

Reaching 100 million in 5 years

Singapore Management University



SMU

SINGAPORE MANAGEMENT
UNIVERSITY

10TH ANNIVERSARY | 2000-2010

Let us begin with a story



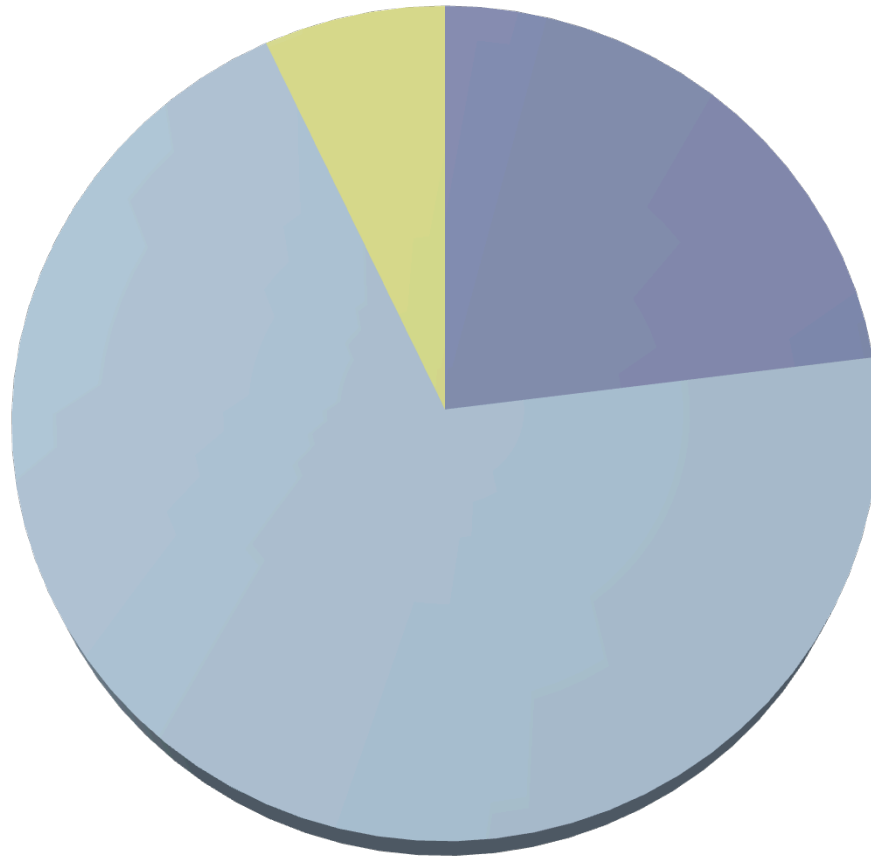
BETTER THAN A TOILET

“We’d rather spend the US\$35 on a motorcycle or a cow - or better still, gold.”

WaterCredit



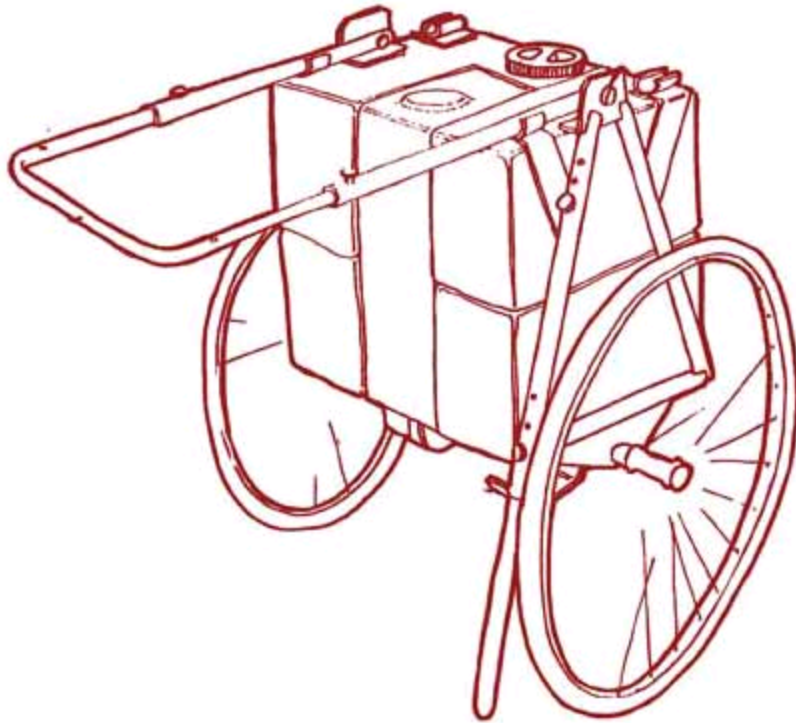
70% of BOP large sum spending are on stores of value



