

# Hult Global Case Challenge: water.org

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# Our Plan

Dramatically increase access to Water and Sanitation

**100**

Million People

**5**

Years

**5**

Dollars/Person

Facilitating a multi level Demand Driven micro utility

Expanding the existing Product Line



## **TODAY'S CHALLENGES**

### **Scalability**

How can Water.org reach 100mm people in the next 5 years?

### **Sustainability**

What innovations exist which provide long-term self-sustaining results to the BOP?

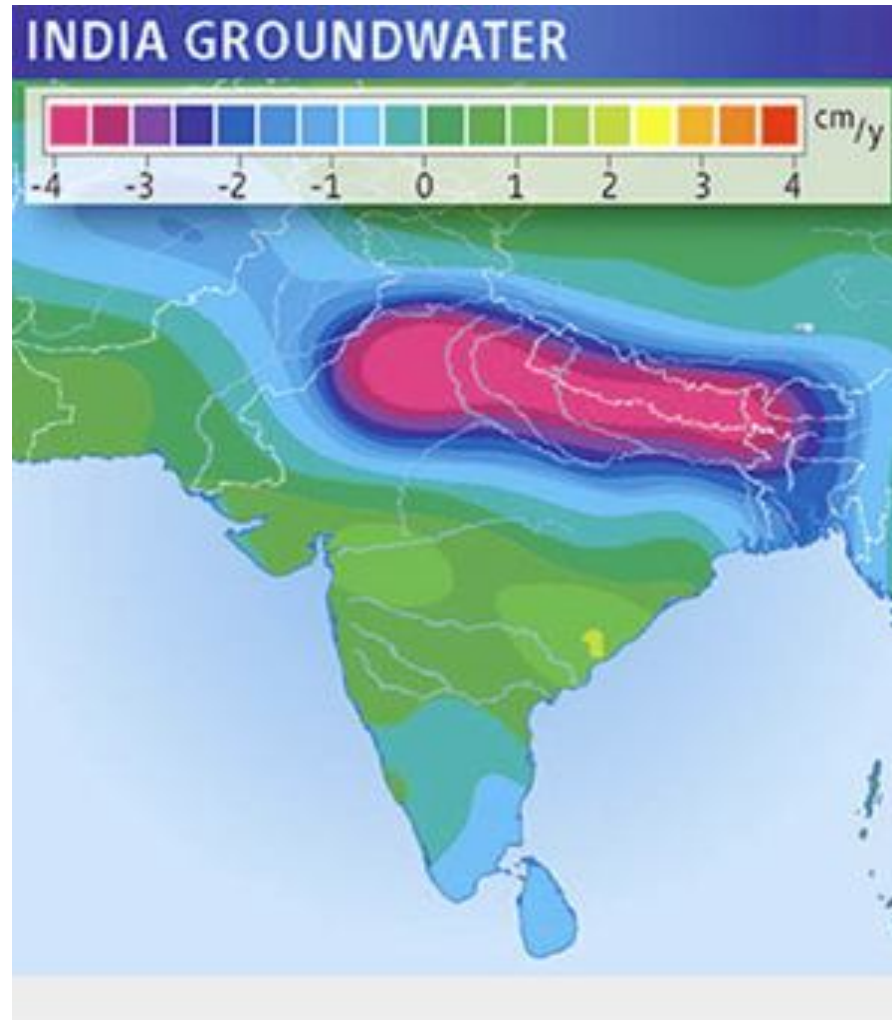
### **Promotion**

How can we create awareness of the existing issues to the people at the BOP and the Donor level?

