

# To 100 million and beyond

**Hult Global Case Challenge**

**Team 23**

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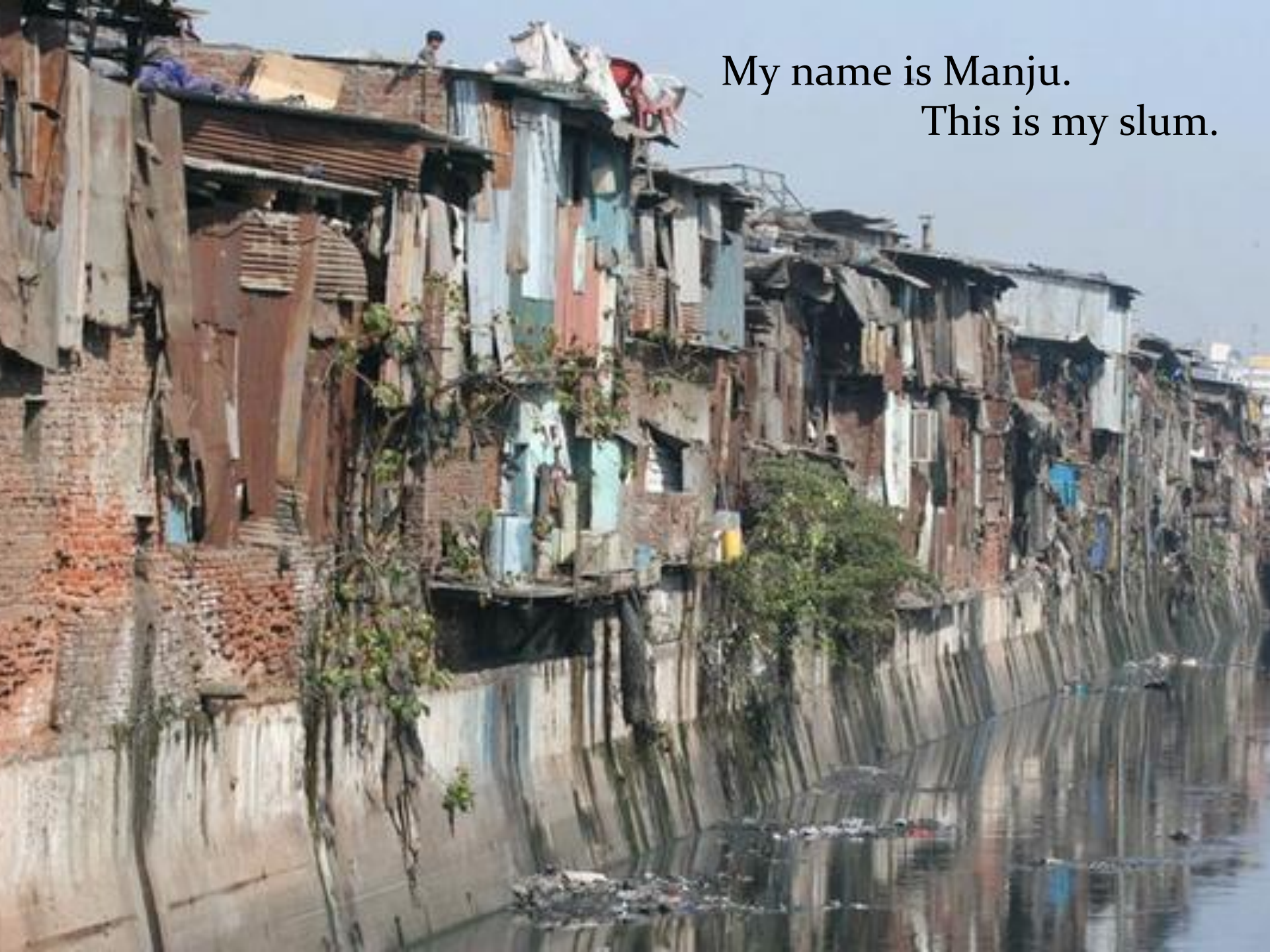