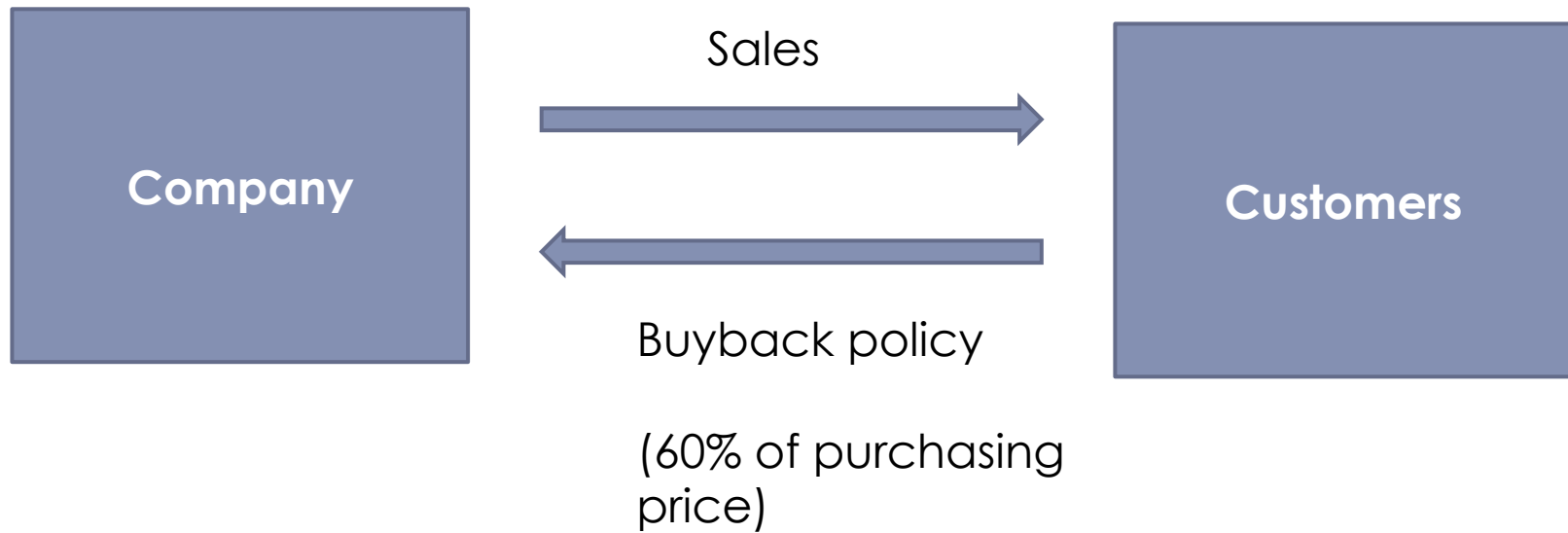
- Life cycle
- Stores of value
- Emergency



