

HULT Global Case Challenge

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Agenda

- Problem Statement
- Insights
- Solution
- Implementation

Problem Statement

Develop a sustainable and scalable solution to provide clean and hygienic water and sanitation facilities to 100 million people in 5 years, in peri-urban area

Insights

- Current approach is supply based due to lack of awareness amongst the beneficiaries
- Lack of a standardized approach and business model that can be applied to any slum in the world

Generating Demand

Using Network Marketing model to encourage microfinancing traffic

- Woman driven initiatives to train and convince other women (households) to opt for Microfinancing
- Incentives to train and convince others
 - Less Walk
 - Privacy
 - No waiting
 - Clean Hygiene
 - Opportunity to utilize time saved
 - Earn money and financial freedom
 - Expand network in other slums

Network Marketing Business Model

Banks finance amount breakup:

- (principal) + (network tree database management costs) + 4% payout cost

Example:

- \$90 + \$6 (account maintenance costs) + \$4 award payback

Payment model:

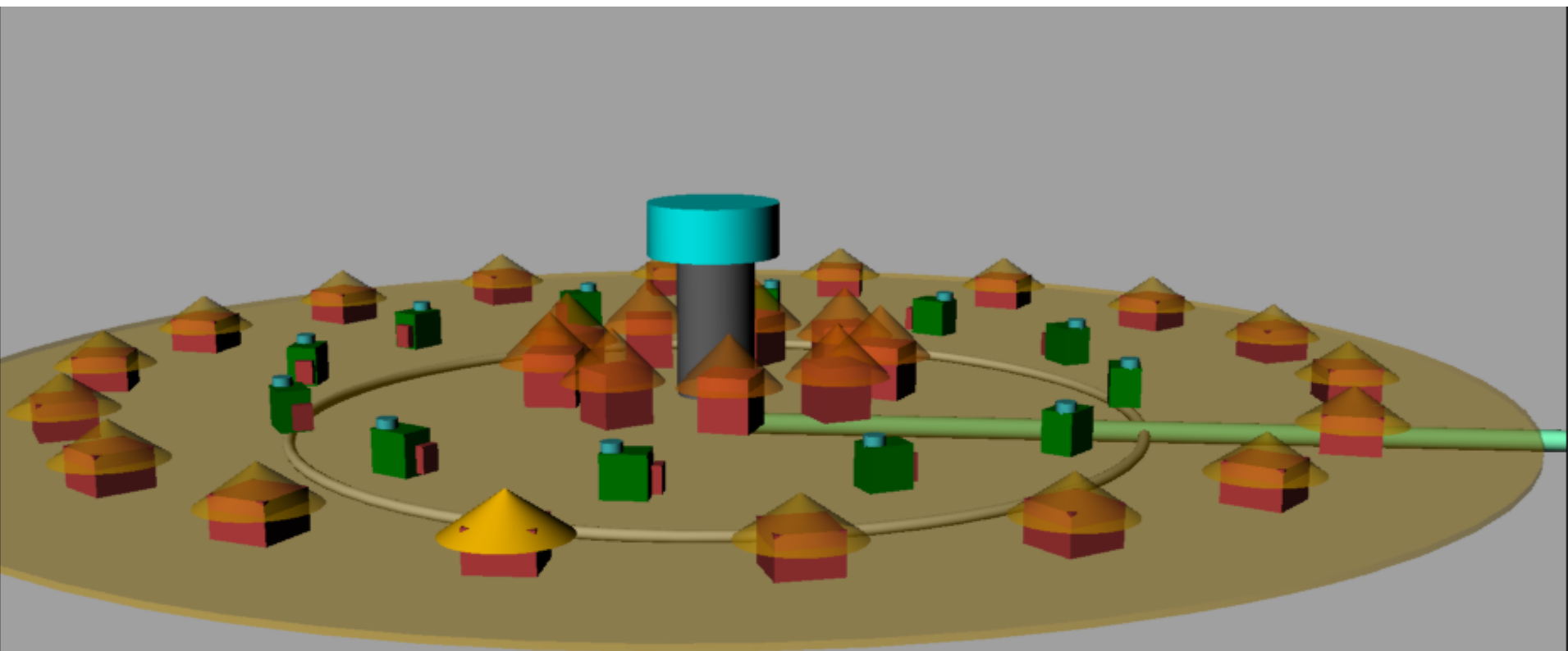
- \$3 paid if added anyone in direct network
- \$1 paid if anyone added in your network by any subordinate
- Bank pays monthly checks to the person
- More people you add, more money, more financial freedom

Proposed Hub & Spoke Solution

- Biodegradable solution
- Package able, transportable and plug and play solution
- User pre-paid coupons to pay for daily use
- Local sourcing, local maintenance, Local Training
- Involvement of local NGOs and Local Government and Local Self help groups
- WHO standards
- Exceeds WMD goals

Implementation

- Water Tower supplying water to Water Sanitation points in Slum communities
- 1 toilet and water point serves to 6 house holds



BUSINESS MODEL

ASSUMPTIONS

Density 30,000 ppl/km²

Water consumption per person & day 50l

MODEL COMPONENTS

30 towers

600 taps

60 toilet hubs (20 units each) + 60 septic tanks

CAPEX

Approx. USD 52 per household

OPEX

Approx. USD 5 per person & year

Benefits of solution

- Consumers
 - Cost of water per person is reduced: \$12.50 philanthropic cost, \$5 dollars/year
 - Women and children save 6 hours a day to fetch water and can devote it to other profitable occupations
 - Health benefits due to increased hygiene
- Local Entrepreneurs
 - Time to repay capital expenditure approximately 2.5 years
 - Constant revenue stream
- Adjacent middle class population
 - Enjoy cleaner environment and benefit
- Financial Institutions
 - \$110 000 per year of revenue stream
- Local governments
 - More productive population
 - Less strain on health facilities

Thank You!