

The background of the entire slide is a close-up, high-angle shot of water with numerous bubbles of various sizes. The water is a deep, vibrant blue, and the bubbles are bright, catching the light. The bubbles are more densely packed in the upper right and lower right areas, while the lower left area is darker and has fewer bubbles.

Co-operative Prosperity

Bringing Water to the World

My Morning ... Her Morning












100 Million People in 5 Years



Only 63% of the world's population have access to improved sanitation.



The Business Model

<p><i>Key Partners</i> </p> <p>MFIs NGOs Co-ops Schools Credit Unions Local experts</p>	<p><i>Key Activities</i> </p> <p>Identify pilot location</p> <p>Build / expand relationships</p> <p>Hand-off</p>	<p><i>Value Propositions</i> </p> <p>A scalable and mobile system that delivers water, sanitation and renewable energy to unserved markets, thus creating economic opportunity.</p>	<p><i>Customer Relationships</i> </p> <p>Educate facilitators</p> <p>Empower co-op</p> <p>Transparency</p>	<p><i>Customer Segments</i> </p> <p>Co-ops in bottom of the pyramid communities</p> <p>Championed by women</p>
<p><i>Key Resources</i> </p> <p>Website Co-op Infrastructure</p>	<p><i>Channels</i> </p> <p>MFIs NGOs Schools Credit Unions Local experts Website</p>			
<p><i>Cost Structure</i> </p> <p>Initial assessment Seed capital for loan</p>		<p><i>Revenue Streams</i> </p> <p>Membership fees Interest on loan</p>		

Financials

Pilot

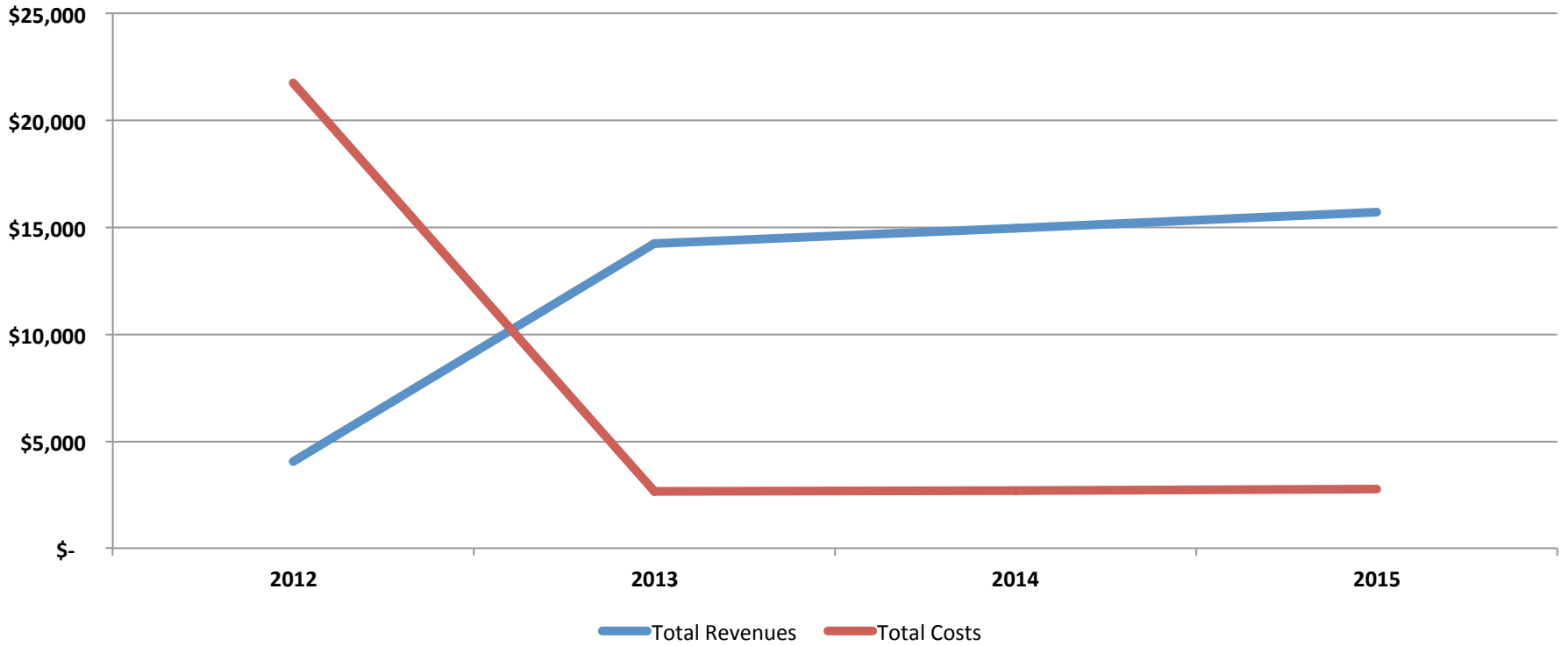
Implementation

Scope and Scale

Handoff and Replicate

- Initial Investment: \$22,000
- Net Present Value: \$31,000
- Breakeven Period: ~2 Years
- Philanthropic Cost:
 - \$43/Beneficiary at Startup
 - ***Negative after breakeven***

