

A high-speed photograph of a water splash, showing a column of water rising from a glass and splashing upwards, with several droplets in the air. The background is dark blue.

Bridging the Water Gap



Agenda

- + Where are we?
- + Bridging the Water Gap
- + Small and Medium Enterprise Loans
- + Fixing Information Asymmetries
- + Measuring Success
- + Timeline

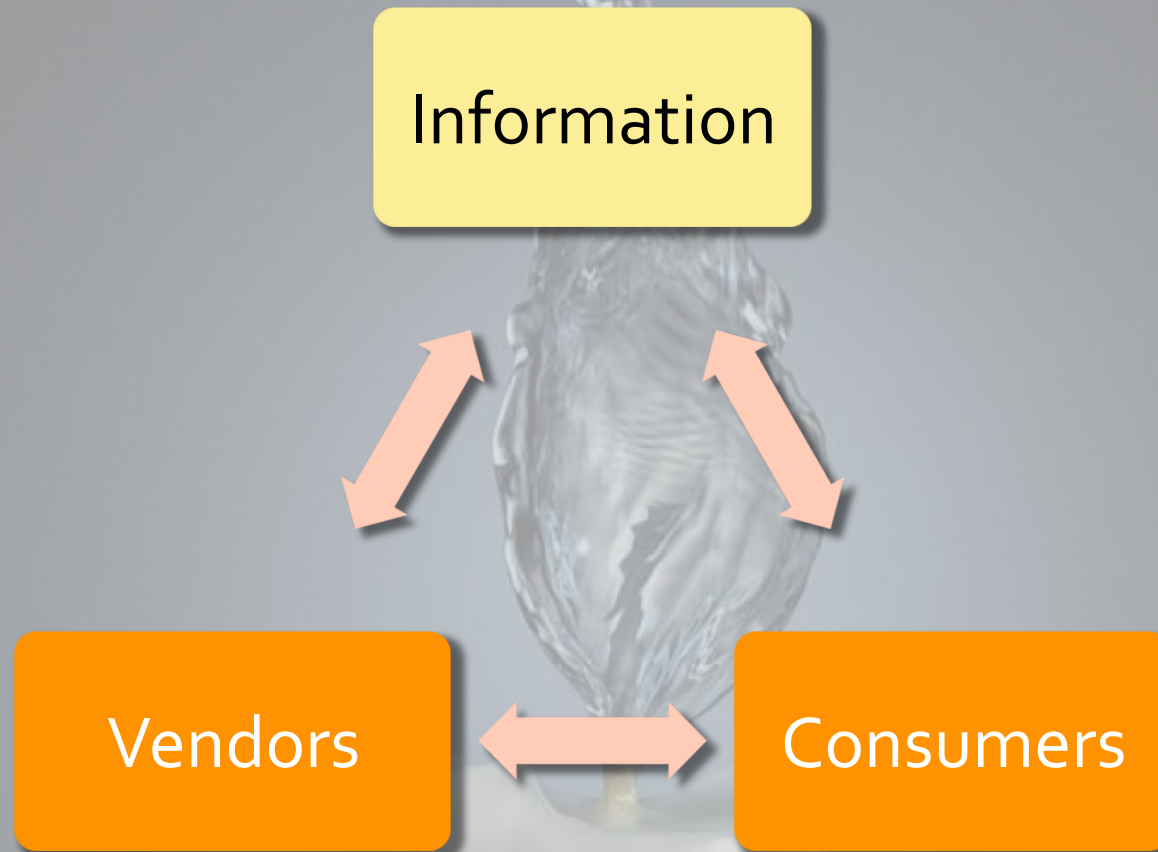
Where are we?

- + Unmet Demand
- + Municipality not successful
- + Private water vendors already exist but.....
 - + Water is currently too expensive for the poor
 - + Costs are too high
 - + Knowledge is too low
 - + Access is varied
 - + No regulation

Bridging the Water Gap (1/2)

- + Bringing Capital to Suppliers
- + Credit to Consumers
- + Information to the Market

Bridging the Water Gap (2/2)



Small and Medium Enterprise Loans

- + Different Tiered Loans
 - + Loans for Start-up individuals
 - + Loans for Communities
 - + Loans for already established companies
- + Harnessing Entrepreneurship
- + Conditionality on Loans
 - + Provide information on water to centralized location

How we do it

- + Harness NGO/Community relationships already in place
- + Train NGO's on implementation and technology
- + NGO's will then work with water-distribution startups

Reducing Information Asymmetry

+ Blue Board

| Vendor | Location | Price (per Liter) | Quality | Availability |
|--------|------------|-------------------|---------|--------------|
| Marcus | Ballroom A | \$1.00 | High | |
| Jane | Ballroom B | \$1.05 | Medium | |
| Annie | Ballroom C | \$1.50 | High | |
| Zach | Outside | \$.80 | Low | |

How we do it

- + Vendors send in information
- + Central community e.g., near school, consolidates information and places it up on blue board weekly or daily
- + Customers can text in to find out information daily
- + Those without cellphones can learn through children at school
- + All the technology for this currently exists
- + Water testing to ensure accountability

Measuring Success

- + Availability?
- + Accessibility?
- + Drinkability?
- + Sustainability?
- + Scalability?



Timeline

