

# LEASING MODEL: SUSTAINABLE LOW COST TECHNOLOGIES

---

UMass Amherst: Rola Hassoun, Kelcy Adamec,  
Melissa Cruz, Adam Trescott

**HULT**



Global Case  
Challenge



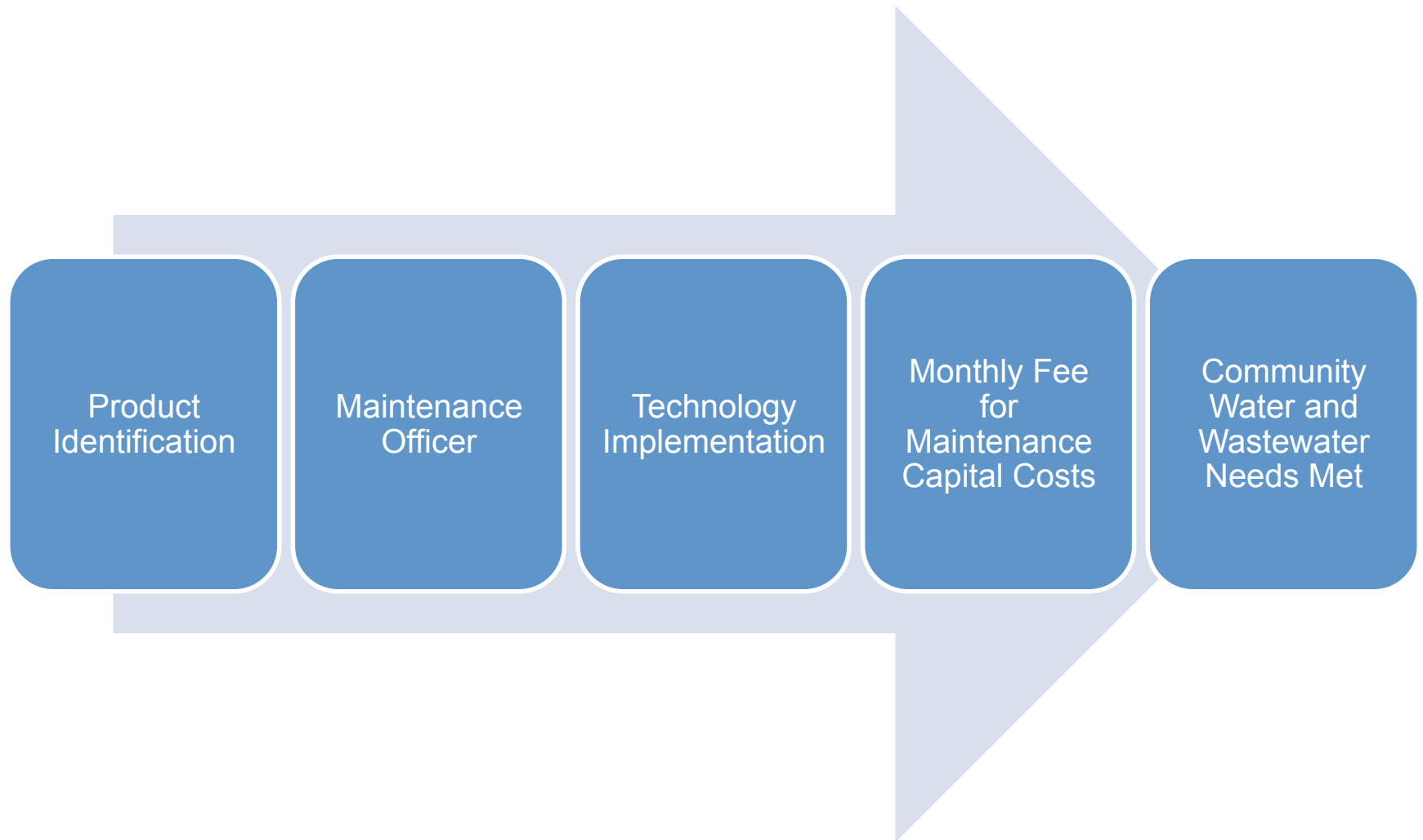
water.org

# The Problem

- Adequate water and sanitation
- 100 million people
- 5 years
- Implementation in 6 months



