

THINKING INSIDE THE BOP

Team EDHEC Business School
March 5th, 2011



Snapshot

Situation

- Critical scarcity of water and sanitation
- 100 million people need to be reached in 5 years
- NGOs and others try solving the problem with good technical solutions

Complication

- No sustainability of existing solutions
- Lack of financing for installing these solutions

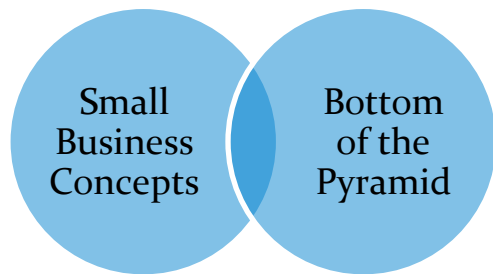
Objectives

- Self-sustainable, mutual benefit business models that get money in to finance WatSan projects
- Focuses on peri-urban areas

A BoP Business Model

WatSan Infrastructure

WatSan solutions run as a community business

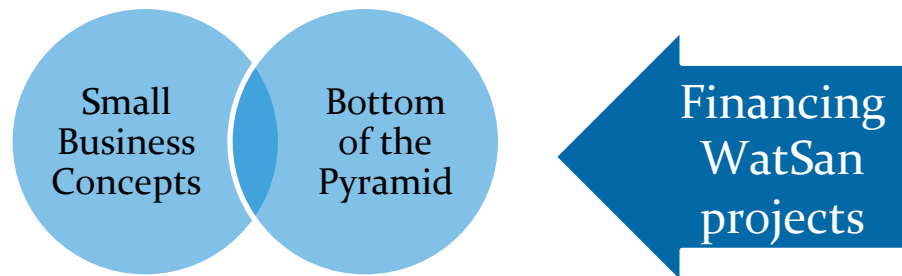


- WatSan infrastructure need to come from within the BoP
- Running water distribution as a community owned business:
 - Ownership
 - Accountability
 - Local growth

A BoP Business Model

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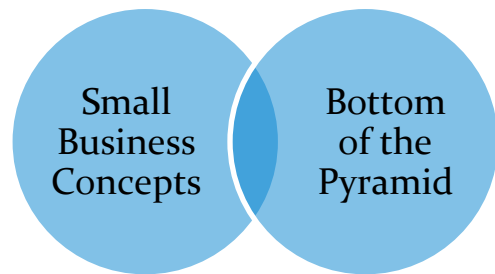


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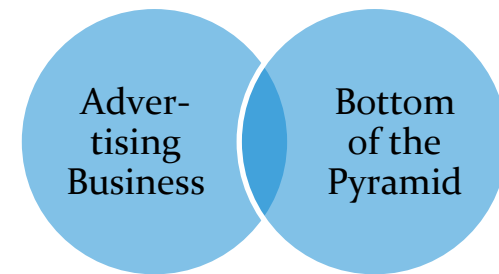
WatSan Infrastructure

WatSan solutions run as a community business



Advertising Market

Commercial activities to raise financing



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Intersecting with advertising

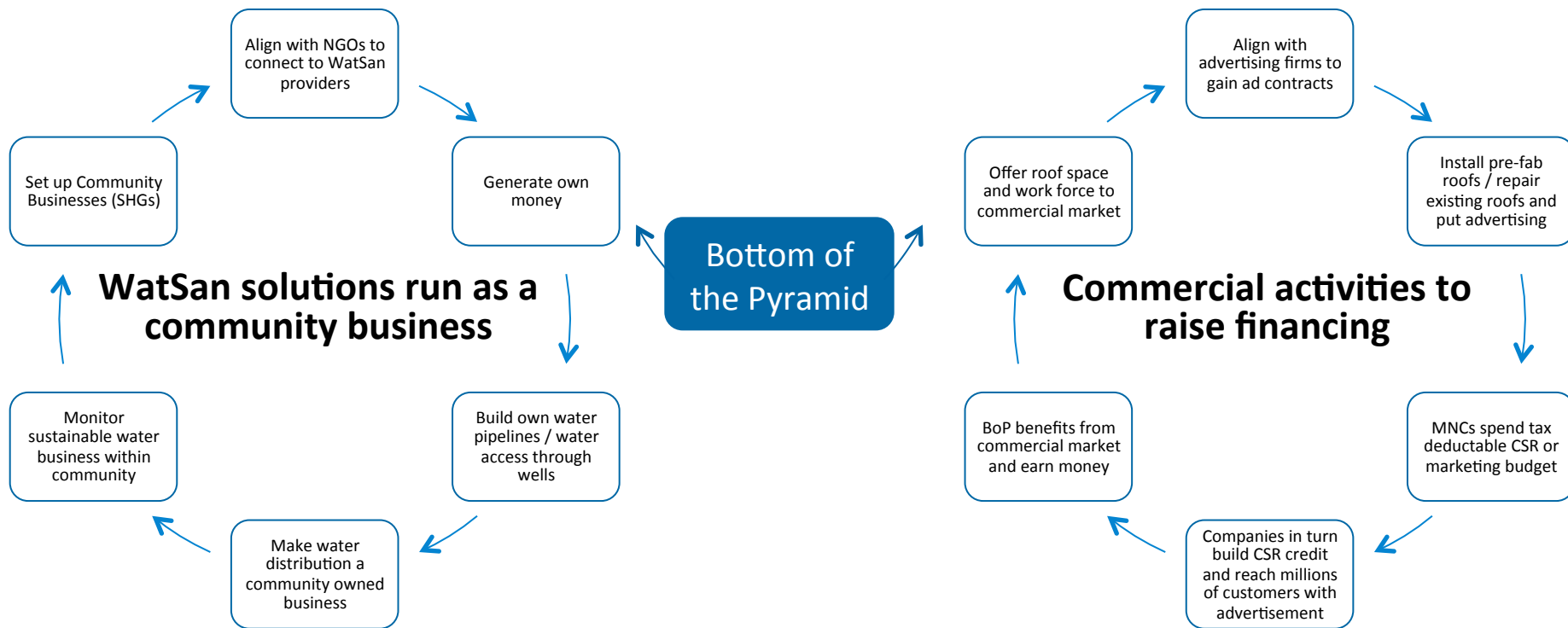


- By 2015 largest slums are all near airports
- Advertising budget 456 billion USD
- 500 million air travelers in India

The BoP Business Model

WatSan Market

Commercial Market



Vision: BoP Graduation

A win-win situation

- Business approach
- Economic cycle
- Mutual benefit
- Multi-level solution

Changing the world by art

