



Hult Global Case Challenge

The Water.org Movement

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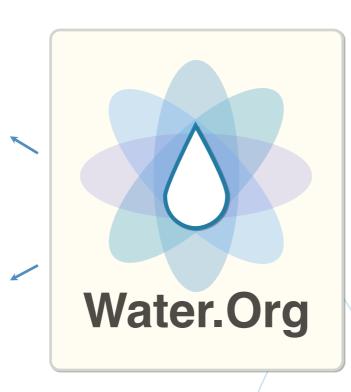




Water.Org's Current State

Cost per person \$10

Annual Budget \$7 M



5 Year Target

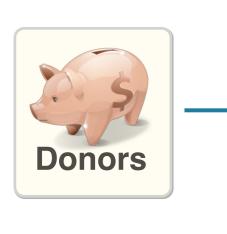
Target achievable

3.5 - 10%



The Current System

Integrated Solution















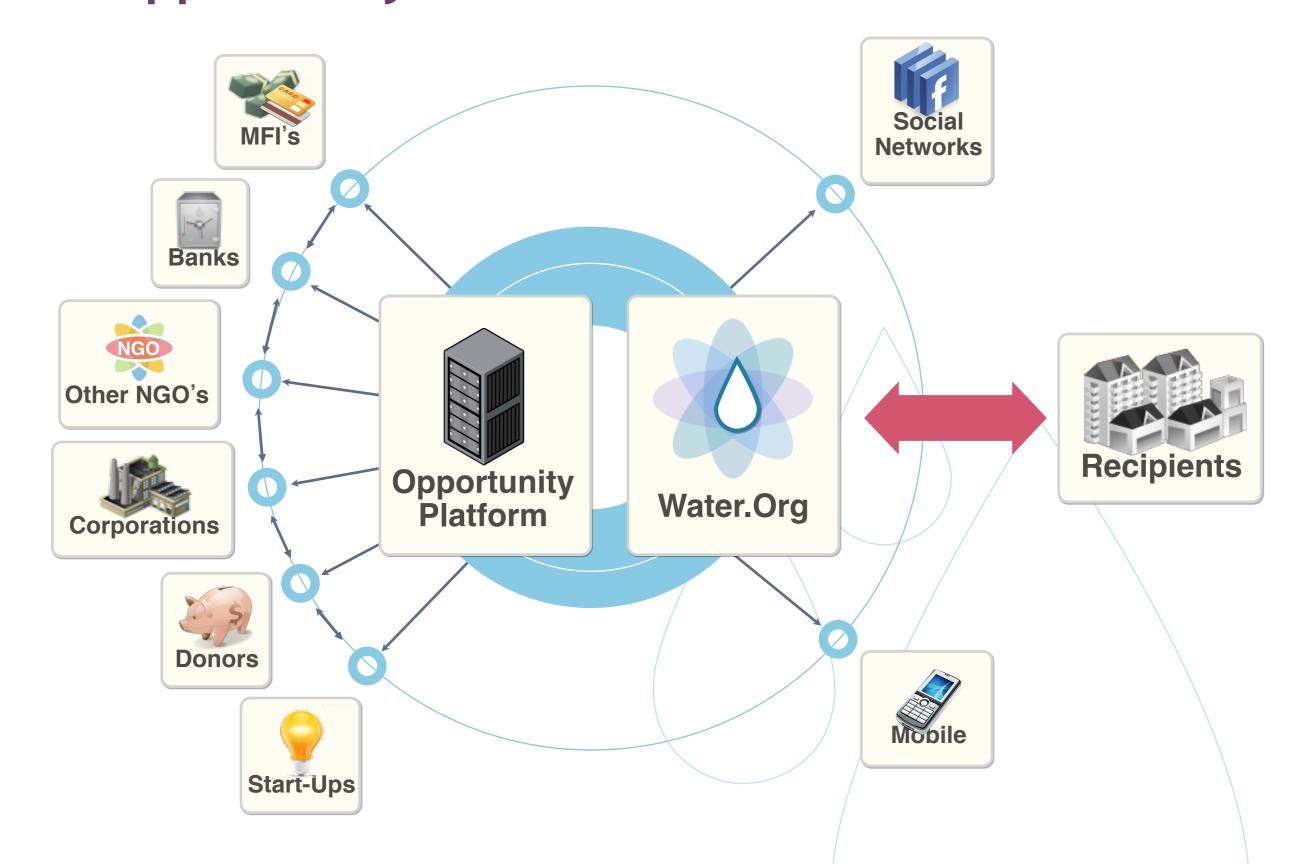




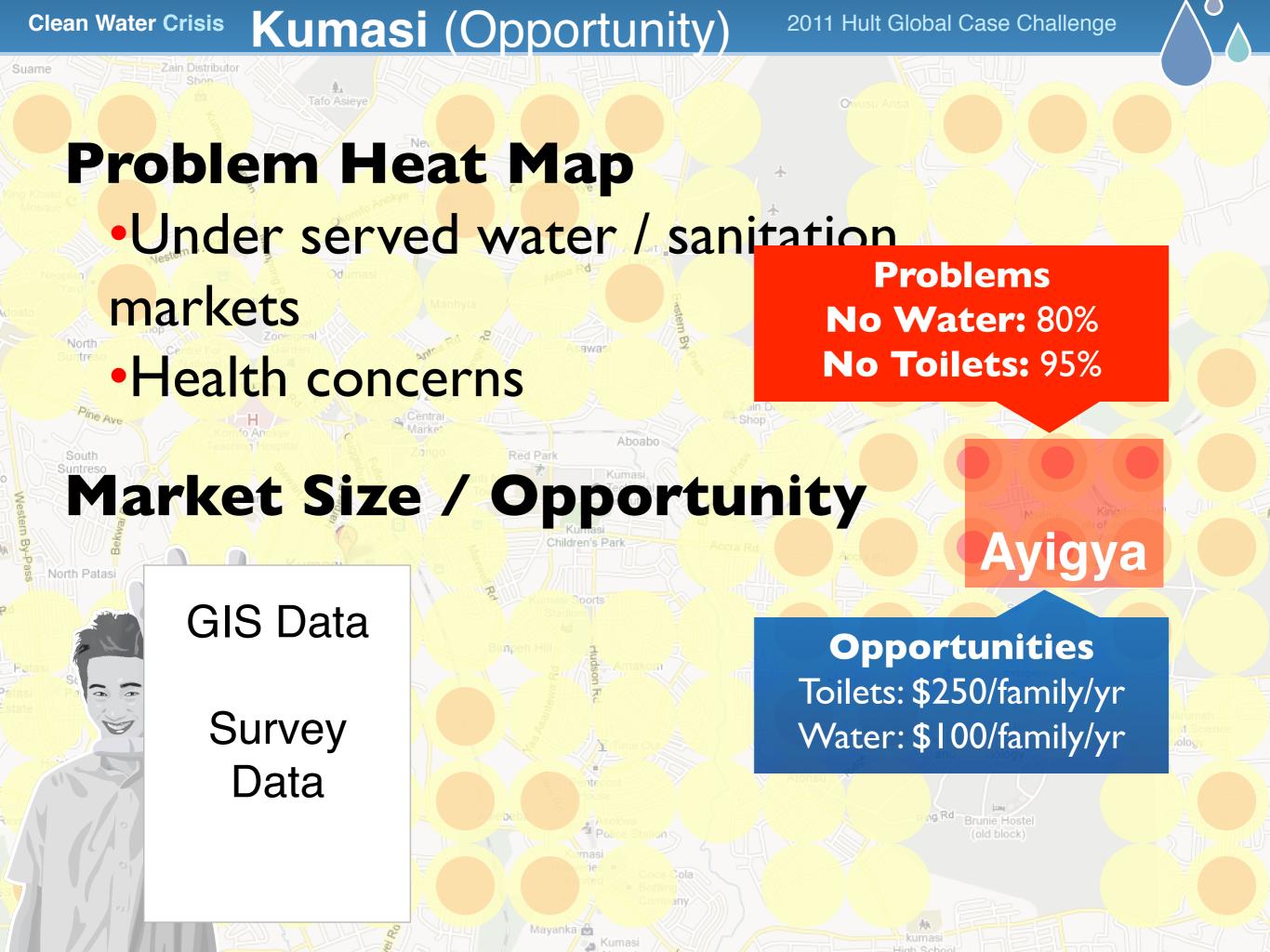
Other NGO's



The Opportunity Platform



Example Clean Water Crisis 2011 Hult Global Case Challenge Kaboré Tambi Paga o Gbele Game Heng • A Production Bolgatanga Reserve Sabuli itional Park (ulmasa Tuna Mole Yendi. Tamale National Park Sawla Parc National Binjai Wulensi-Katiajeli o National Park Ghana űkou Kete Krachi Bouaké Kumadan sejura--Digya National Park Konongo Lagos Obuasi Koforidua o Kpong Bogoso Twifo Praso Weija O Abidjan Dabaasi² Ghana Sekondl