water.org™

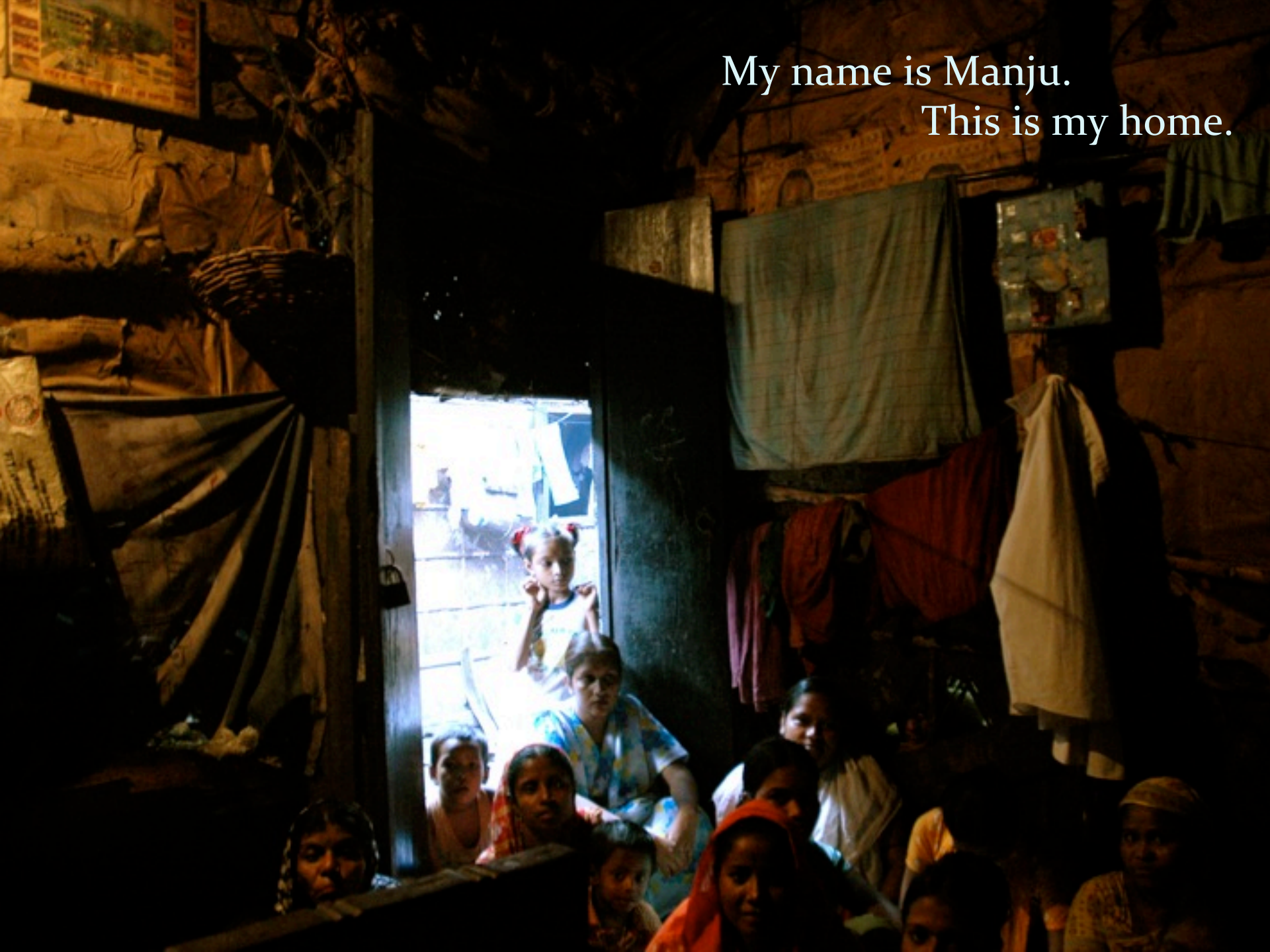


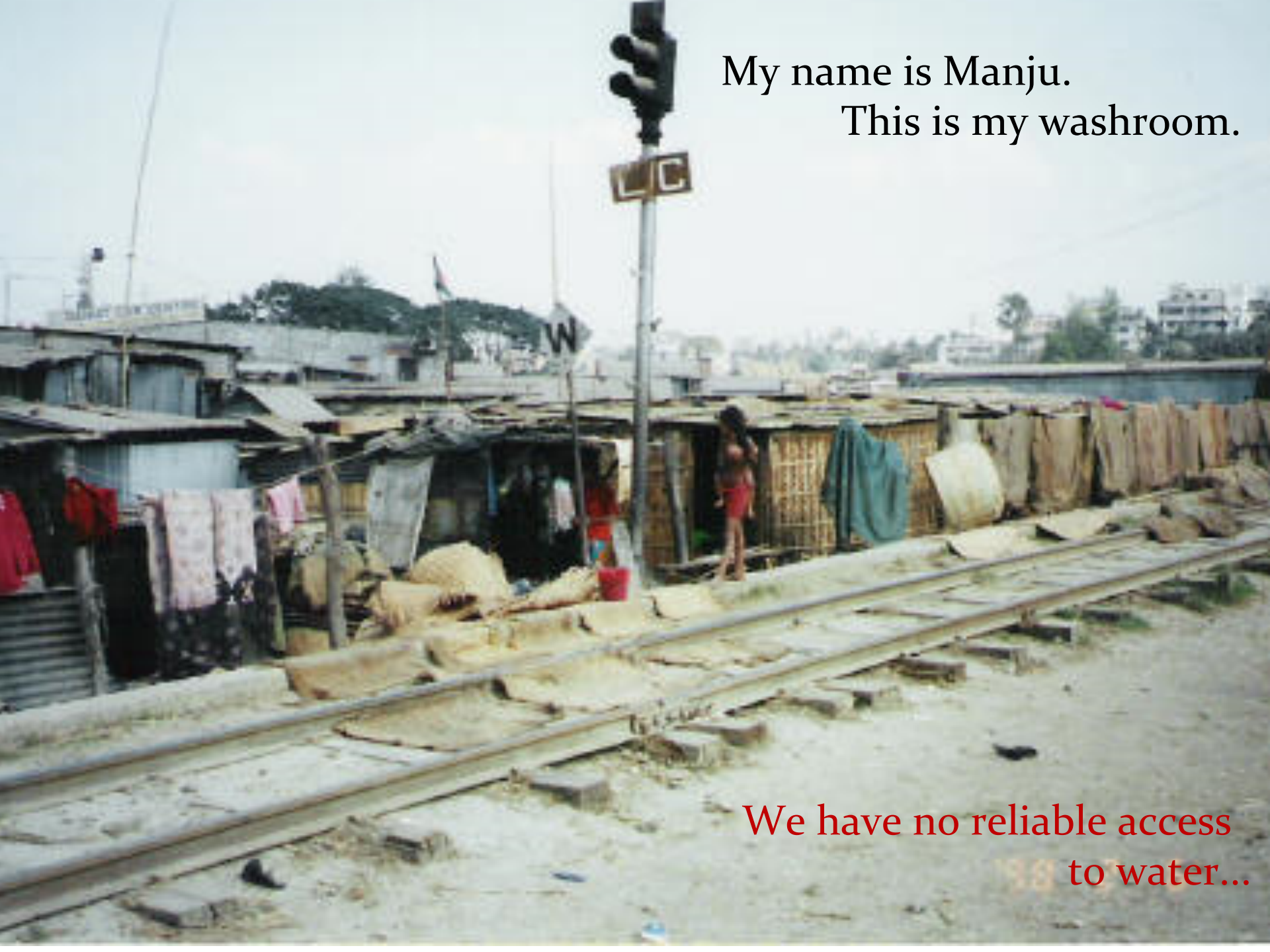
My name is Manju.

My name is Manju.  
This is my slum.



My name is Manju.  
This is my home.





