

Micro-Enterprise Meets the Urbanswell

Group 2 Team 12

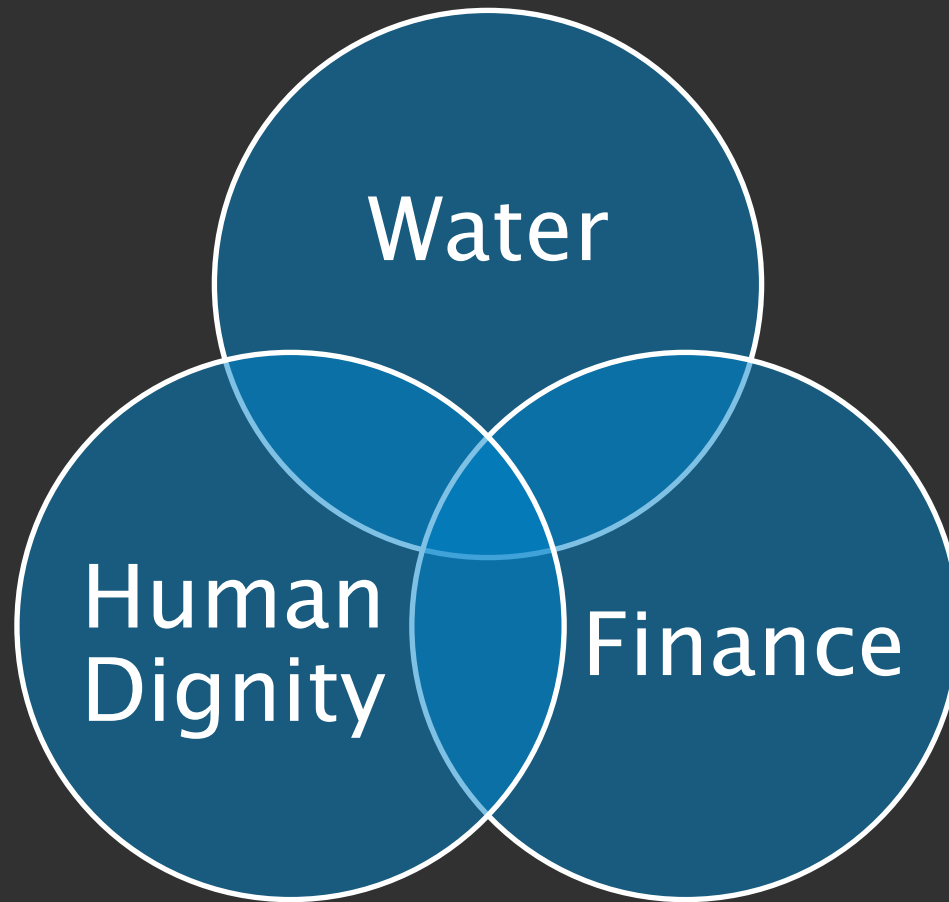
Pacific Room

3:45 – 4:00 p.m.