Ayigya

Site

Solution

- Urban Concrete Well & Wind Power Pump (From Accra)
- Dry Sanitation (From Chennai)
- Dual-Service Business Model (wat/san)

Open Marketplace Bids:

- Contractors
 - Local toilet manufacturer: \$50
 - •Regional well contractor: \$5,000
- Financiers (for \$7,000)
 - •MFI APR: 14%
 - Local Bank APR: 10%
 - Peer Lenders (via Internet) -APR: 8%

•Entrepreneurs:

- Mrs. Wabi
- Mrs. Maathai

Implementation





Karl's Group:

- Enfranchises a community self-help group
- •During construction, Karl's group trains the entrepreneur with respect to the lease agreement, business model and maintenance policy for the project.



Mrs. Wabi (entrepreneur)

- •Agrees to pricing structure (pay-at-pump vs. subscription) set by contract w/Water.org in return for low interest financing.
- •Sells water & sanitation, pays rent to lender and keeps profits



Self-Help Group

- OK's project & rates
- Provides oversight through direct channel to Water.org



Metrics and Targets

PENETRATION INDEX

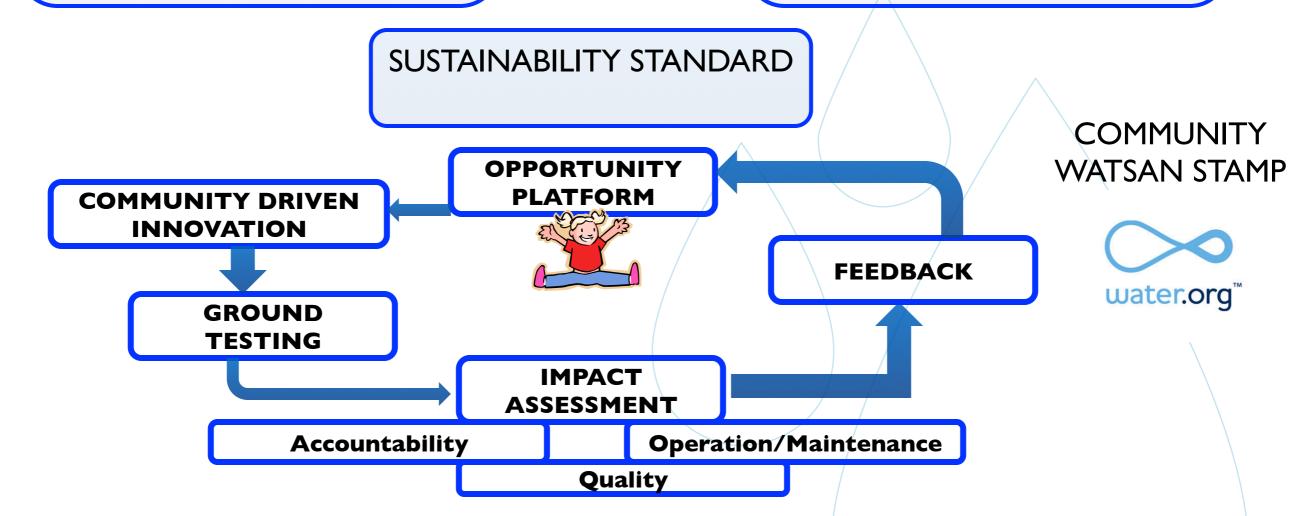
METRIC An ICT Index (# communities in our system) x population = total population in our system

