



Micro-franchising WATSAN

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Our Customer =



Combining Water & Sanitation



Into a
Micro-
Franchise
Sanitation



Micro-franchise of WATSAN

- Combined water access and sanitation services
- Membership-based franchise model
- School-based system targeting youth
- Free and required use of sanitation services to access water
- Wastewater capture and reuse
- Monetization of human waste

How this model works

Product and service

Customers

- Two water product lines:
 - Clean drinking water
 - Water for household use
- Sanitation services
- Waste water collection service for reuse, recycling

Byproduct to be monetized

- Fertilizer from human waste reclamation and monetization
- Potential biogas business
- Potential refuse water sale

Distribution

- Hub and spoke micro-franchises
- Hub = community block at schools
 - Water storage and taps
 - Toilet stalls
 - Wastewater collection
 - Human waste composting
- Spoke = sanitation
- Customer relations and intelligence via mobile phone technology
- Delivery service option
- Waste water collection service option

Sales & Marketing

- Pay for water
 - Mobile payments
- Incentives for sanitation
- Membership and referral marketing
- Education via youth and school curriculum

How we leverage orthogonal trends

Social networking and the power of inclusion

Power of the (young) people!



The power of mobile technology for information dissemination

Rethinking distribution & access

Resource optimization

Our solution fulfills important criteria

Description

Demand-based

- Market-based solution
- Customers tangibly benefit from service, ensuring demand
- Entrepreneurship / franchise theme ensures demand-based market

Efficient

- Revenue generation component from waste sales increases overall efficiency
- Cost-effective service on a per capita basis

Effective

- Holistic, school-based approach for generational sustainability
- Focus on significant unmet need of sanitation (MDG falling behind)
- Education and awareness (with clean water up-sell)

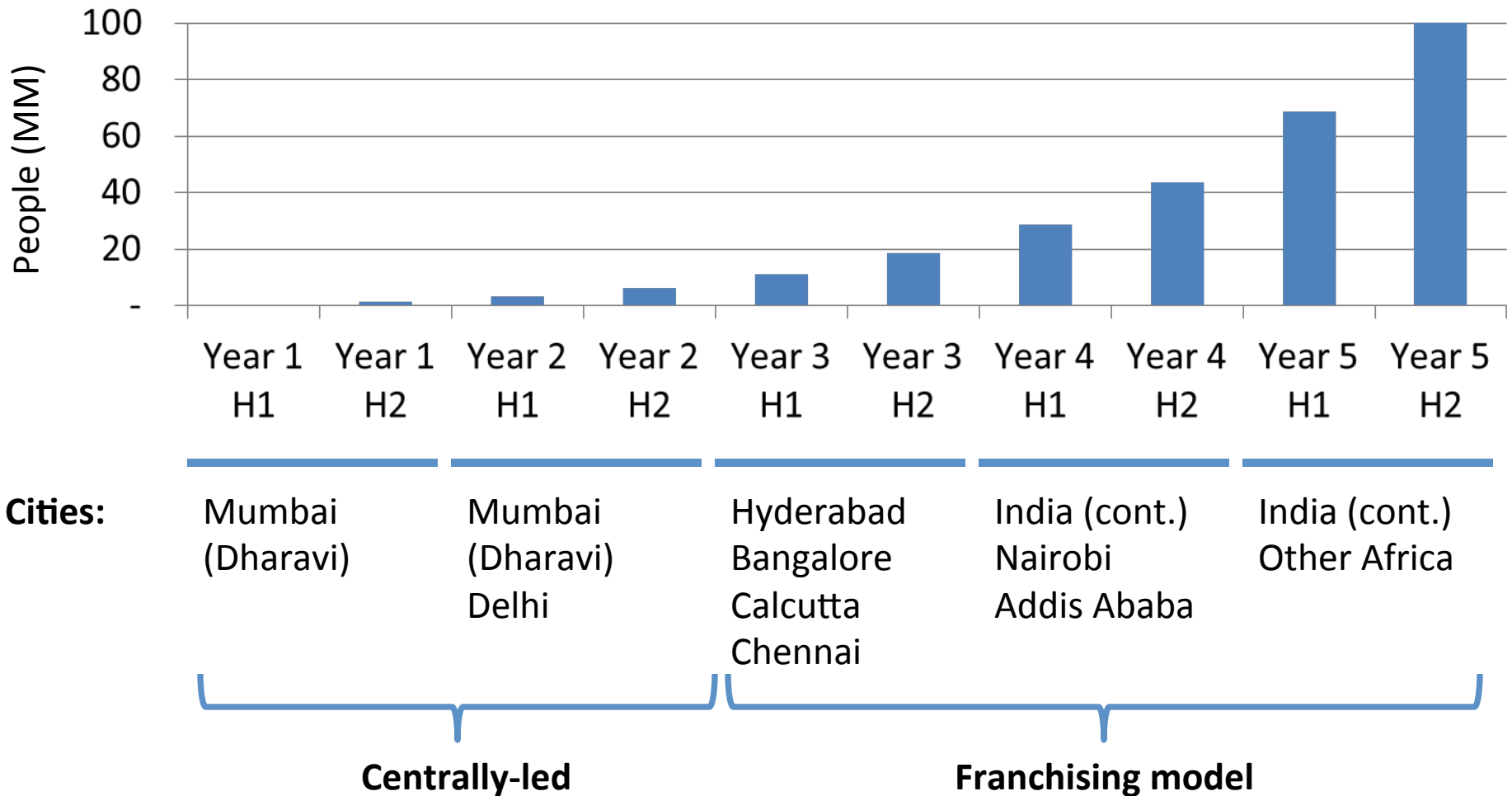
Actionable

- Relatively low capital costs per unit allows for quick initial development
- Prototype solution can be pursued immediately

Scalable

- Franchise model facilitates speedy scalability
- Few constraints to reaching scale (e.g. prevalence of potential locations)

Rollout plan



A decorative header image showing a close-up of many small, clear water bubbles rising in a blue liquid. The bubbles are of various sizes and are densely packed in the upper right portion of the image, becoming sparser towards the left. The overall color palette is shades of blue and cyan.

For further exploration...

- Coupon system (for water access) or free use of toilets
- Shower facilities add-on
- Geographic density of hubs and spokes
- Profitability and franchise owner incentives