Technological Trend: Products are becoming more portable



Solution: BUYBACK policy



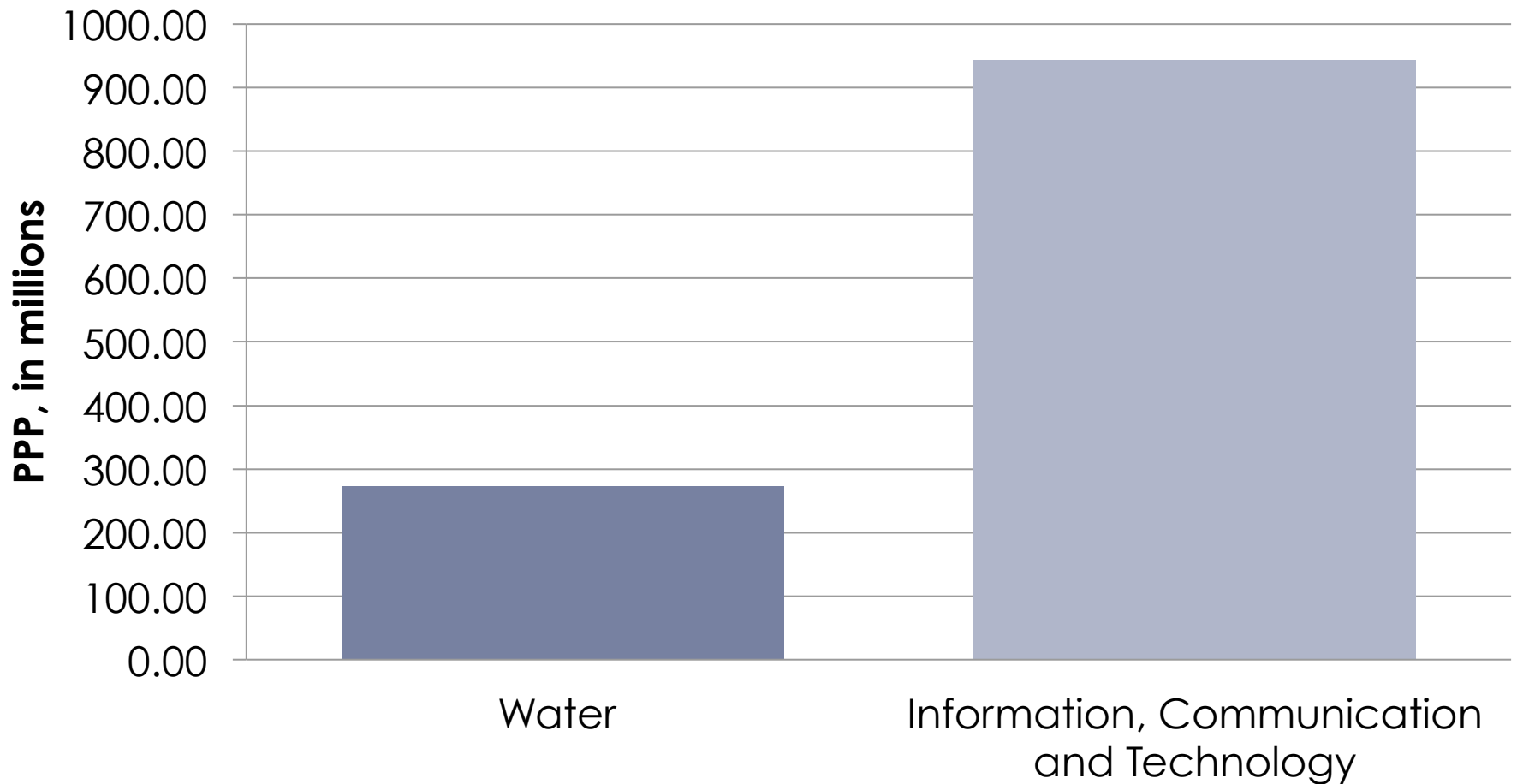
Solution: BUYBACK policy

- ▶ With a buyback policy products become not only an expenditure but also an store of value
- ▶ If they can trade in their used products for cash then that would reduce their risk from decreased liquidity