Break-Even Analysis



Financials

Pilot

Implementation

Scope and Scale

Handoff and
Replicate

- Using existing partners and practices
- Education
 - Benefits of a co-op model
 - Economies of scope
 - Economies of scale
- Secure deposit

Timeline

Months 0 - 6

Months 6 - 12

Months 12 - 18

Months 18 - 24

Financials

Pilot

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Criteria	Months 6 -12
Availability	All members and their families have minimum water requirements met per day
Accessibility	Travel to the public facility
Drinkability	Filtration at the source and point of use
Sustainability	Triple Bottom Line guaranteed
Scalability	Potential to create economies of scale and scope

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PARTNERS



CHURCH WORLD SERVICE



water for people



Timeline

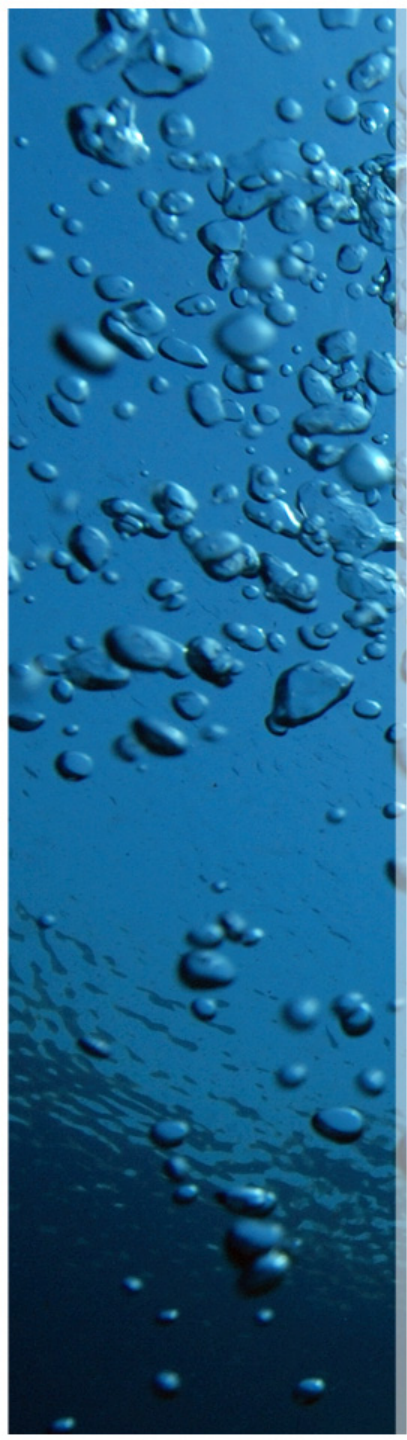
Months 0 - 6

Months 6 - 12

Months 12 - 18

Months 18 - 24





Supporting Slides

Local.water.org website

Information about what technologies are available to community

The screenshot shows the top section of the website. At the top left, it says "SMS integrated site" and "local.water.org™". To the right are links for "join this community" and "donate to community". Below this is a dark blue navigation bar with buttons for "About this local", "Write Review", "Where is my water", "Water Technologies", "Education", "Post message", and a search bar. The main content area below the navigation bar features several links: "Local technology search : True Cost to Own", "Local Technology Proposal", "Education", "Review", and "News letters & Real time updates". A blue box on the right contains a "Join this community" button and some introductory text.

