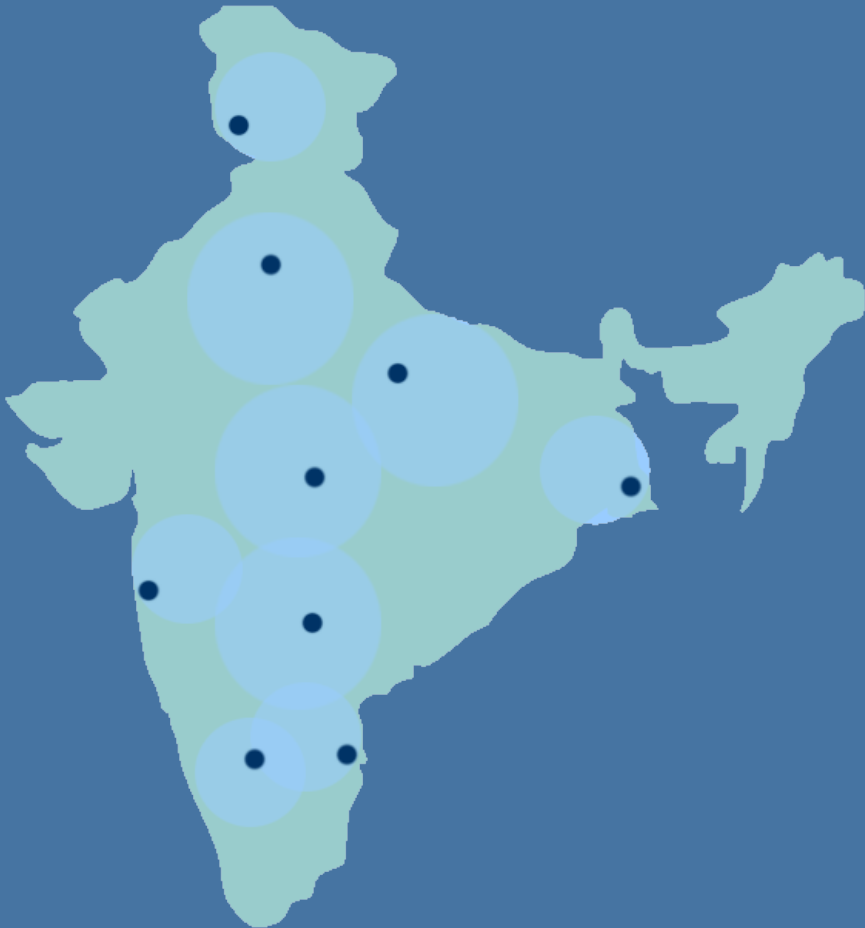


Helping People Help People

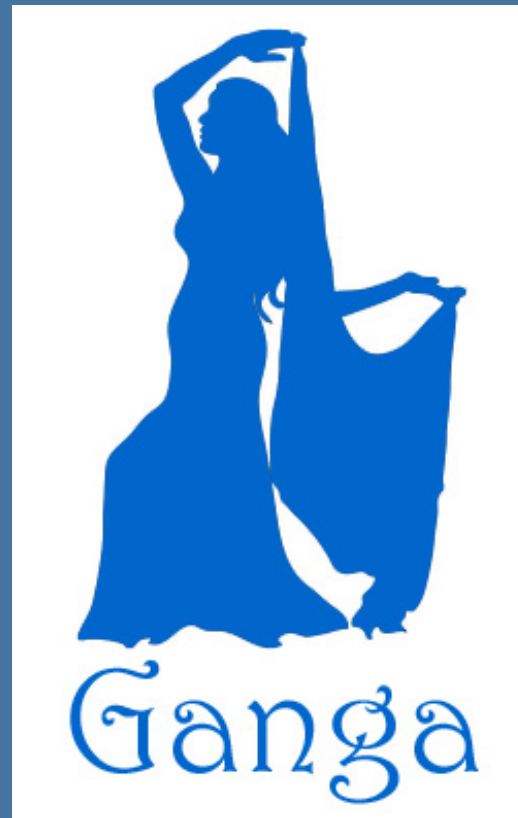
A Transformative Approach to Water
And Sanitation Availability