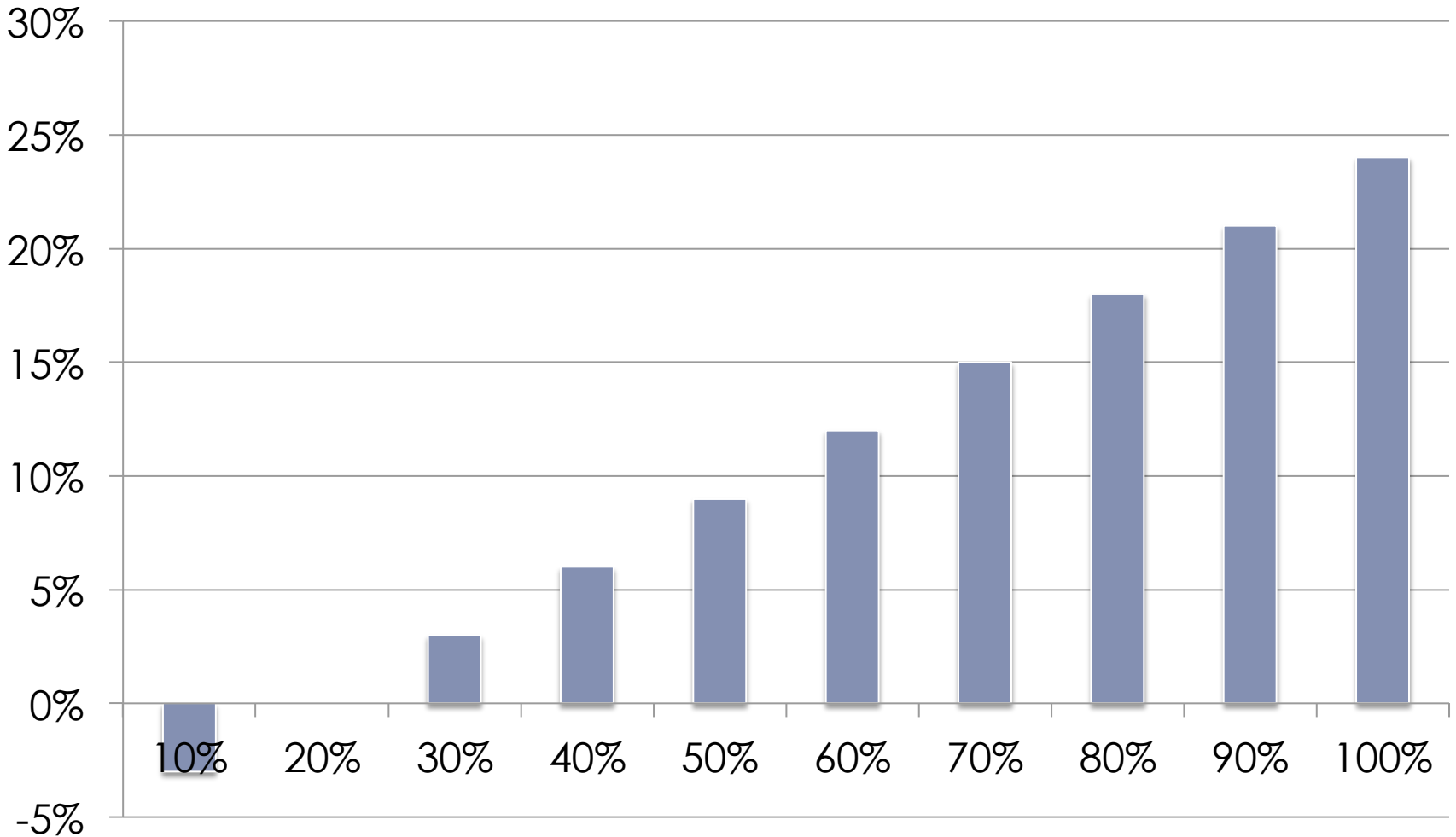
173 million people in India BOP spend more than 3 times on ICT than on Water

Annual BOP Spending



With a **30% profit margin**, companies can expect increases in profits as such:

Increase in profits



Increase in sales

Summary of solution: BOP to view WATSAN solutions to be not just an expenditure but a store of value



Implementation

1. Look for companies selling portable water and sanitation procedures
2. Create buyback programme
3. Promote buyback programme

