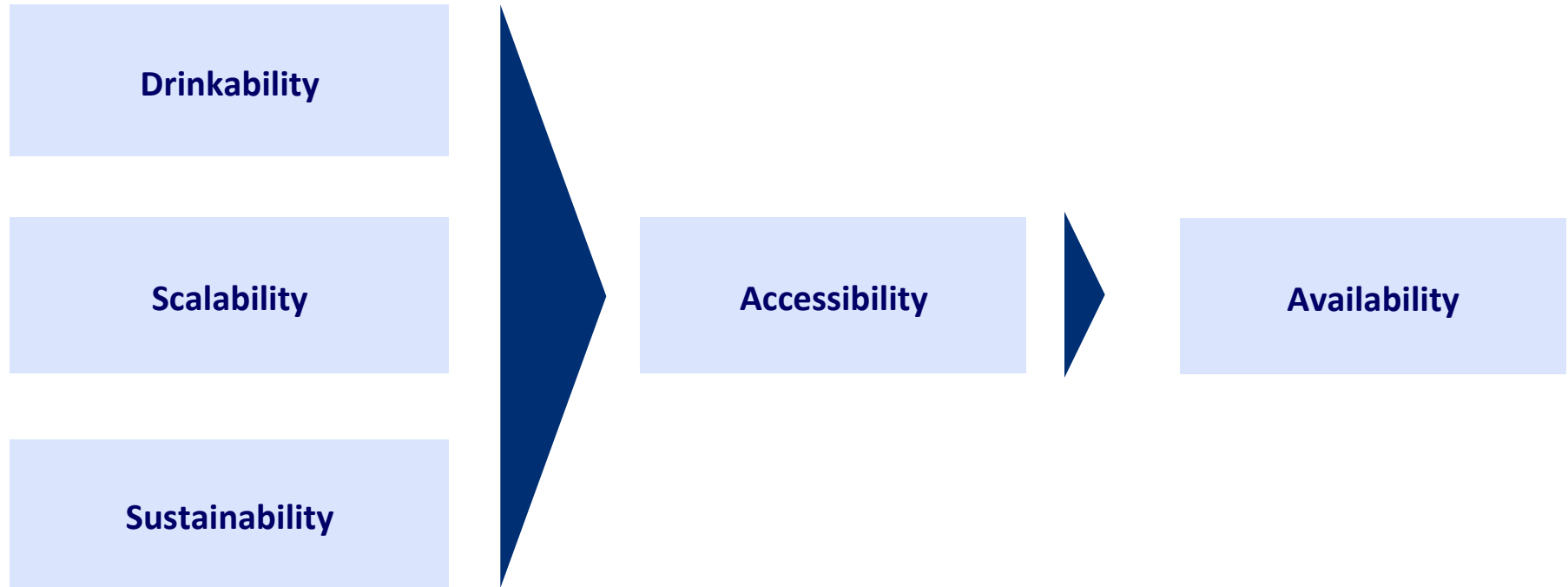
## Key components of a Watercredit 3.0

- **Two** distinct roles for franchisees
- Promotion via **bottom-up** and **top-down** approach
- Using **new technologies** to inform customers on availability
- Creating exponential expansion by **reverse micro finance**

Incentives are the key to rapid scalability

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# Justification of the business model



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## Questions & Answers





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# Backup

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## **The commercial infrastructure at the bottom of the pyramid**

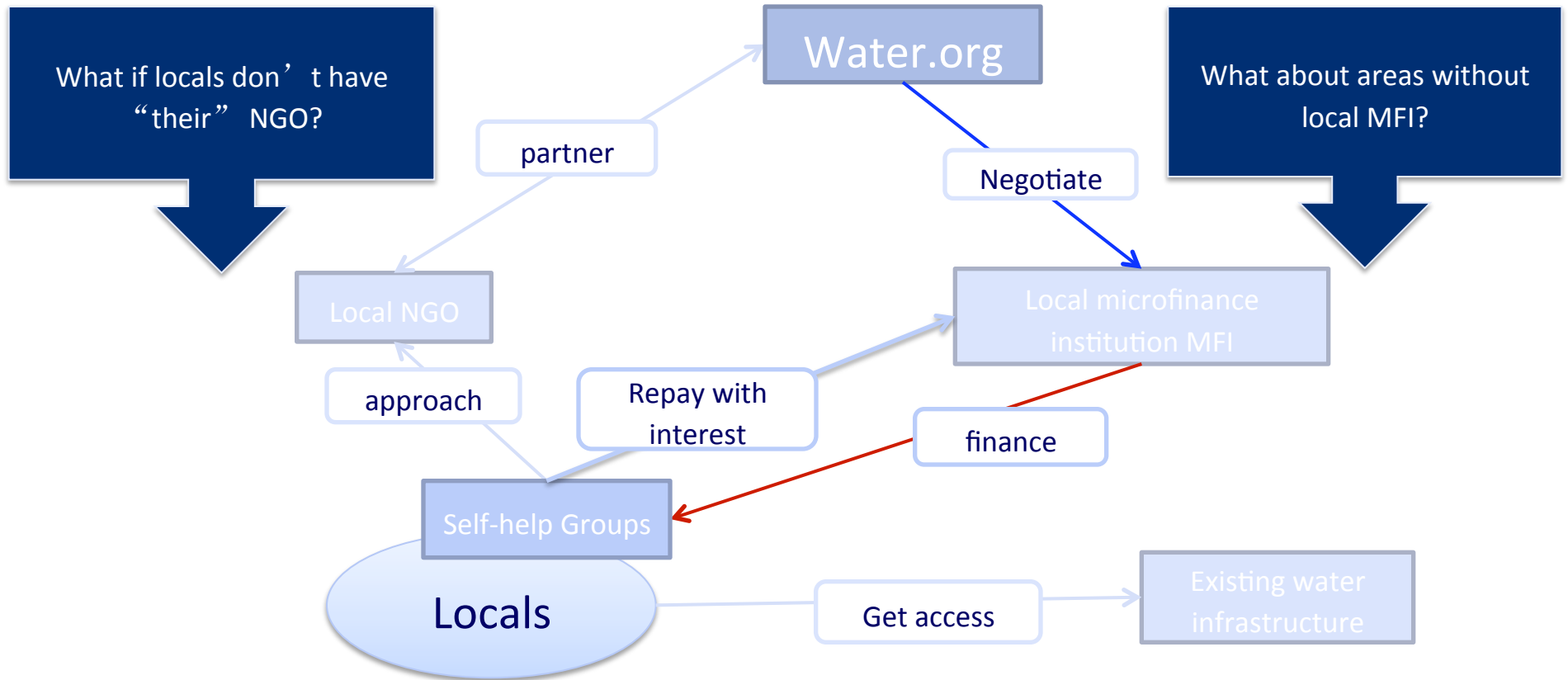
**Tailoring Local  
Solutions**

**Creating Buying  
Power**

**Shaping Aspirations**

**Improving Access**

Existing Model





# Combining bottom-up with top down

Bottom-up approach	Middle-down approach	Top-down approach
<ul style="list-style-type: none"><li>• Demand addressed to NGOs, Waterorg.platform</li><li>• Word of mouth</li><li>• Water sellers</li></ul>	<ul style="list-style-type: none"><li>• NGOs</li><li>• MFIs</li><li>• Local entrepreneurs</li><li>• Schools</li></ul>	<ul style="list-style-type: none"><li>• Campaign through BOP drugstore products, water distributors, mobile phone operators</li><li>• Web platform, FB</li></ul>