TARGET 100M in 5 years

IMPLEMENTATION INDEX

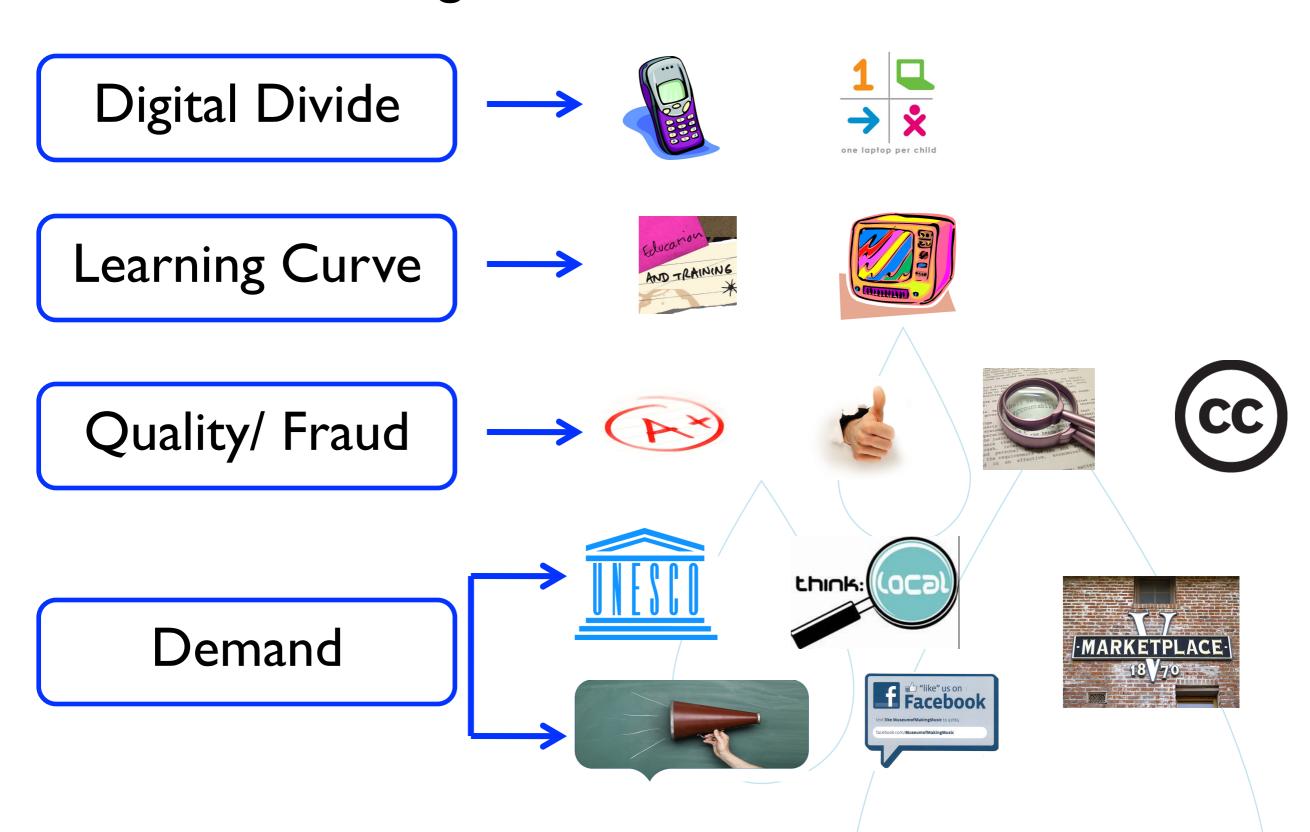
METRIC # new implementations and % of communities with implementations created by platform

TARGET 80% of communities with implementations by year 5





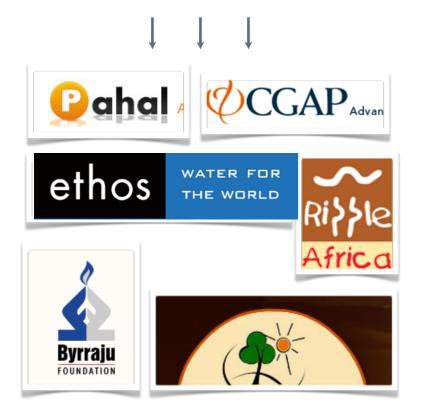
Risks and Contingencies



Strategic Partnerships

Implementers

NGOs, Private Sector Local Communities



Facilitators

NGOs, Educators, Technology



Funders

Grants, International Financial Institutions, MFIs,





Budget & Roadmap

Budget

\$280K

Platform Development and Servers.

\$85K

Overhead

\$15K

Legal and Insurance \$470K

Marketing

\$150K

Ongoing Expenses (Y2)

\$1MM Total Expenses

Roadmap

Month

1-3

- Month

4-6

- Marketing campaign Product development
- Database development

 Launch beta pilots with partnersTest and Improve

Month

7-12

 Launch open betaBegin Translation effortsMeasure success: metricsPitch results to banks