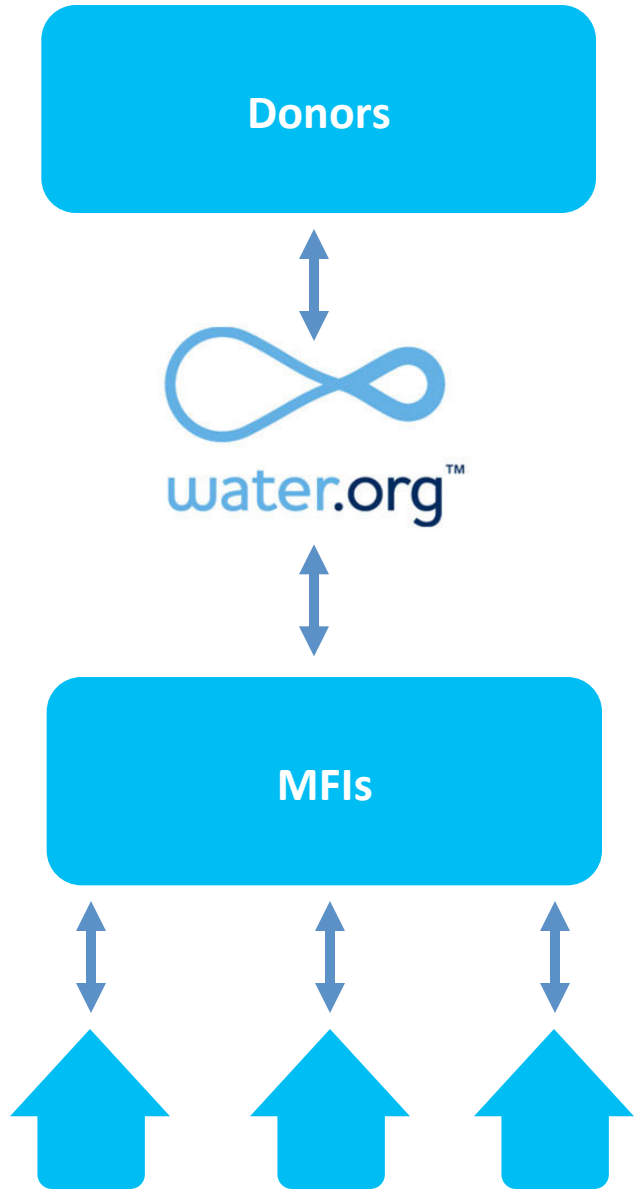
### **Efficacy**

How can Water.org deliver effective solutions that will provide readily available access to "WatSan"

