

Hult Global Case Challenge

Group 1 Team 2

Image source: <http://www.jacobswellchurch.org/userfiles/image/women@well2.jpg>

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Goal

Increase accessibility to clean water by leveraging ICT to develop sustainable local markets



- A service has wider reach than a specific product
- A modular system allows for customization based on local needs
- Information empowers users
- Data cloud facilitates fair markets by fueling healthy competition
- System transparency leads to trust in the service provider
- Use of current, local technologies lower initial investment



Stakeholders

Customer

- Availability
- Quality of water
- Safety
- Informed choice



Customer (Kaya)



Seller

- Availability
- Quality of water
- Safety
- Informed choice

- Large loans for wells
- Smaller loans for services trucks



Seller (Amir) / Source

User Journey



Kaya, a customer, needs water for her family



Kaya calls #, gets an automated message of water source and price, prioritized based on her current location

Kaya inputs her choice of source and desired quantity, allowing her to reserve her share



Kaya pays the seller through the cloud (ex. M-PESA)

Other community members also reserve their water until the available amount is used. The source won't be listed until the seller updates next availability.



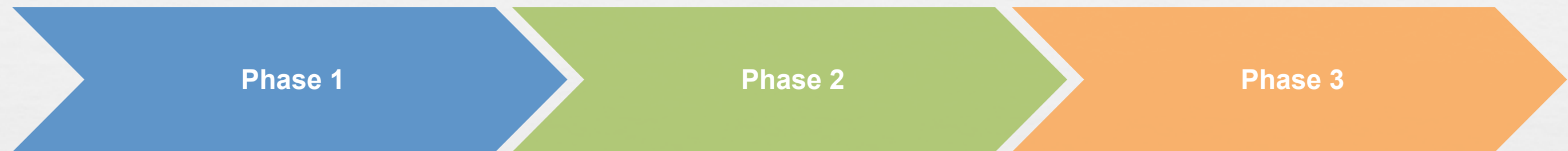
Kaya goes to the chosen water source at a time convenient for her. No need to wait in line.



Implementation

- Platform (collaboration between Water.org and partners
 - Create awareness through existing wireless telecom providers
- Start with people who have some tools
- Business start-up package
- Leverage current markets serviced by Water.org and other NGOs
- As demand increases, cost of users decreases
- Offer for multiple households instead of 1

Roadmap



(See implementation)

Rating / feedback

Sanitation

Water quality check

Other offerings

Social Network

Franchise model

**Aggregate Info (for
NGOs, Water.org, etc)**

Measuring Success

Demand -based

- Low tech
- Local
- Bargaining power to customer

Actionable

- Leverage currently available technology
- Emphasis on local knowledge

Efficient

- Less time wasted
- Create choices to lower philanthropic costs

Scalability

- Local, interest based market

Effective

- Transparent information and knowledge for users

Thank You



The 10 types of innovation

