

# Cranfield H2GO

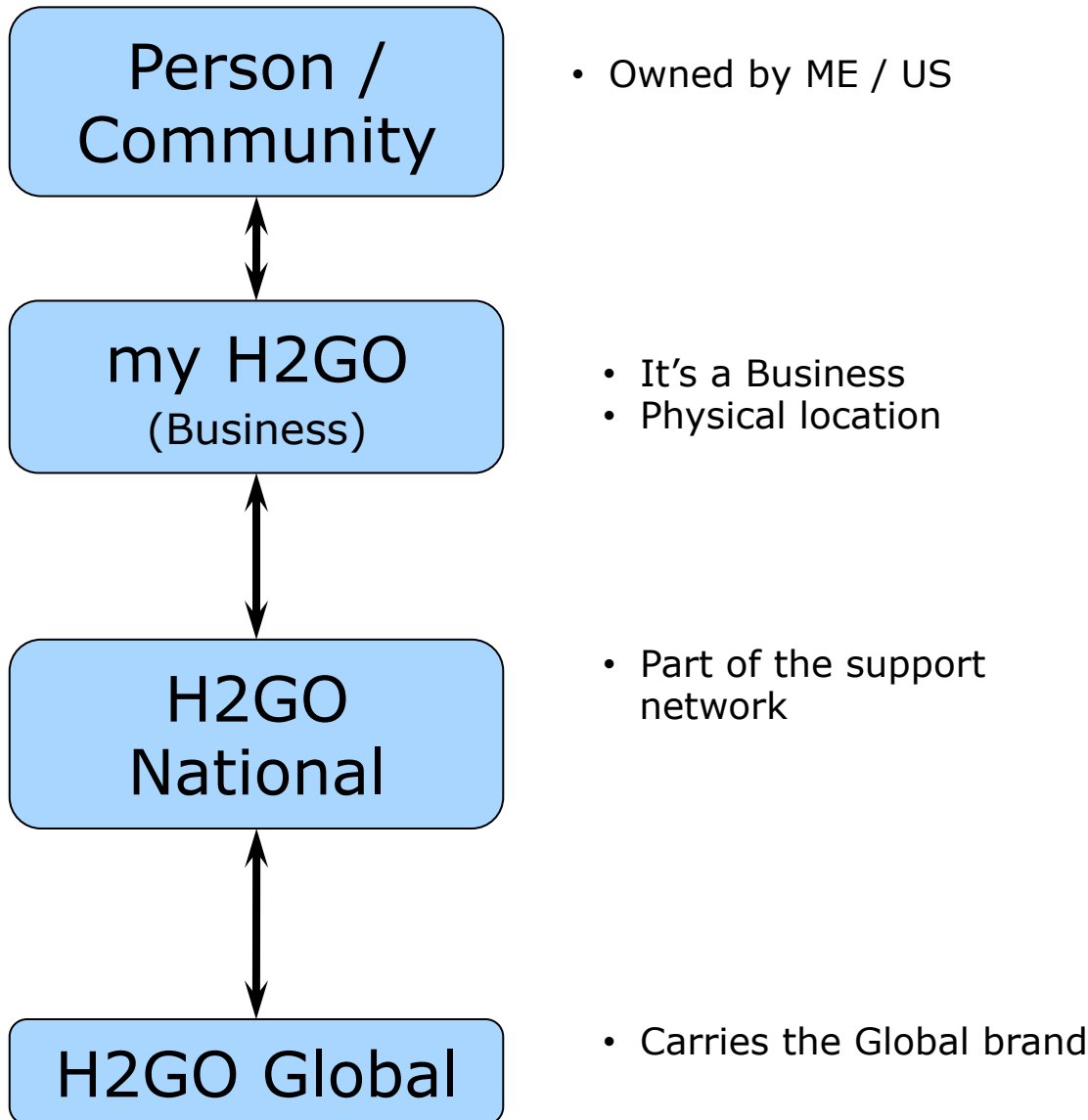
- H2GO - A new business model for delivery of water and sanitation
  
- Is H2GO a
  - repeatable, scalable and sustainable business model
  - help water.org to reach 100 million people
  - with water and sanitation
  - in five years