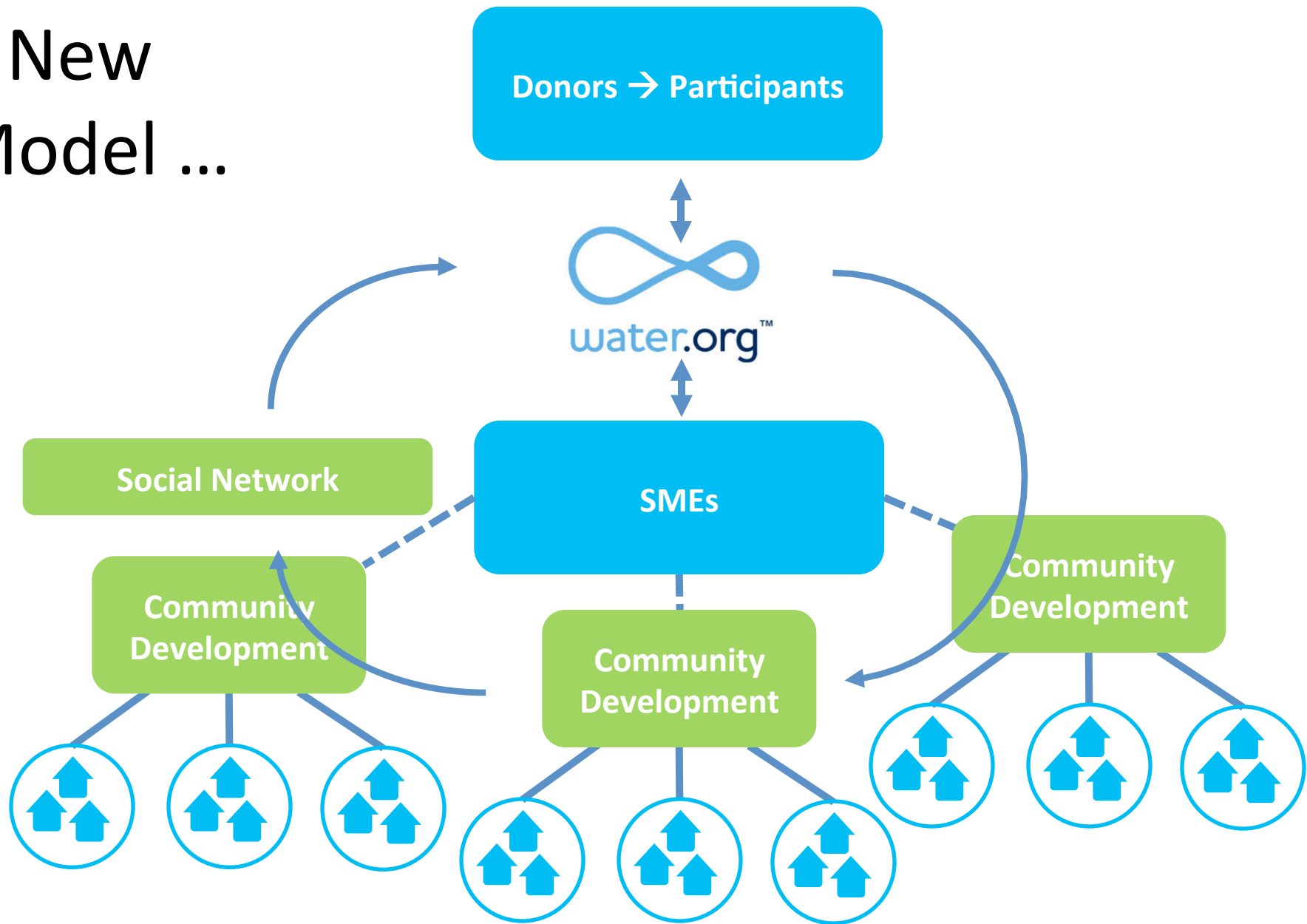
## Availability challenge



# Today ...

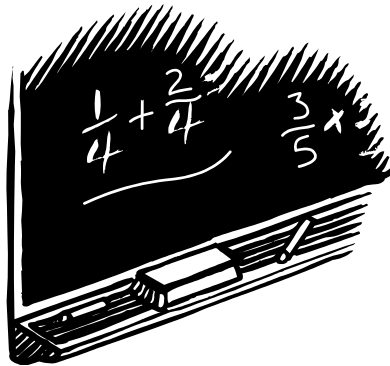


# a New Model ...



# Community Development Group: critical component that creates local demand for micro-utility and fosters demand for donations

