



Fishing better than Fish

-----Solution for Water Crisis

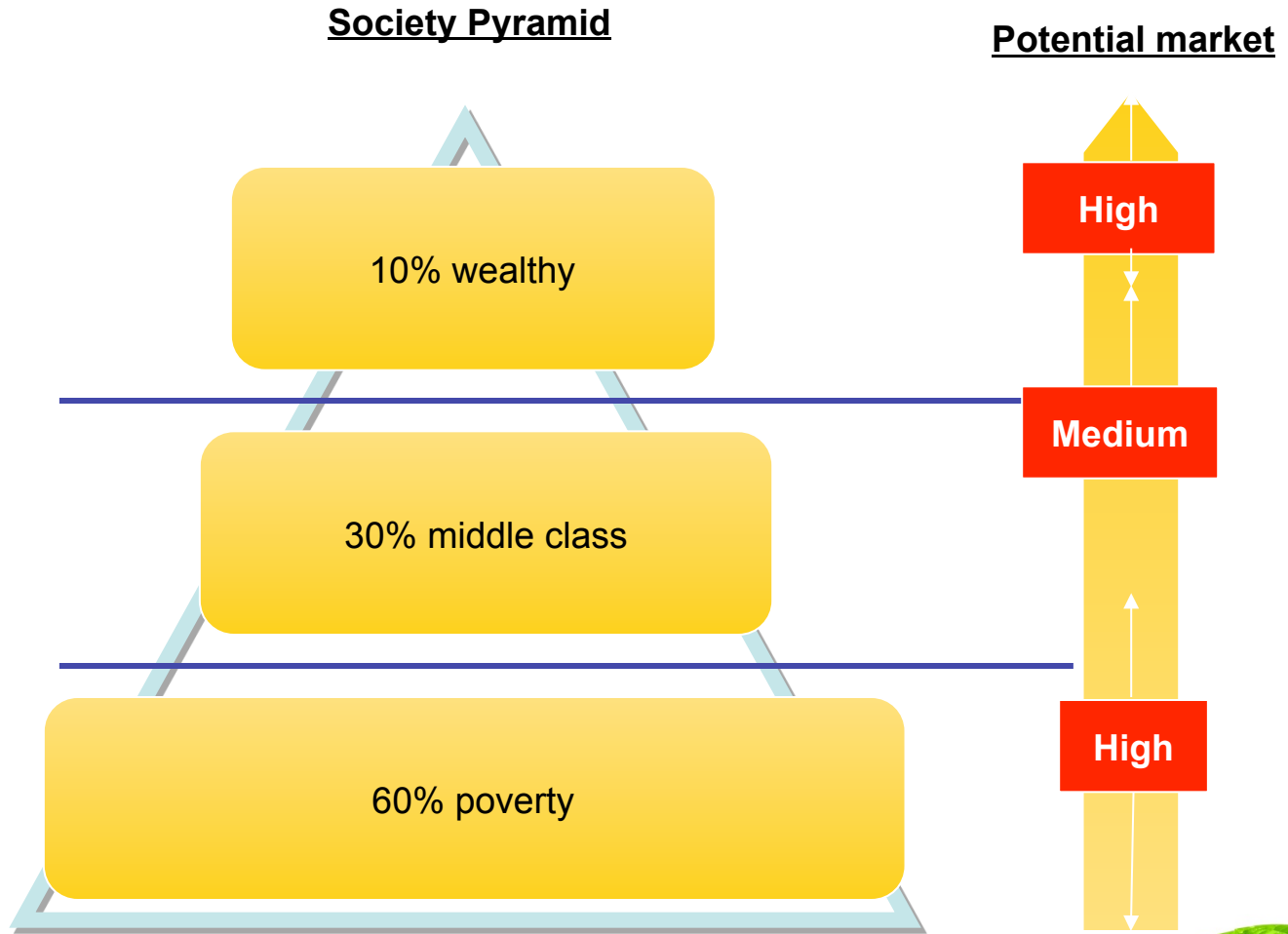
SISU Team 1

Content

- Background of global water crisis
- Current solution analysis of water.org
- New business model introduction