Reviews about services

COOP Model Education, Water & Sanitation Education

Live SMS /Text/Twitter / RSS feed

Water related local news E.g Grant given to local

Web 2.0 ++ Technologies

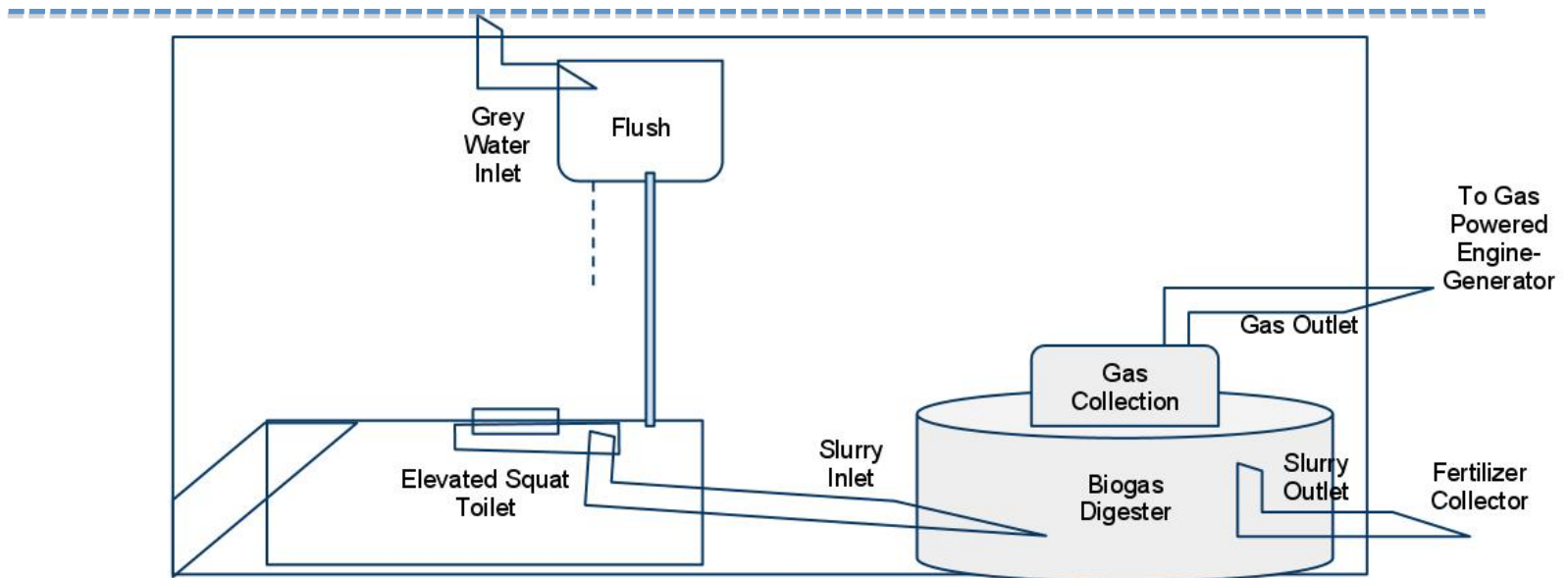
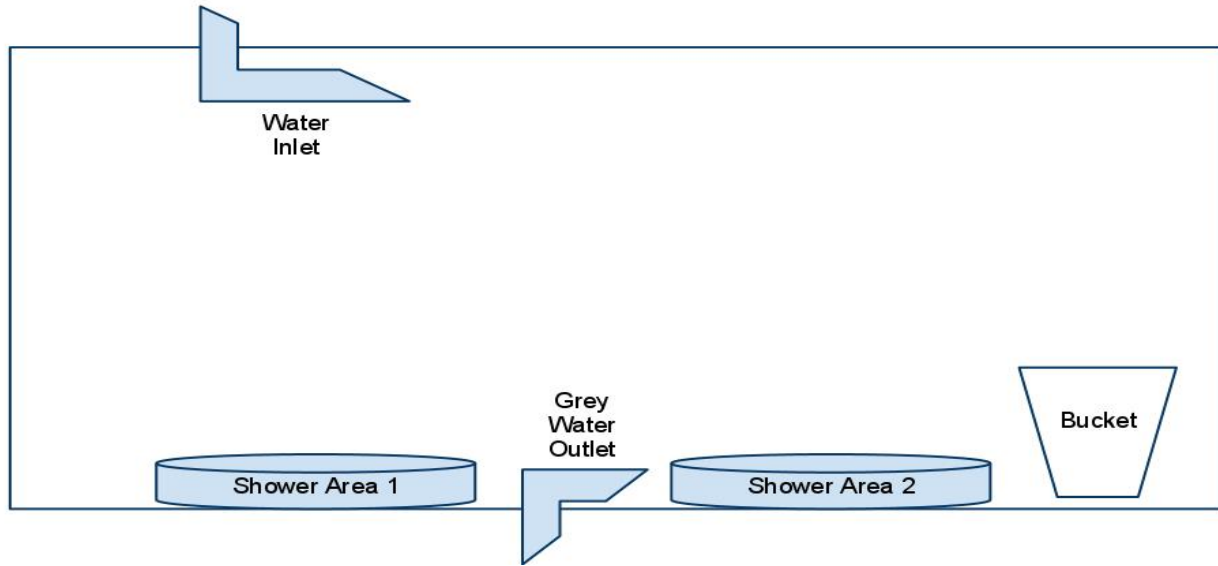
- Open source platform
- Mobile phone : SMS,MMS
- Educational games
- Mobile App
- Wiki