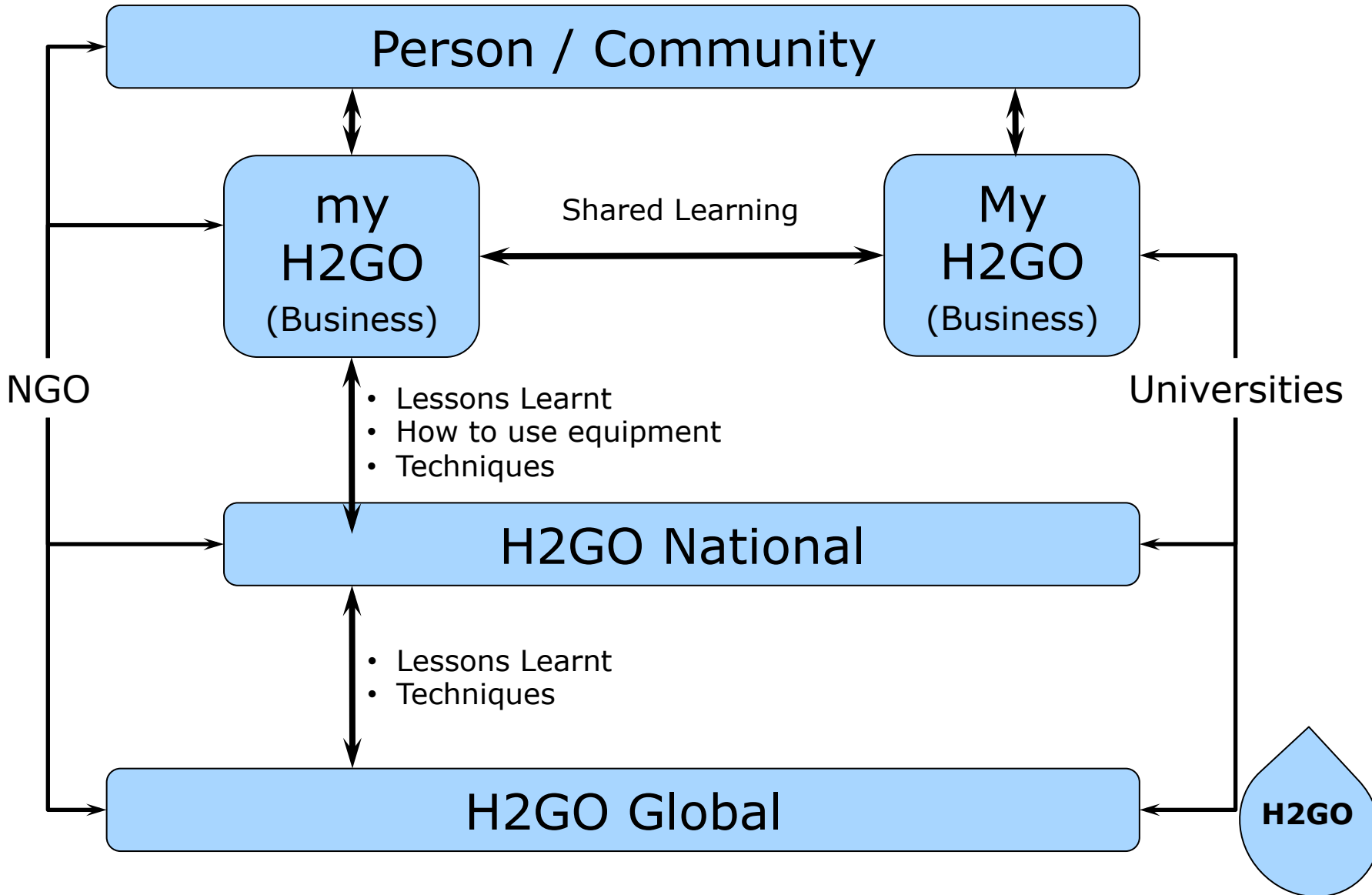
- Agree, at current roll out will not arrive at this target.
- Additional Finance Models
- Achieve Accelerator and Multiplier
- Secure ownership and revenue generation
- \$3.4 m helped 245,000 people
- Pepsico \$4.1 will aim to help 150,000 in 3 years
- Need to also consider non loan offering using Islamic principles of sharing of profit and loss for some communities.
- Mudharabah- profit sharing- entrepreneur provides labour, financing from bank
- Musharakah- joint venture
- Ijar- leasing
- Current cost is \$14 per head, or approx \$100 per family ( 7)
- Therefore \$50k to reach 2000 people or 250 loans
- With 1 million Water.org can reach 65,000 in 2.5 years through H2GO
- Through each iteration of repayment can accelerate the rollout