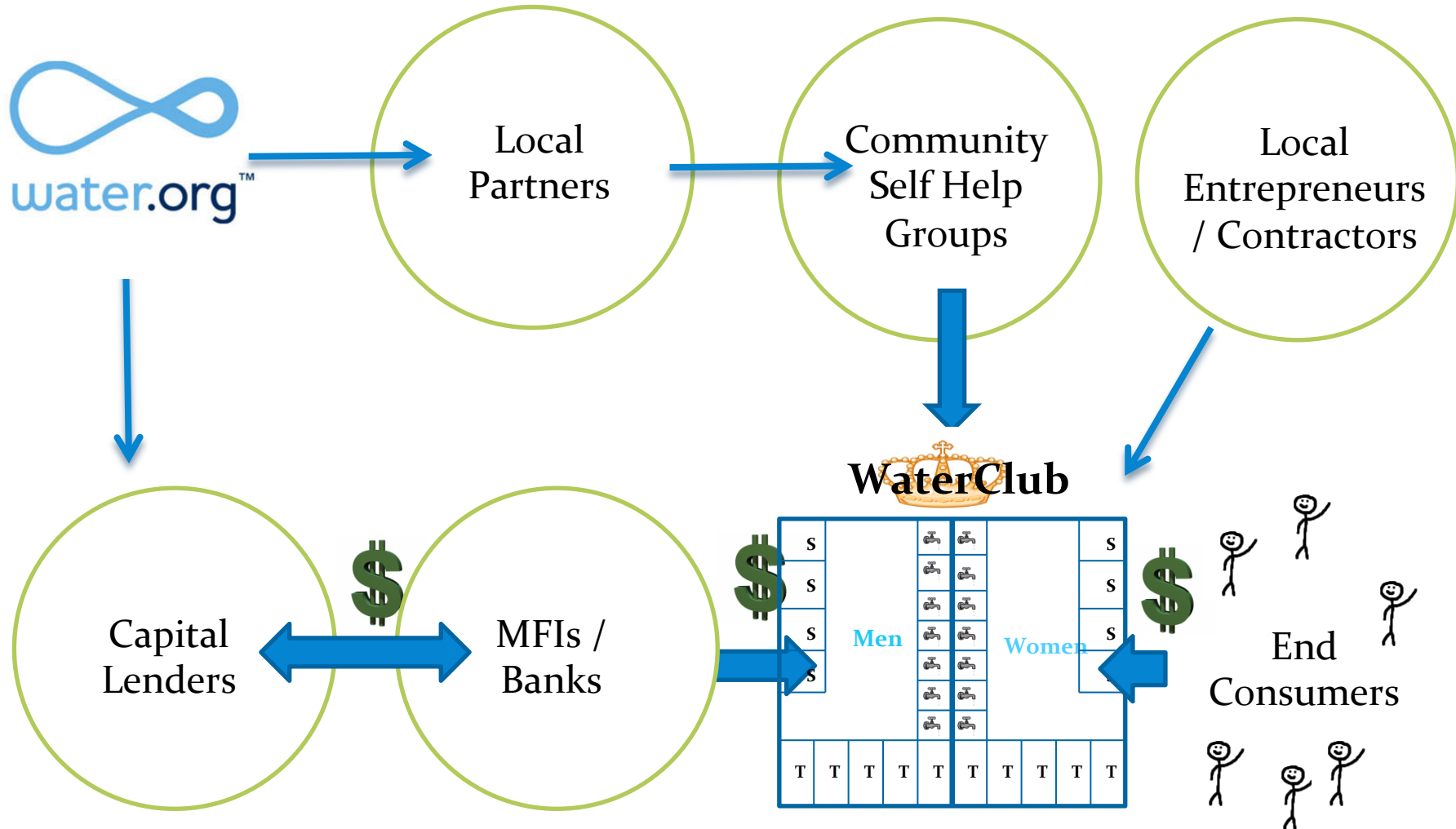
My name is Manju.  
This is my washroom.

We have no reliable access  
to water...