Background of global water crisis

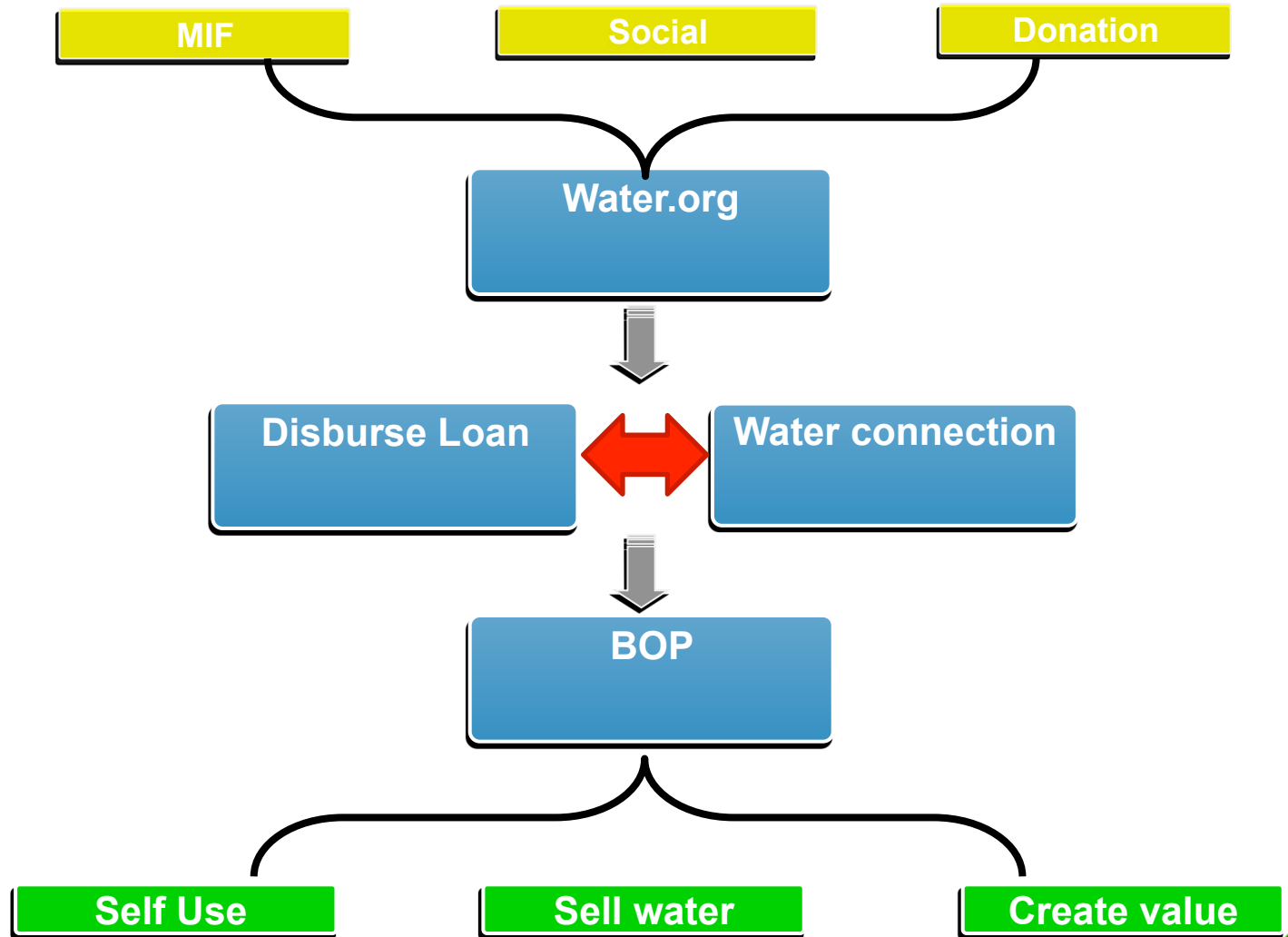


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Innovation model of water.org



Success reasons



**Loan:
Be a motor**

**Water:
Necessities
for life**

**Repay:
Productivity**

**Innovation:
SHG**



Challenges of Water.org sustainable development?

- Philanthropic Capital.
- Commercial ,Social Capital



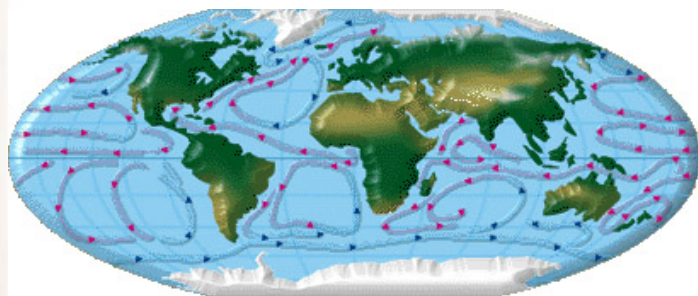
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Way to solve water crisis