# What is myH2GO?

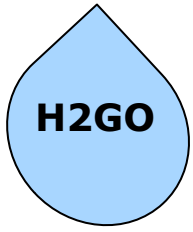
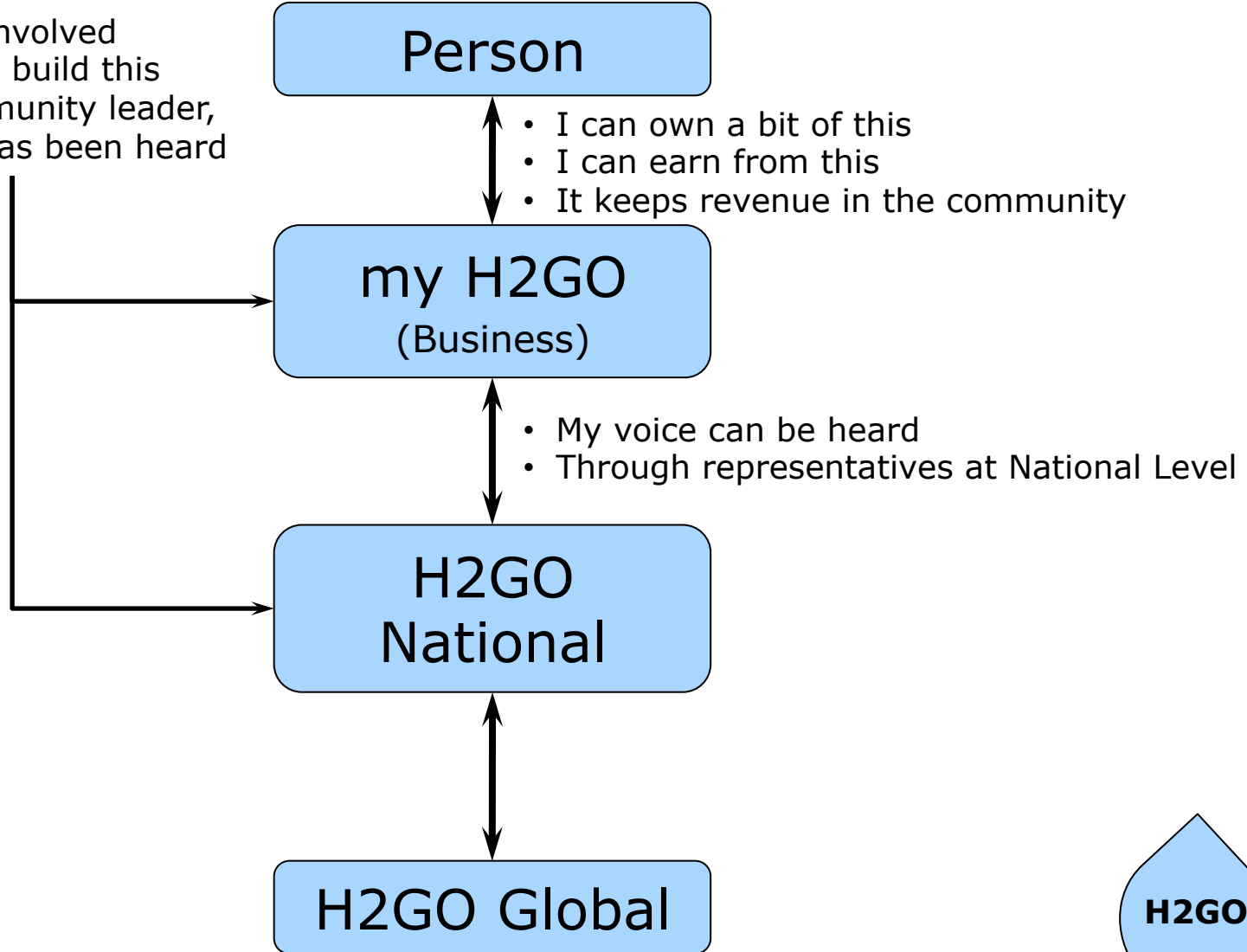