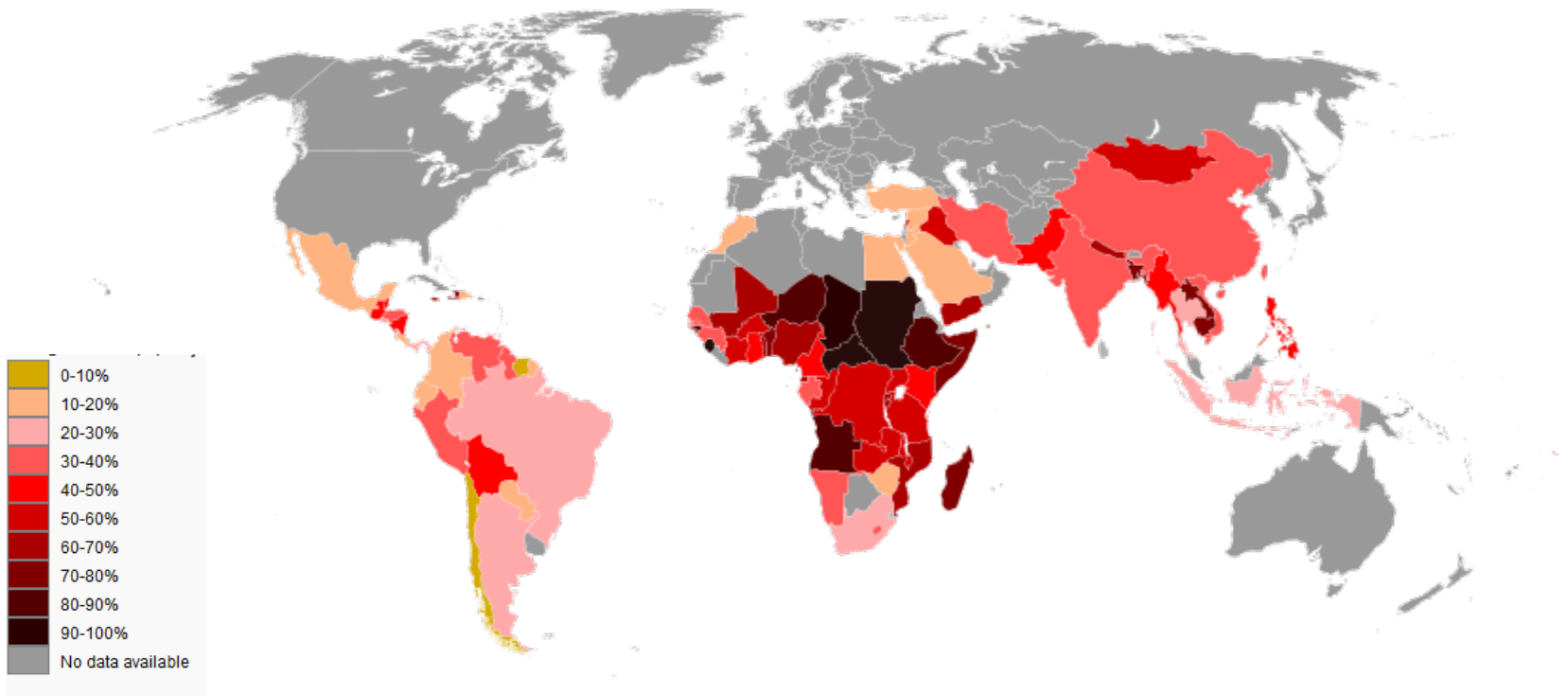
Then the WaterClub in my community changed my life...