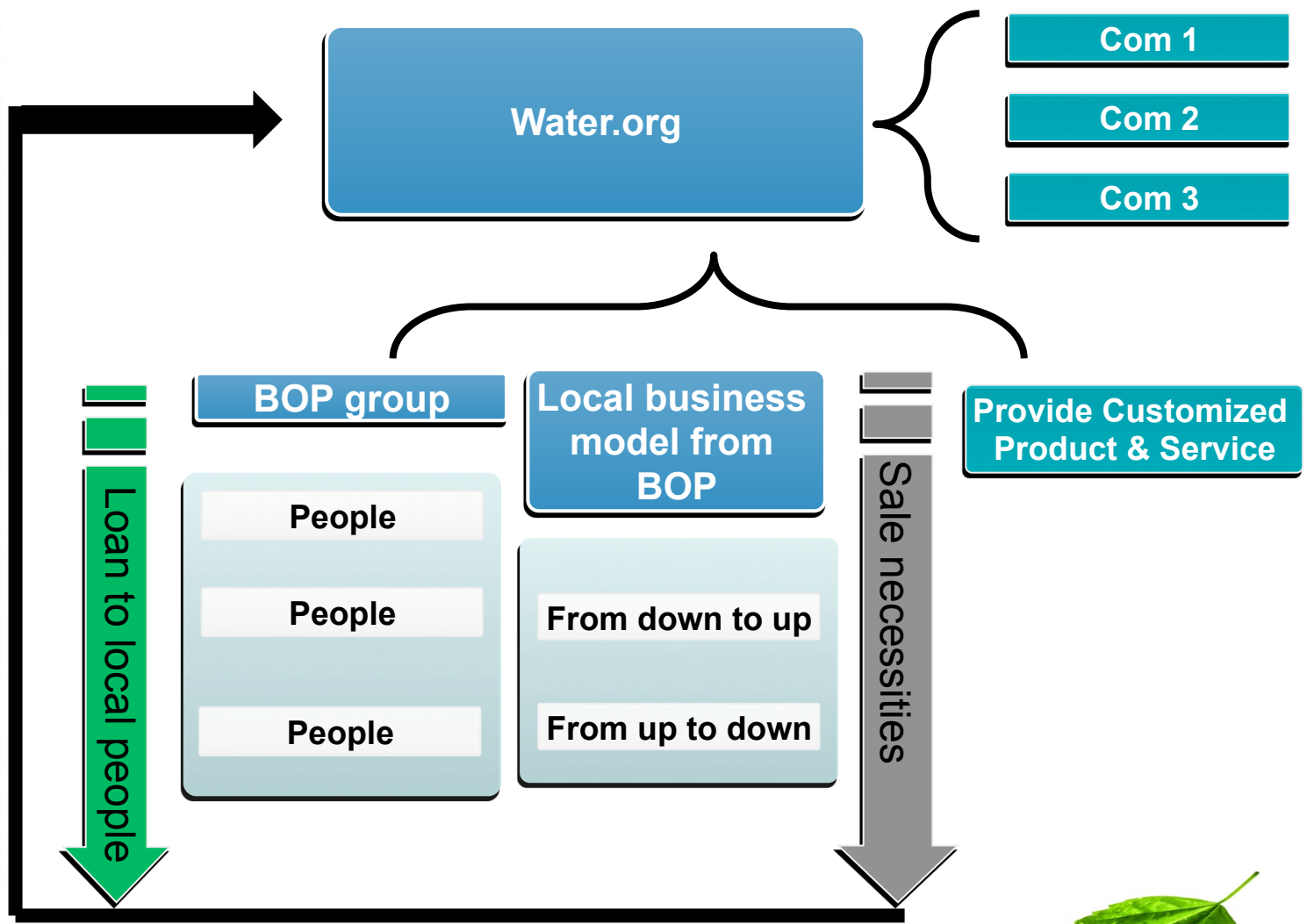
- Can we change the distribution of water?
- Can we R&D the water equipment to change the situation?



- Fundamental solution is cultivating and enhancing purchasing power!



Fishing Model



Each module will have a lead coordinator with support from ???



Potential market



Standard of
poverty

**Spend
1USD/
Per day**

Situation in
China

**100 million
poverty
population**

Situation in
India

**372 million
poverty
population**



Advantage

- Sales Revenue & Commission Invite more investors.
- Living Necessities Diversity



Core competence

- Compare with other enterprises, we are closer to BOP market.
- Compare with other competitors, we are more sustainable to operation.



Fishing system



Products & services

- Loan + model
- Product

Ways of communicating

- BOP
- Enterprise
- Investor

Supply chain

- Enterprise take charge of supply chain



Conclusion of this business model

- Enhance purchasing power to solve water problem.
- Attract civilian capital to accelerate development.
- Fulfill social responsibility to solve poverty issue.



A photograph of a dandelion seed head in the lower right corner, with numerous seeds blowing away towards the upper left against a clear, bright blue sky. The seeds are captured in motion, creating a sense of lightness and dispersal.

THANKS!

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