# Does it provide learning?

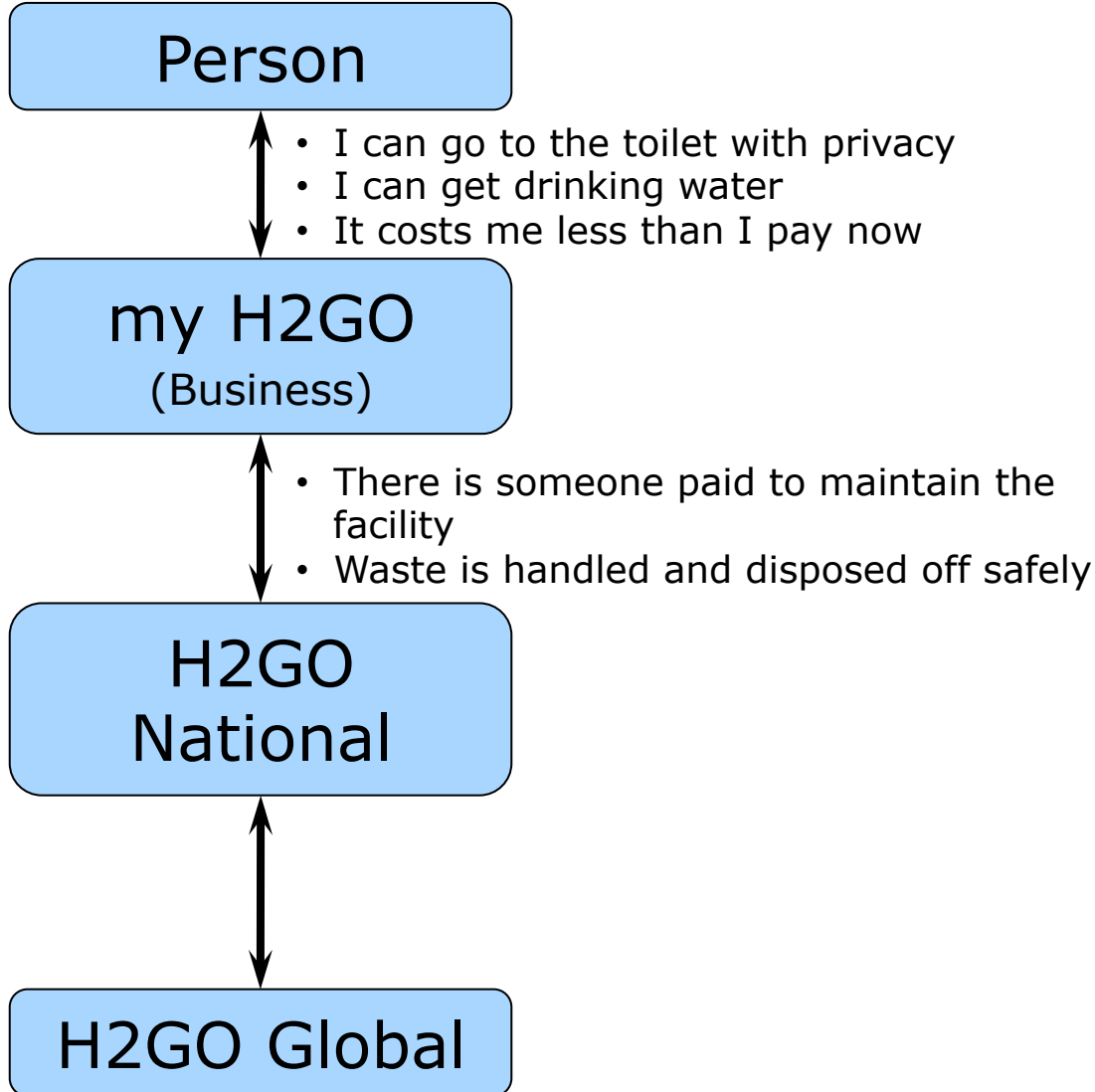


# Does it engage with the community?

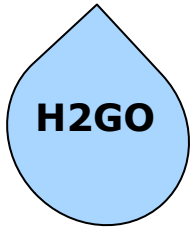