Agenda

- Problem
- Insights
- Our Solution
- Metrics
- Action Plan

Problem



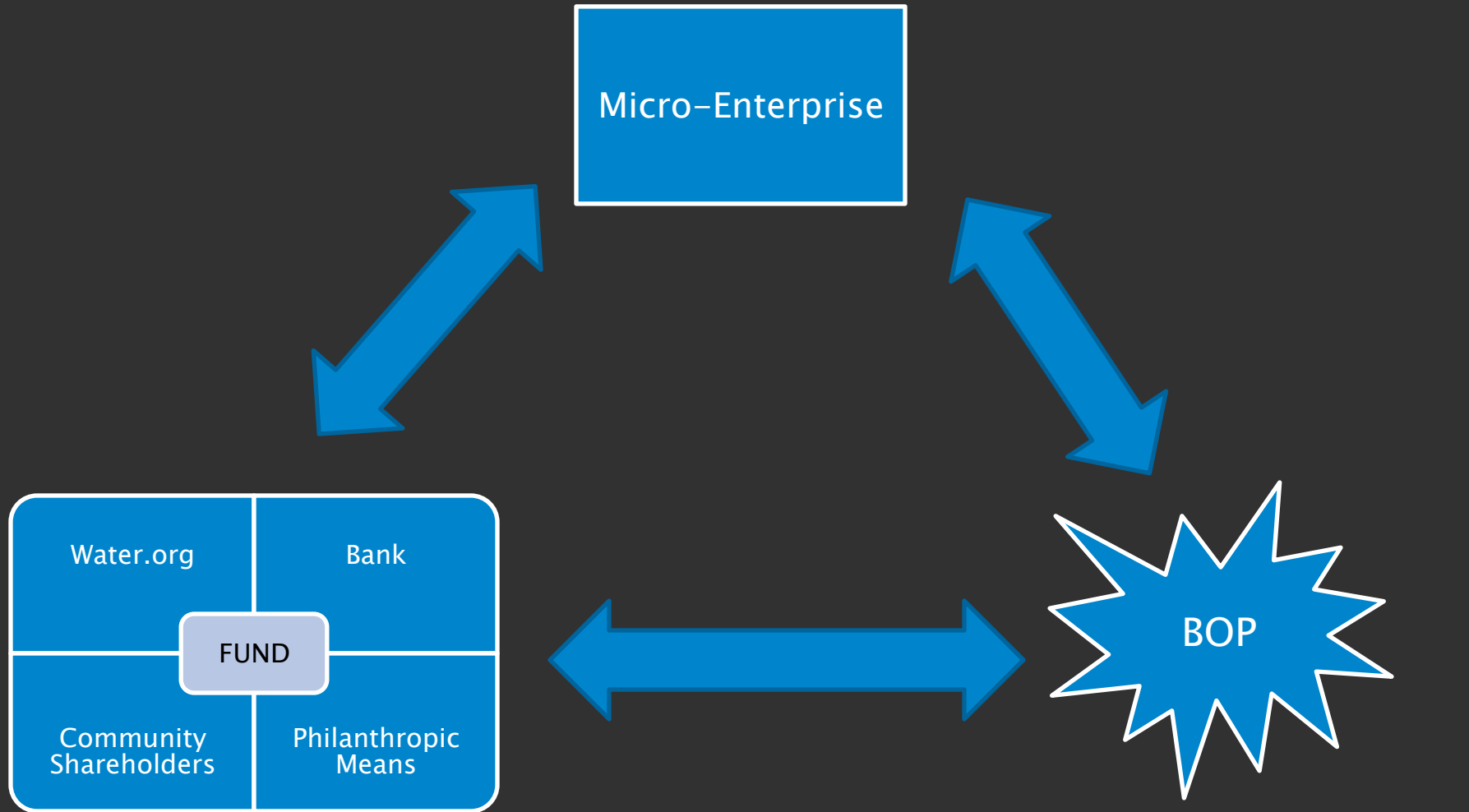
Insights

Participative
Governance

Equity
Ownership

Cultural
Orientation

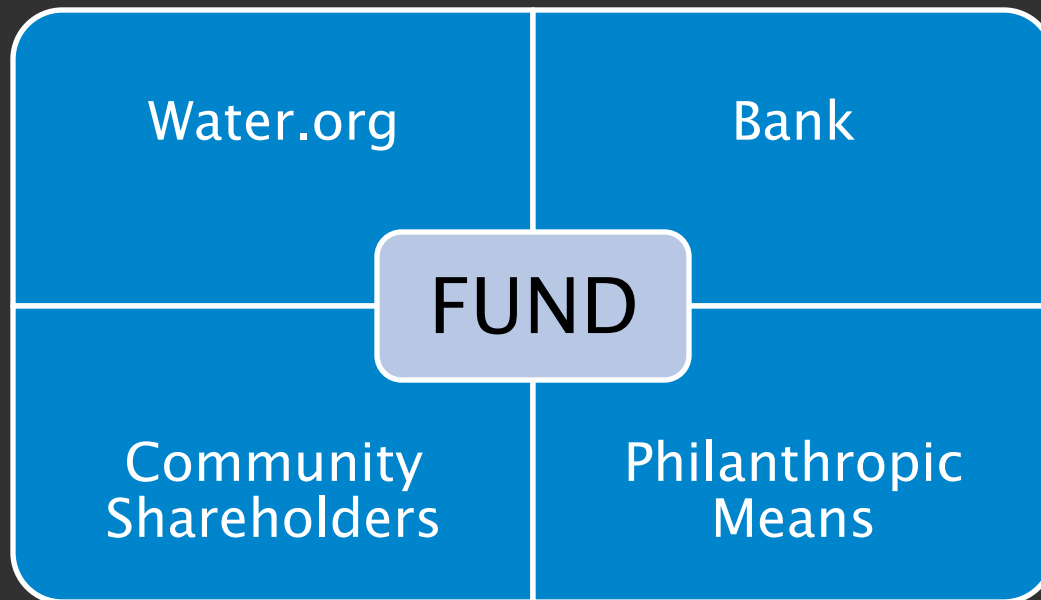
Our Solution



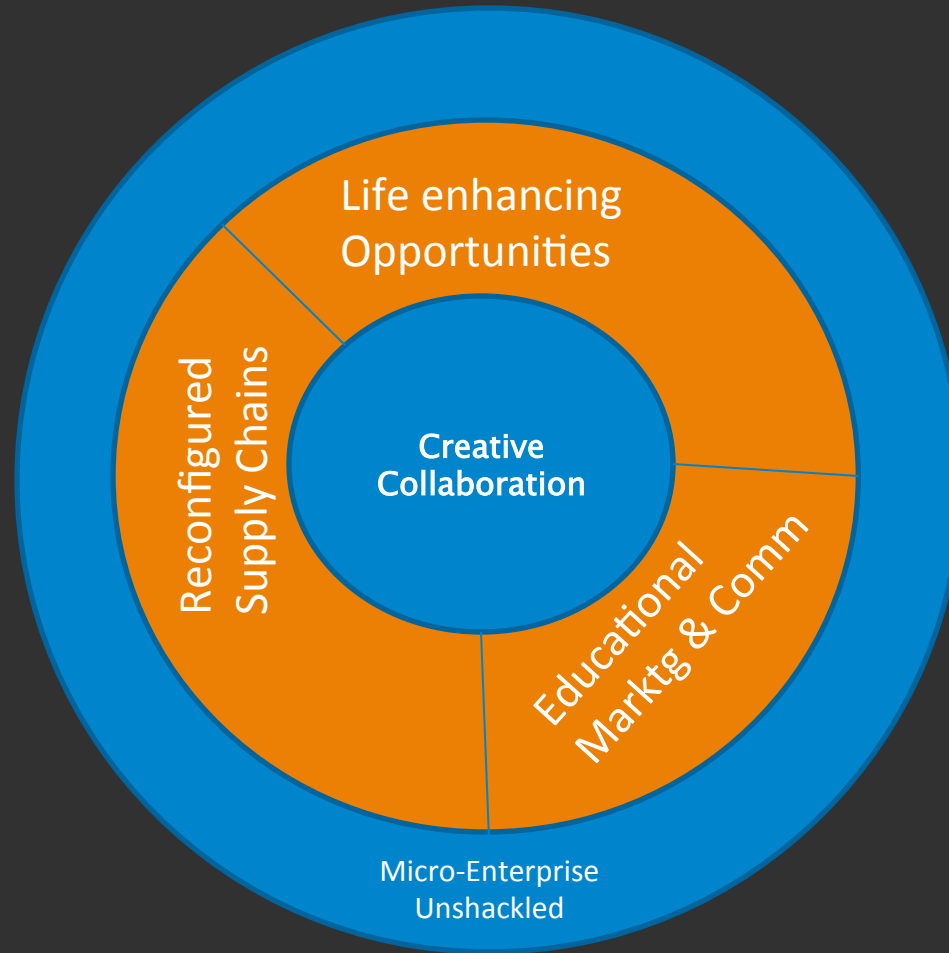
Bottom of the Pyramid

- Collective purchasing power
- Promotes other initiatives including social, political and education actions
- Self empowerment

Financing



Micro-Enterprise



Source: Next Billions: Unleashing the business potential from Untapped Markets
World Economic Forum

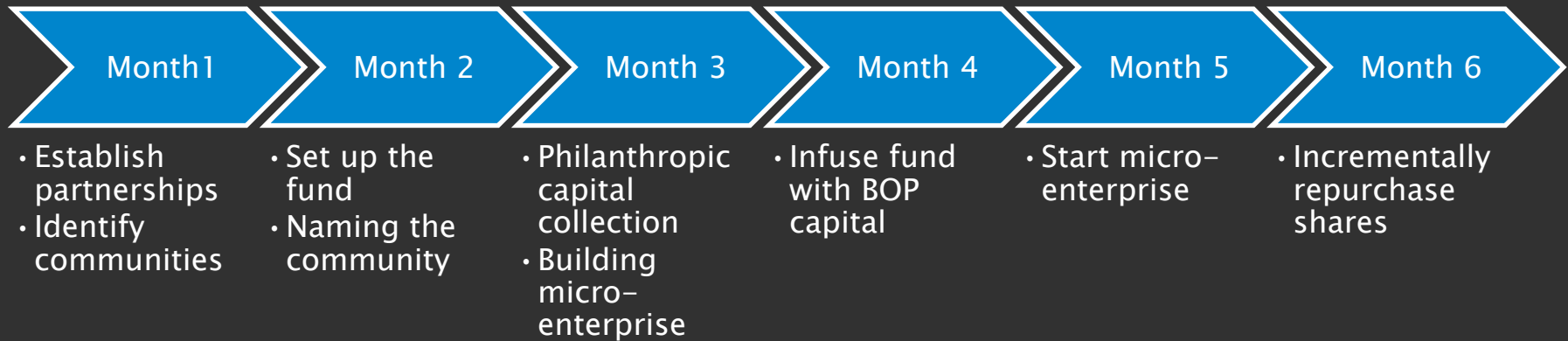
Micro-Enterprise

- Demand-based solution chosen by community
- Community ownership
- Participative governance
- Sustainability

Metrics

- Water.org donates \$7 million per year for 5 years – totaling \$35 million
- Philanthropic contribution is \$35 million
- Each project is scaled to 1,000 people
- 4.5 years to sustainability based on share repurchase

Action Plan





THANK YOU

ASSUMPTIONS	
Water.org investment	7,000,000
Time (years)	5
TOTAL INVESTMENT	35000000
Target population reach in 5 years	100,000,000
TOTAL WATER.ORG INVESTMENT/PERSON	0.35
Population served per project	1,000
Investment per person	3.00
TOTAL COMMUNITY CONTRIBUTION	3000
Water.org contribution	350
Philanthropic capital contribution	350
TOTAL PROJECT CAPITAL	3700
Investment in water project	2,000
Investment in patient capital fund	1,700
Rate of Return/YEAR	12%
Rate of Retrun/Q	3%
Dollar return /YEAR	204
Dollar return/Q	51
Years to buy back shares	3.431372549
ROI	10%
Investment in patient capital fund	700
Return/year	70
Years	3
	210
Years to sustainability	4.5