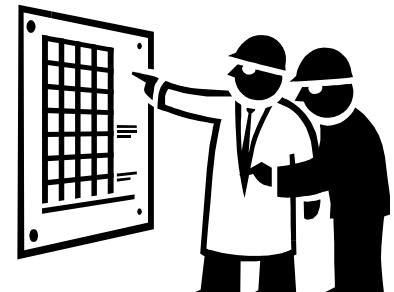
## EDUCATION



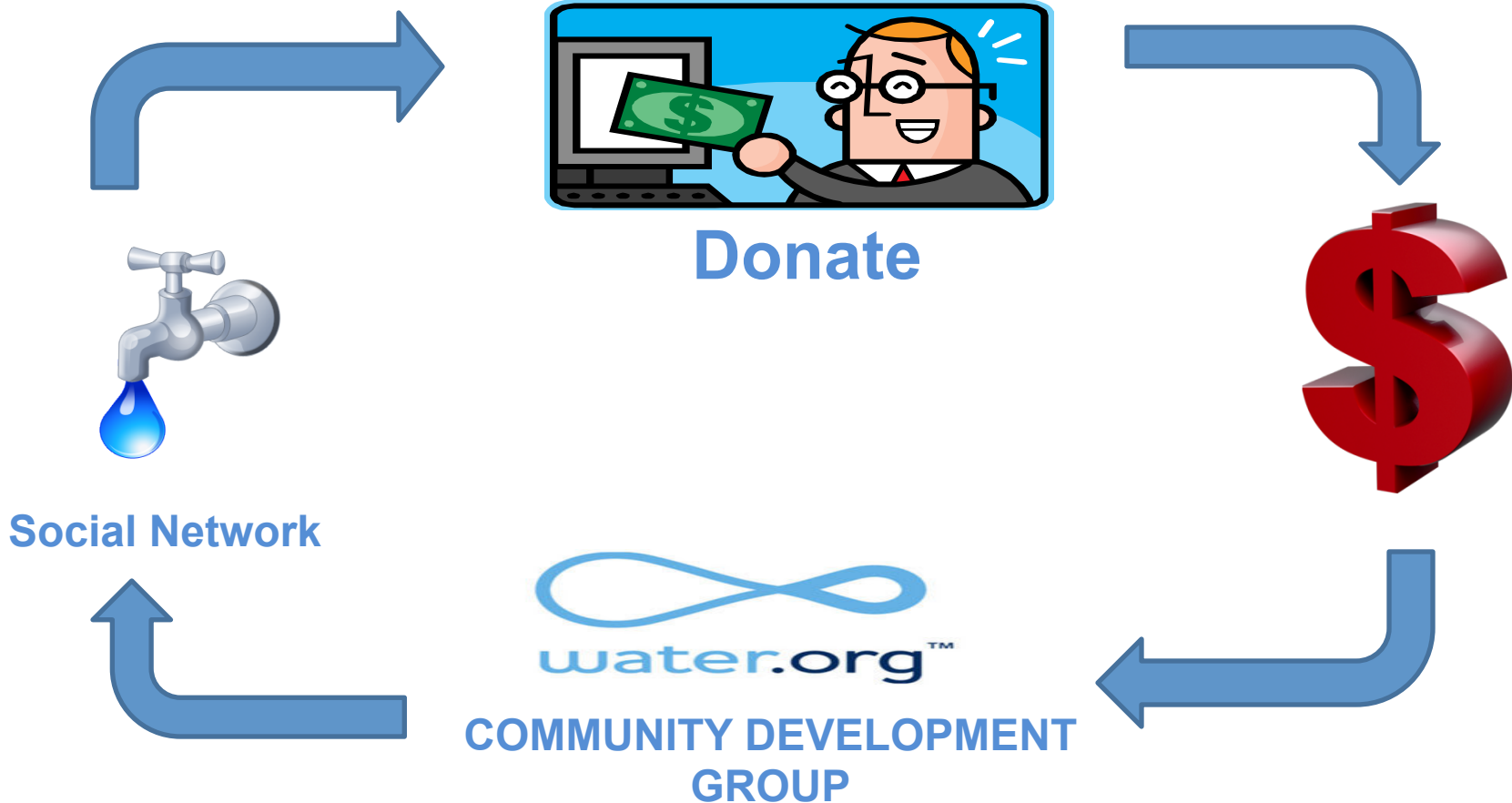
## PROMOTION



## FACILITATION

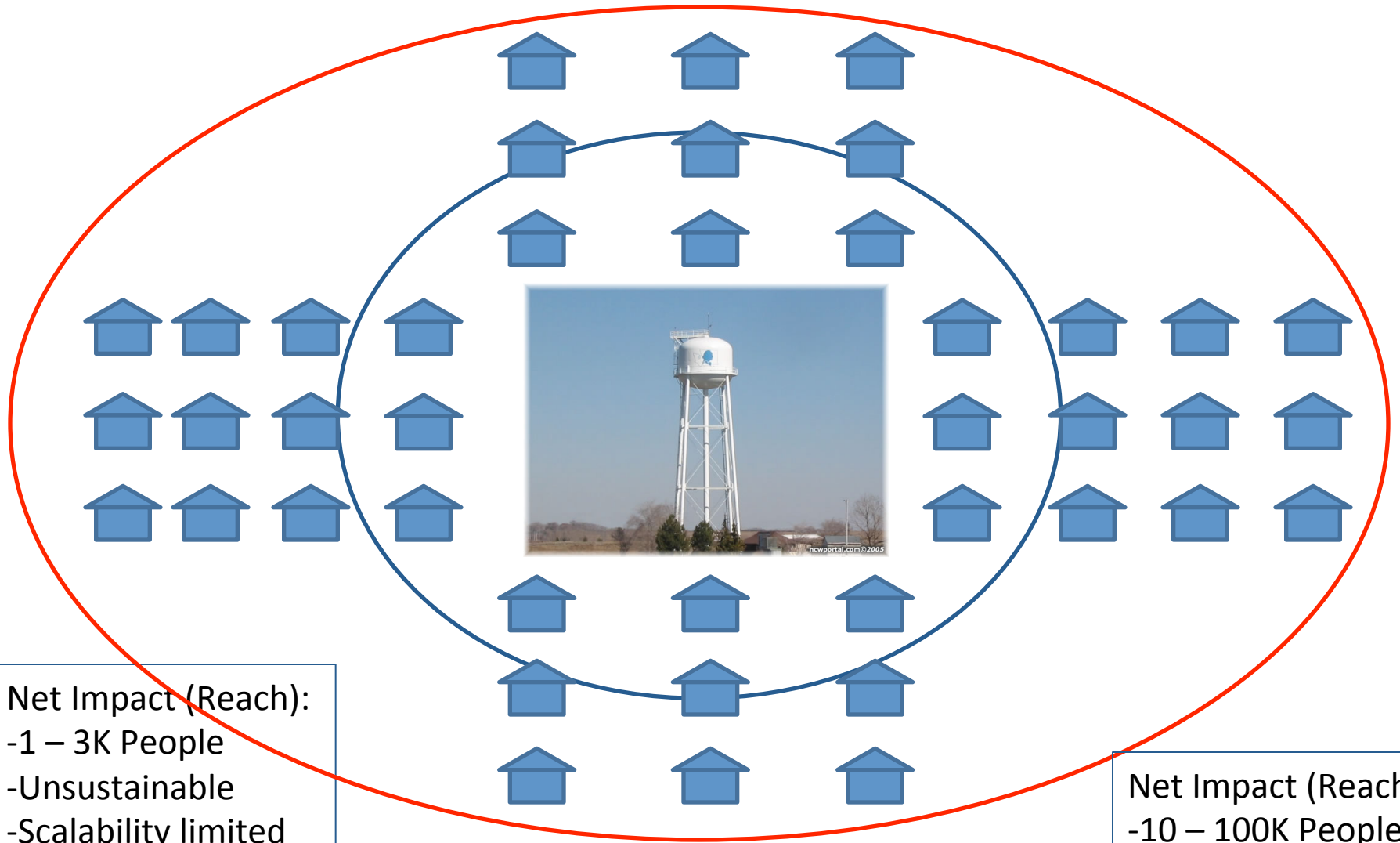