MEETING THE CHALLENGE



CREATING DEMAND THROUGH BRANDING



Water



Sanitation



Community

Distribute



Ganga

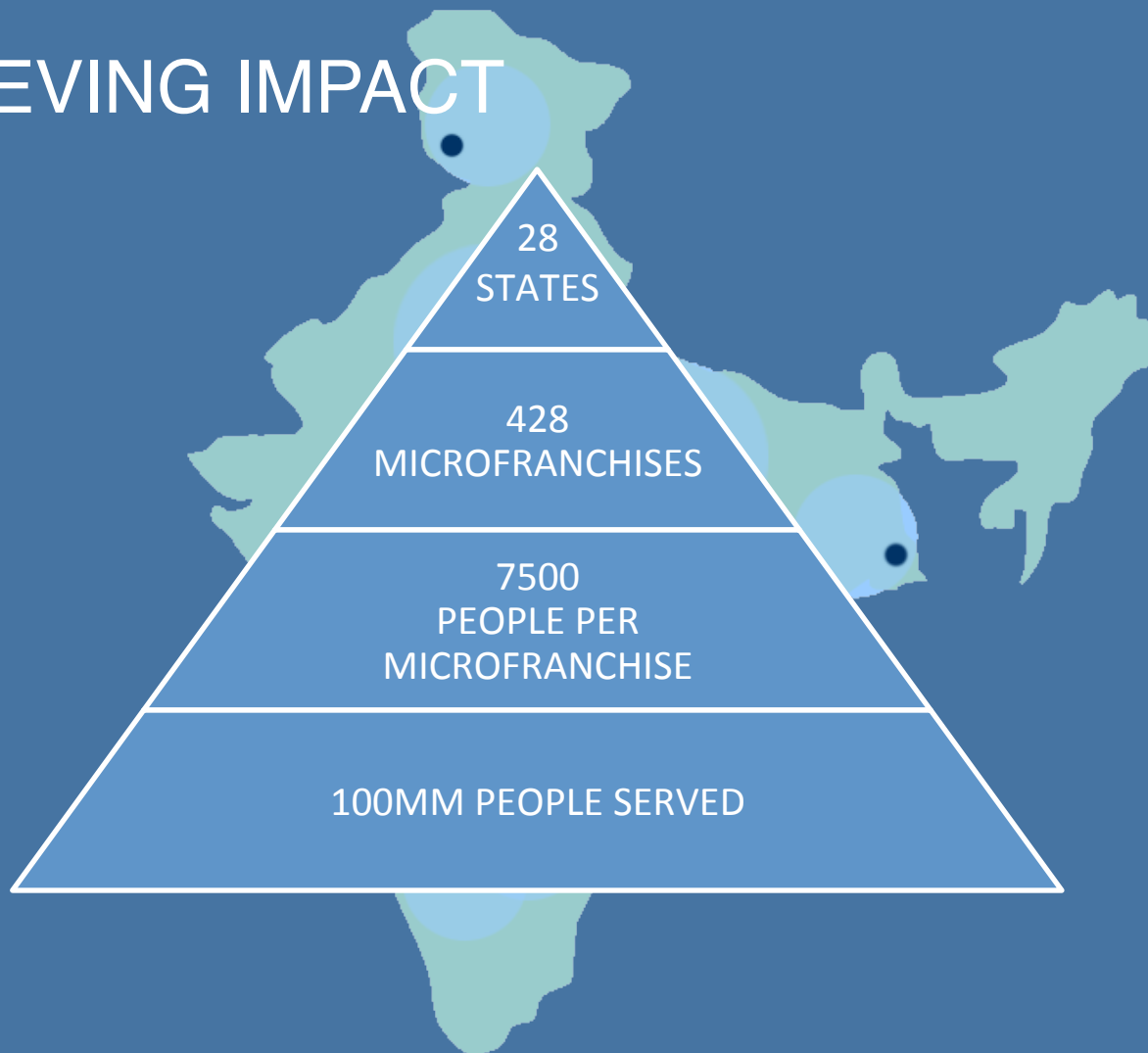
Villages



Income



ACHIEVING IMPACT



COST/PROFIT ANALYSIS



Year	Water Franchise START-UP fund	No. of micro-franchises started	People benefited	Total annual revenue of ALL micro-franchises
1	\$1,000,000	100	757,800	\$1,515,600
2	\$1,000,000	100	2,273,400	\$4,546,800
3	\$3,424,960	342	6,384,435	\$11,253,269
4	\$16,580,271	1658	23,059,999	\$41,573,197
5	\$161,323,100	16,132	161,986,208	\$311,203,546

Each micro franchise reaches	1,684
Each household pays monthly	\$1.50
HouseHold size (person/house)	4.5
Start-up Time	6 months
Start-up cost	\$10,000



Year 1

NEW → 66 % revenue give back
ANNUAL REVENUE \$5 K



Year 2-5

NEW → 66 % revenue give back
ANNUAL REVENUE \$5 K

Existing → 0.4% of annual revenue (\$121)
ANNUAL REVENUE \$30K

PHILANTHROPIC COST/PERSON





THANK YOU

