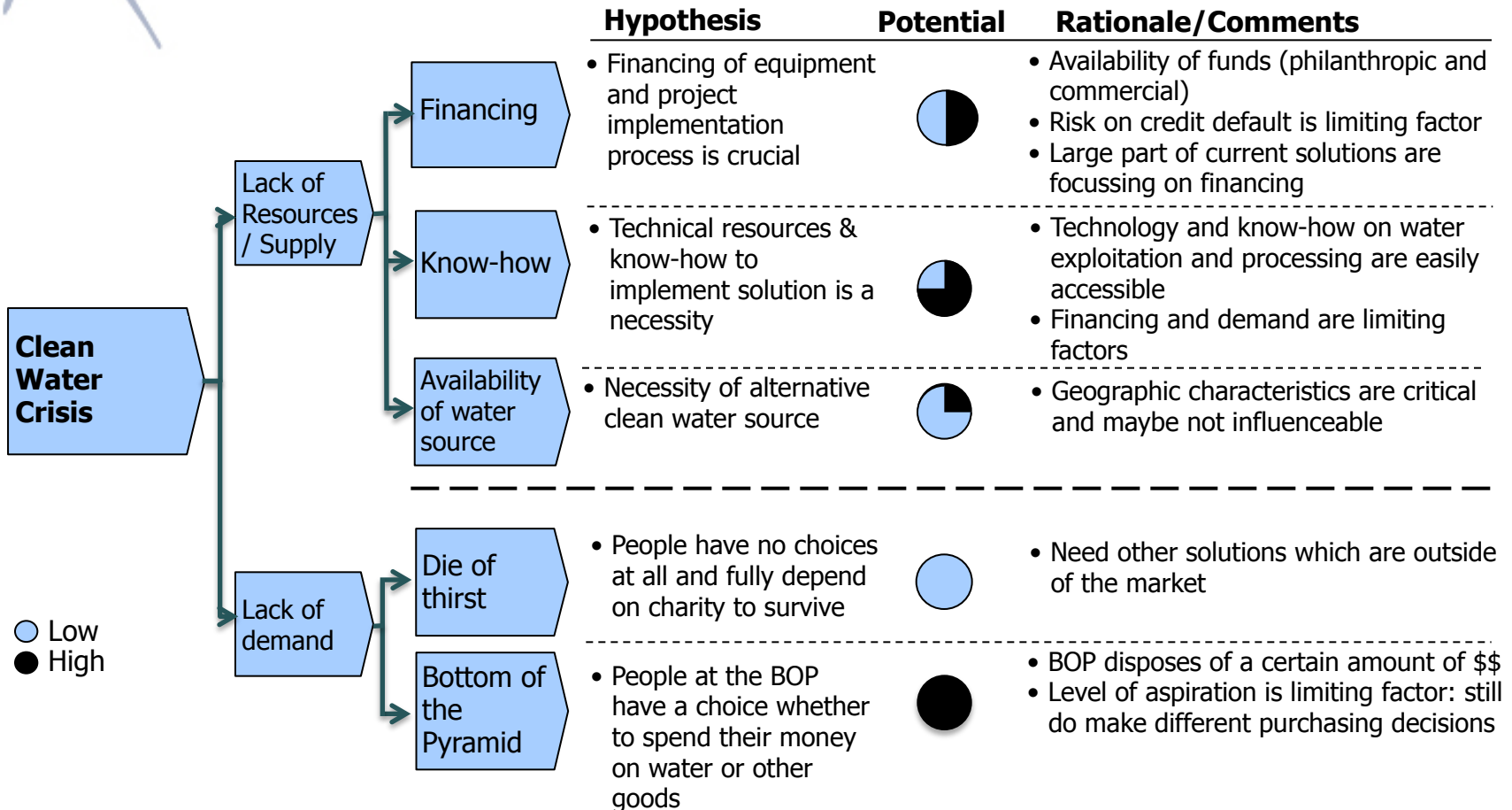


Solutions to the global clean water crisis

2nd Hult Global Case Challenge

Johannes BITTEL
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Mathieu DELEUZE
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Weak demand for chargeable water supply solutions constrain creation of a market