# SOCIAL WATER FUND: SOCIAL MEDIA AT WORK





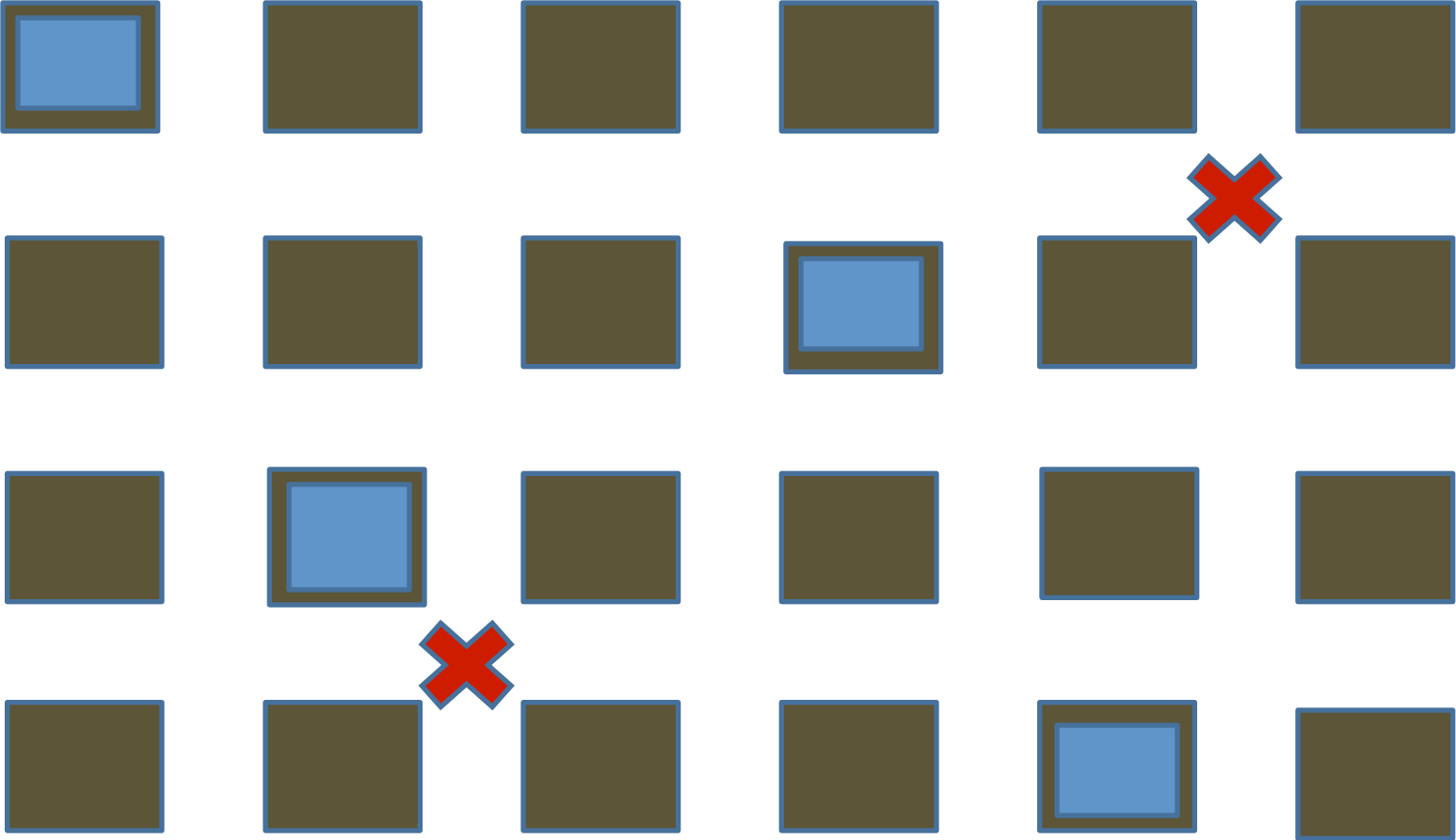
The impact of a single pump cannot address the need for drastic scale, therefore the need for a Utility is required.