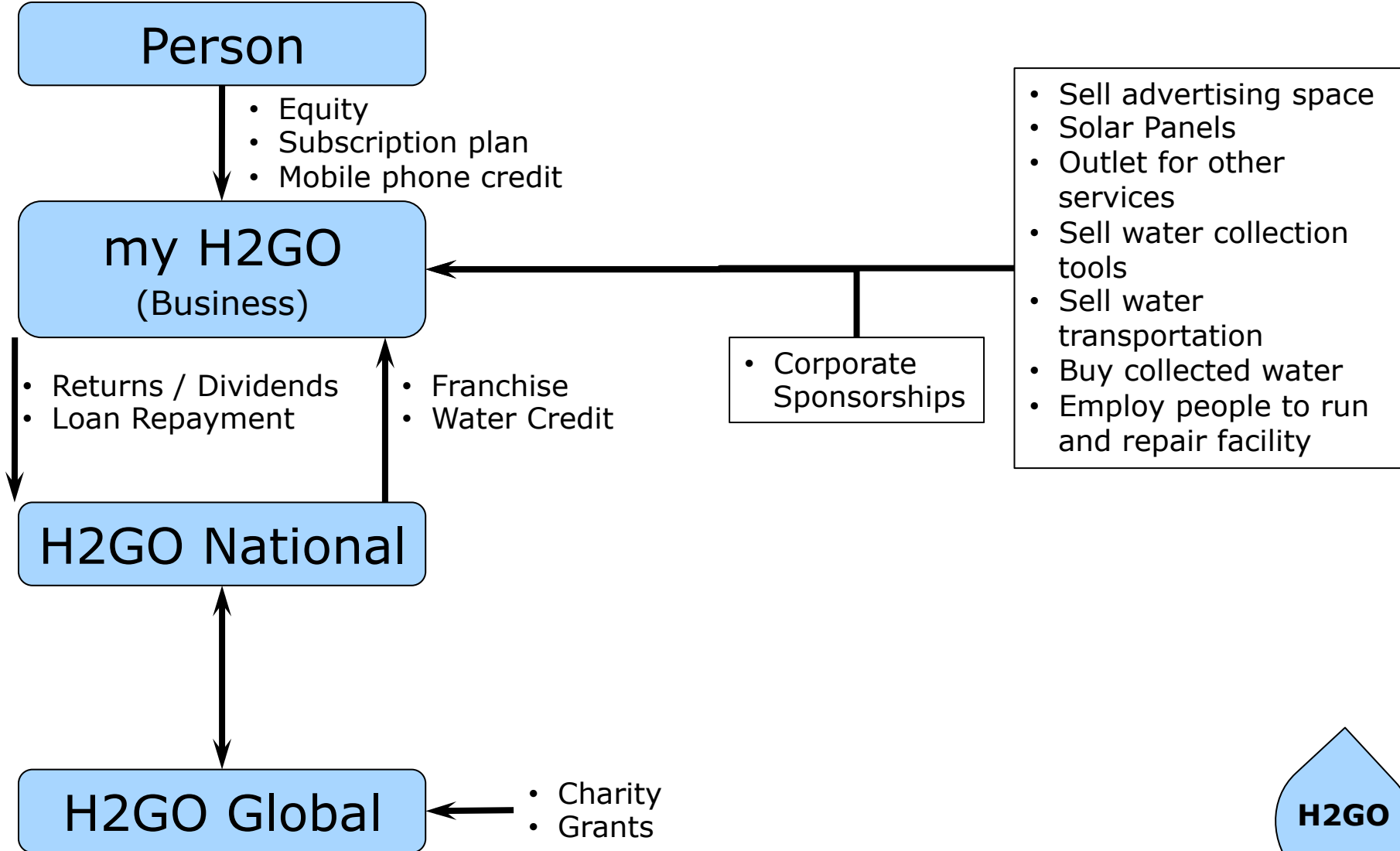
- I've been involved
- I've helped build this
- I'm a community leader, my voice has been heard