# Business Strategy: Leasing Model



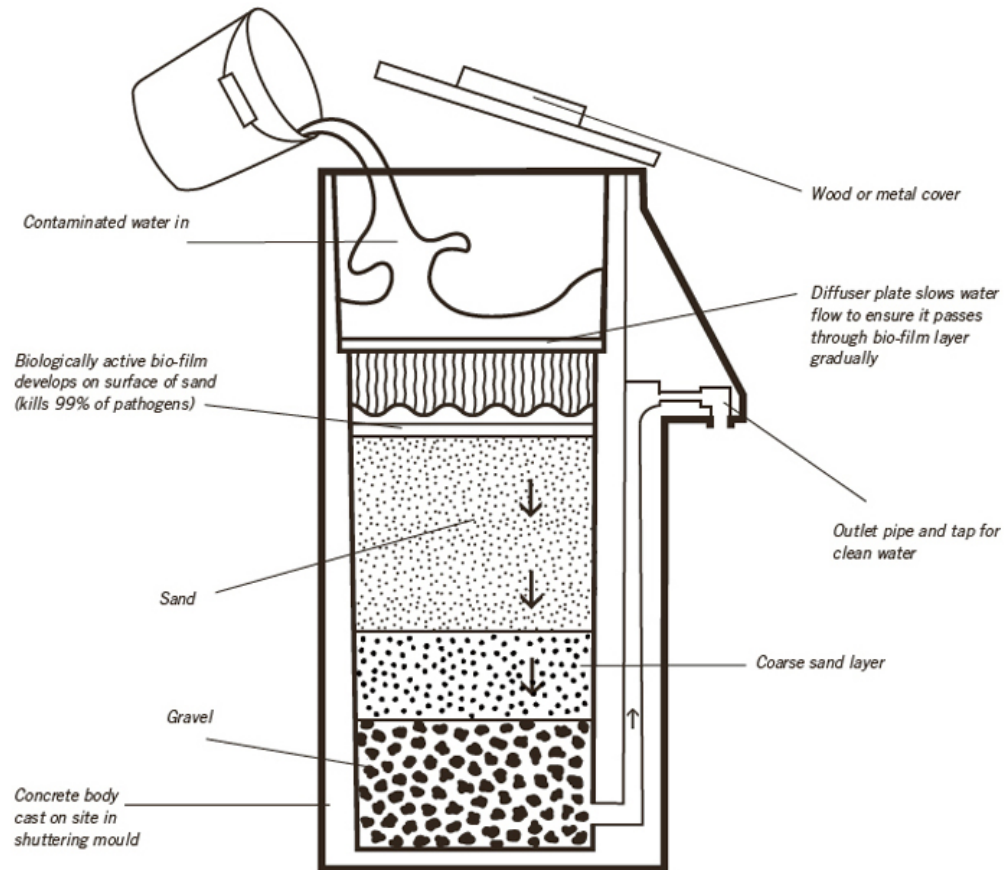
# Example: Biosand Filter

- Each day: 75 gallons
- Supplies used: dirty water, sand
- One individual trained for free to maintain
- Filter provided for free
- Monthly fee
  - service fee for maintenance
  - leasing fee



# Access & Potability

- Can be located at or close to each household
- Cost of \$15 per unit, can be made with local materials
- Yields high quality drinking water
- Approximate 10 year lifespan



# Generalizability

- Model can be applied to community or individual demand
- As Water.org demonstrates model effectiveness, any company with a water technology can apply it
- Payment over the lifetime of the implementation

# QUESTIONS?

---