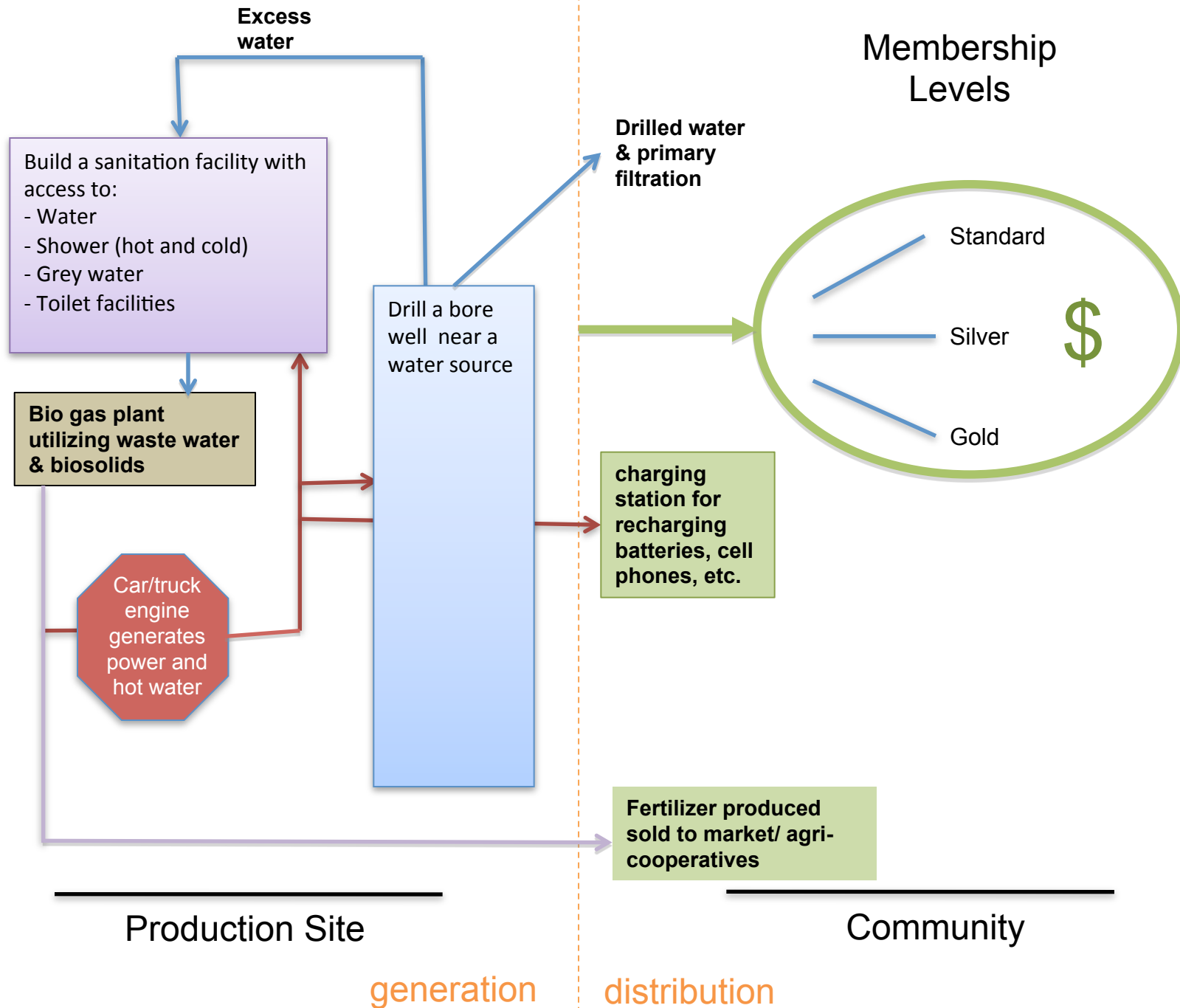


Mobile Technology



Illustrative Modular System using Shipping Containers





Current vs. Co-Op

Current Model

- Self-help groups
- 10% equity
- MFI provides water-credit financing
- Individual borrowers repay over time
- Social collateral

Co-op Model

- 7 Principles
 - Voluntary and Open Membership
 - Democratic Member Control
 - Member Economic Participation
 - Autonomy and Independence
 - Education, Training and Information
 - Co-operation among Co-operatives
 - Concern for Community