# The WaterClub Model is a community solution to the water and sanitation challenged



# SLUM MAP – 2005. Currently 1B today.... Will be 20 B by 2030

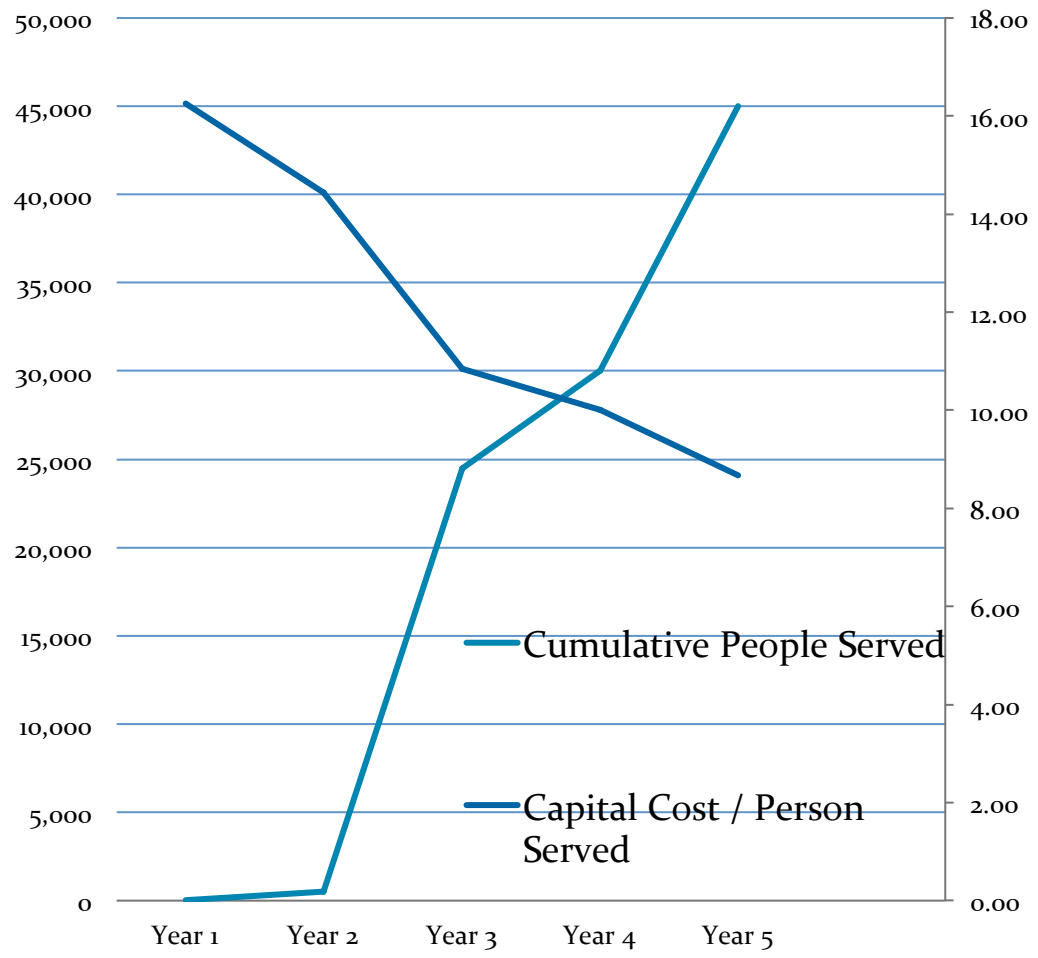


[http://www.unhabitat.org/stats/  
Default.aspx](http://www.unhabitat.org/stats/Default.aspx)



# This community approach will reach 100 million people, and reduce the philanthropic cost to \$10

|   |              |
|---|--------------|
| Cost per Water Club                                     | \$1,300 USD  |
| Interest Rate   | 20%          |
| Payback Period  | 13 Months    |
| Number of Families Served per Water Club                | 200 Families |
| Monthly Family Charge                                   | 25 Rupee     |
| One Time Usage Fee                                      | 0.50 Rupee   |
| Total Capital Investment Required to Reach 100MM People | \$107 MM USD |



# Implementation: In the next 6 months, start pilot project with 2-3 WaterClubs in a slum

Find potential MFI partner

- Water.org can take on initial risk by guaranteeing loan

Identify local contractors to build WaterClubs

Evaluate effectiveness

Month 6

Month 1

- Select the slum
- Has SHG group
  - Has not had WaterCredit

Train SHG/  
WaterClub in sanitation, marketing and accounting

Roll out to more communities

# Metrics to drive continuous improvements

| Metric                                | Target              |
|---------------------------------------|---------------------|
| # of people reached                   | 5000                |
| Cost/person served                    | \$17                |
| Water quality and sanitation services | Meets WHO standards |
| Average distance to households        | 300-500 meters      |
| % of principle + interest repaid      | 30%                 |

| Risks                                | Mitigations  |
|--------------------------------------|--|
| Government not allowing construction | Include government in initial discussions                            |
| Lack of demand                       | Create aspiration marketing message for WaterClubs                   |
| Low repayment rate                   | Monitor closely and add additional training for marketing/accounting |

Questions?