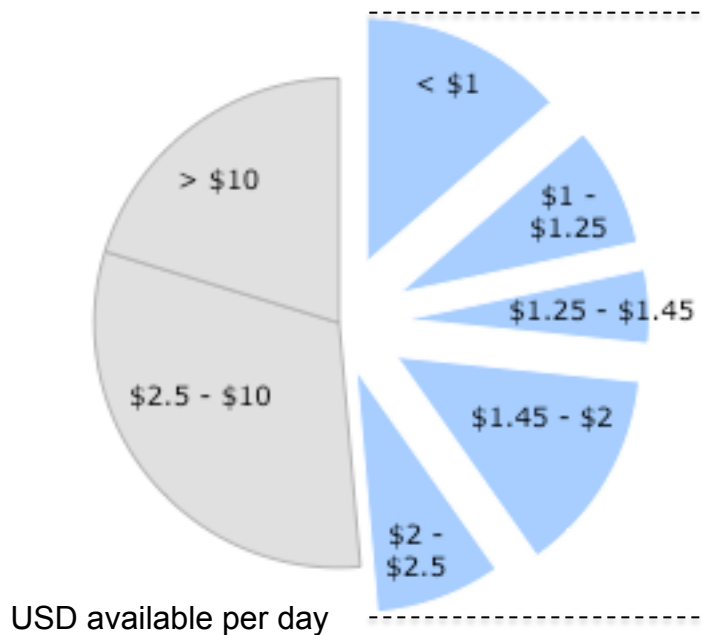
● Low
● High

Creating a willingness to pay for clean water has the highest potential for establishing a sustainable market based solution

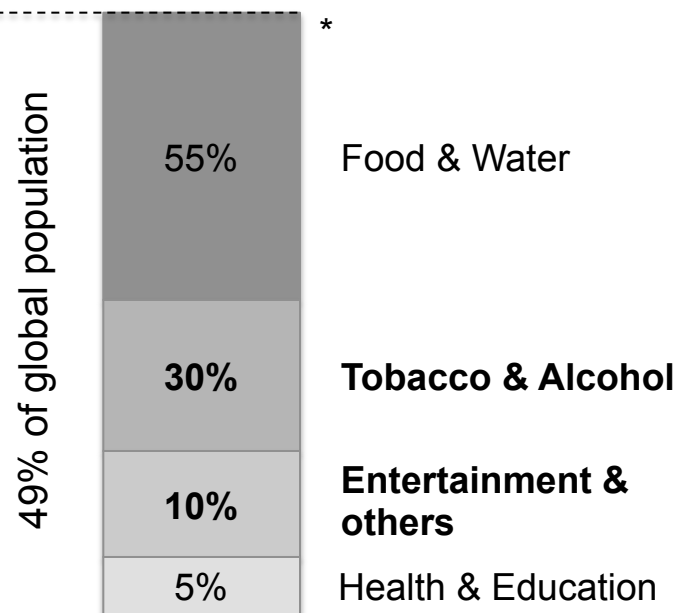
The typical BOP household could increase its expenditure on food & water by up to 40%



Income structure of world population



Expenditure patterns



A “surprisingly large” fraction of income is spent on luxury goods. Therefore, it is crucial to change the expenditure pattern of BOP consumers



"If you want to build a ship, don't drum up people together to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea"

Antoine de Saint-Exupery, Citadelle

Our 5 year plan aims to reach 100 million people through a campaign involving every group in society



Campaign Schedule

Year 1

Year 2

Year 3

Year 4

Year 5

100 mio

(Micro) finance Institutions

Companies

Schools

Religion

50 mio

Governments / Officials / Military / Police

Health System (Hospitals)

NGOs

Media

10 mio

Local administration / Leaders

Our objective is to run a large-scale campaign to trigger water purchases



▪ Contact:

- Media
- Companies
- Hospitals
- Military, Police
- Local administration
- Government
- Schools
- Religious leaders
- NGOs
- (Micro)finance institutions

Attention

▪ Launch:

- Education programmes
- Radio broadcasts
- Idea contests
- Promote a campaign symbol
- Programme to involve multipliers (innovators)

Interest

▪ Promote:

- Media coverage
- Position water and sanitation prominently in communities
- Link water & sanitation to the aspiration of the people

Desire

▪ Provide:

- Quickly make water solutions available when demand sets in
- Partner with for-profit companies to cover demand

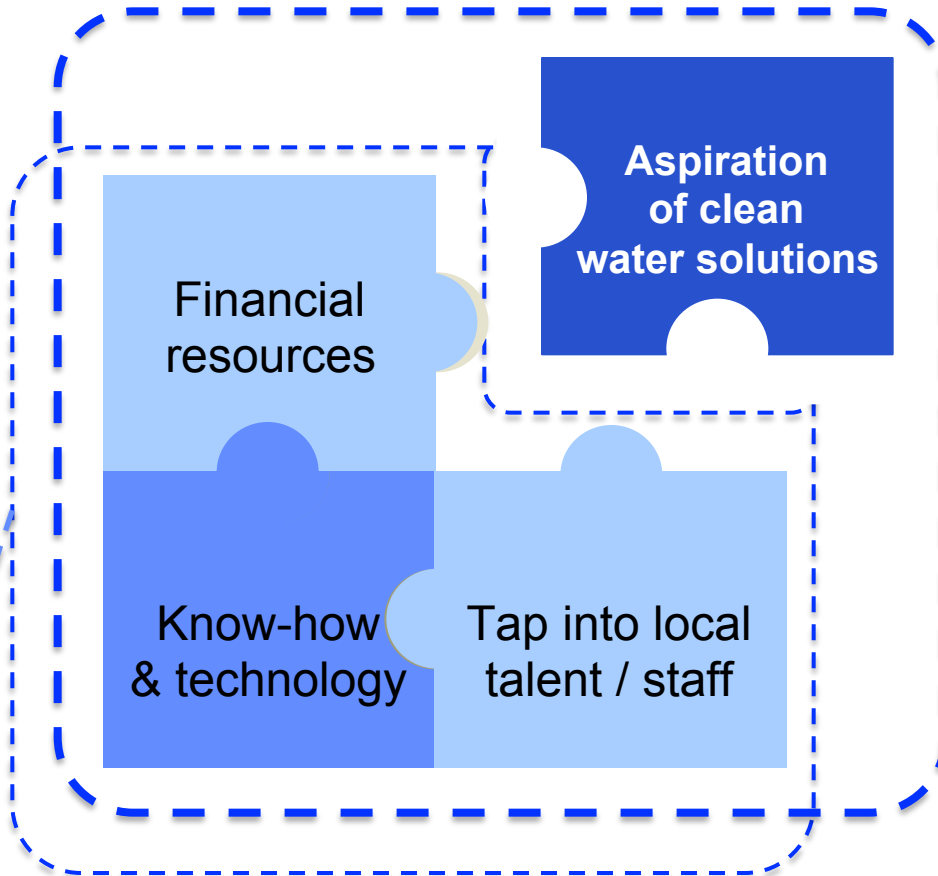
Action

Only with a holistic approach Water.org can expand their reach to 100 million people in 5 years

ESCP
EUROPE



Supply-side
already
covered by
Water.org 's
"Watercredit"



Holistic approach
leads to a solid demand
that can guarantee a
sustainable clean water
supply



**Focus
on demand-side
is perfect match
to Water.org 's
current approach**

***"Under it's (Water.org) bottom-up approach,
demand must first originate from the people themselves" ****

* "Getting Safe Water and Sanitation to the Bottom of the Pyramid through Bold and Game-Changing Innovations",
Hult International Business School Publishing, p. 7



Thank you for your attention!