Net Impact (Reach):  
-1 – 3K People  
-Unsustainable  
-Scalability limited

Net Impact (Reach):  
-10 – 100K People  
-Sustainable  
-Scalable

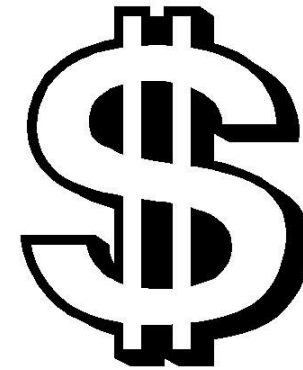
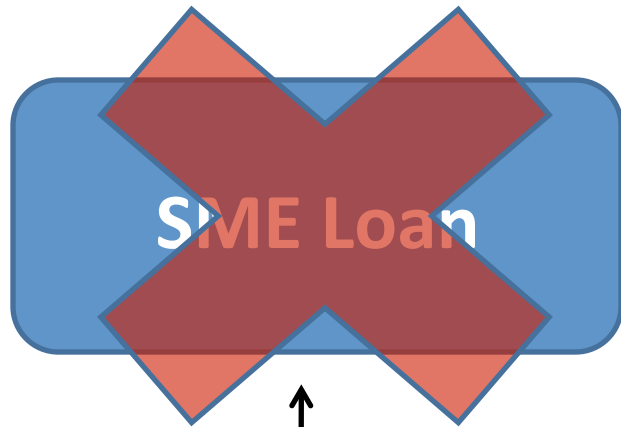
# Example of a block serviced by micro-utility