# Does it bring water and deal with waste?

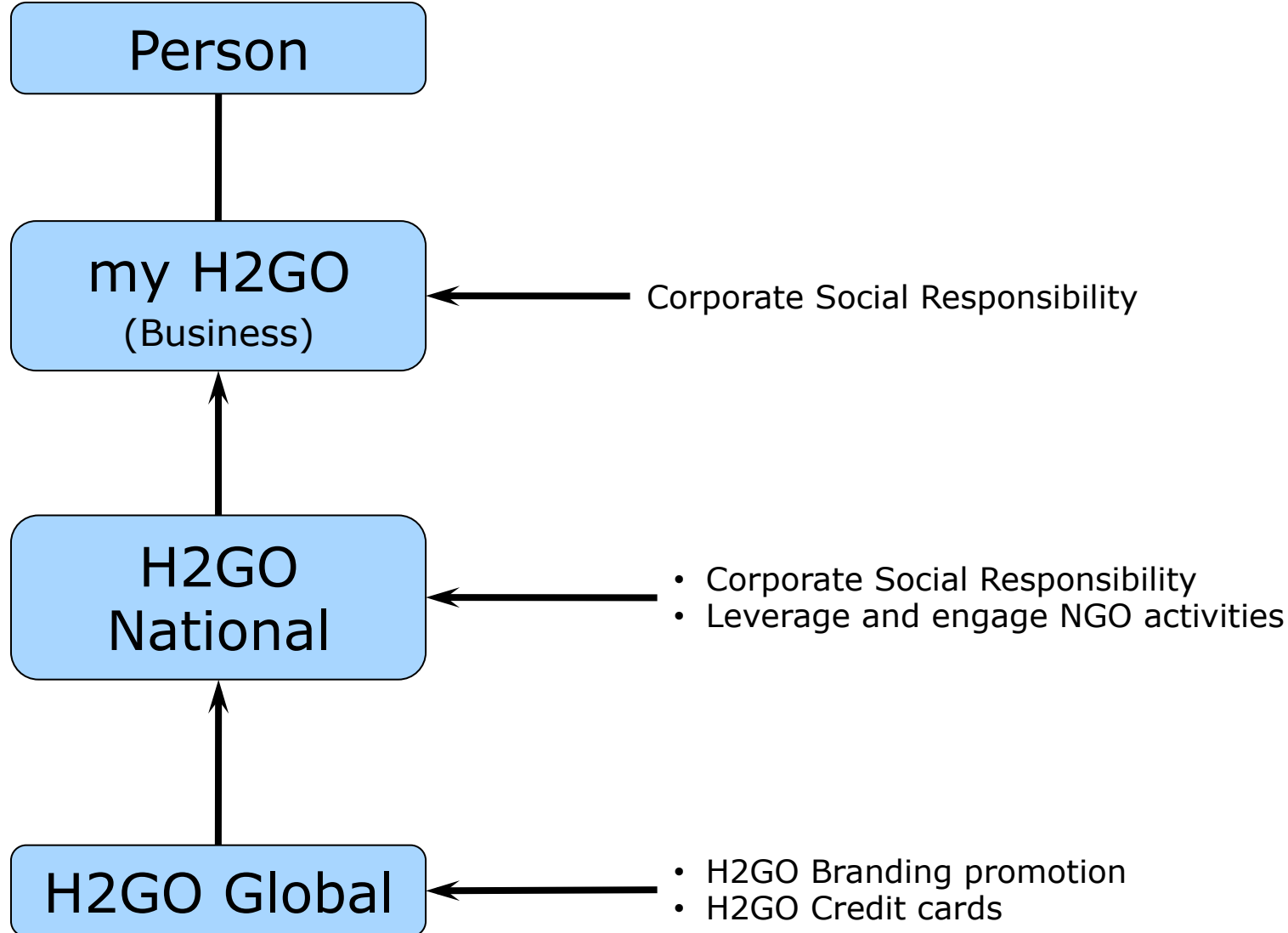


# Is it Sustainable?





# Does it engage with the partners?



- Identify NGOs and stakeholders in target region
- Establish partnerships with NGOs and stakeholders
- Introduction into communities through NGOs
- Conduct needs identification exercise with community champions
- Prioritise needs through community consultation
- Outline possible solutions to support the prioritised needs

- Offer funding options and establish the business
- Develop an implementation plan
- Implement solution + deliver training + ongoing support education
- Spread + disseminate through community champions who become “change agents”
- Ongoing engagement with community
- Refine and develop the engagement model
- Apply in neighbour communities

- H2GO will deliver clean water and sanitation to 100 million people in five years
  - repeatable, scalable and sustainable business model
  - help water.org to reach 100 million people
  - with water and sanitation