 = LATRINE

 = WATER CONNECTION

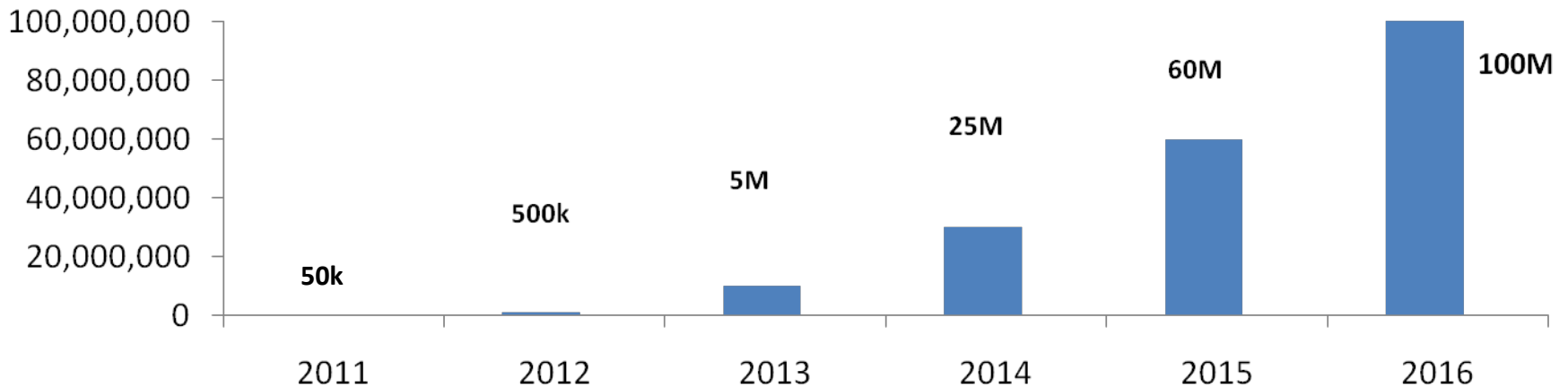
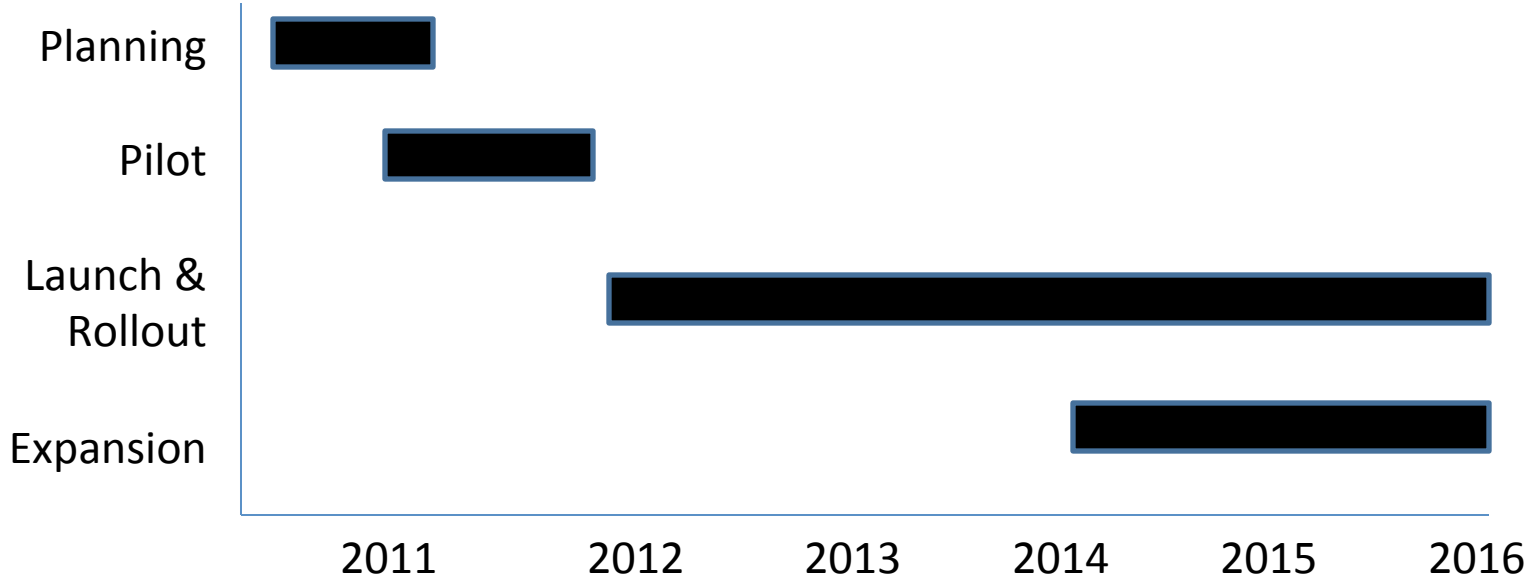
# SME Loan Repayment Mechanism



- transition into a for-profit enterprise
- pays for operational costs
- funds for further community development

- nominal fee for usage of water and latrine

# Implementation Plan



THANK YOU