

ACCELERATING WATER.ORG'S VISION

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AGENDA

- **Introduction to the Situation**
- **The Solution**
- **Roadmap to 2016**
- **Efficiency & Effectiveness**
- **Contingency Planning & Risk Assessment**
- **Conclusion**

WATER.ORG'S VISION

Increase the efficient and effective provision of water and sanitation services to the Bottom of the Pyramid...

Reaching at least 100 Million People in 5 years

RECOMMENDATIONS

Provide a catalytic approach to develop a sustainable business model that will provide a solid foundation for future economic growth

Raise awareness in local communities

Leverage existing technologies

Creating additional value from partnerships

Increasing the impact of philanthropic grants

THE CURRENT SITUATION



WaterCredit has reached >205,000 people since inception

466M people live in poverty in India alone

More people in the world have access to cell phones than a toilet

KEY COMPLICATIONS

GRANTS

- **Currently dependent on philanthropic investment**

AWARENESS

- **There is a current lack of awareness in communities of the positive impact of WaterCredit**

SUSTAINABILITY

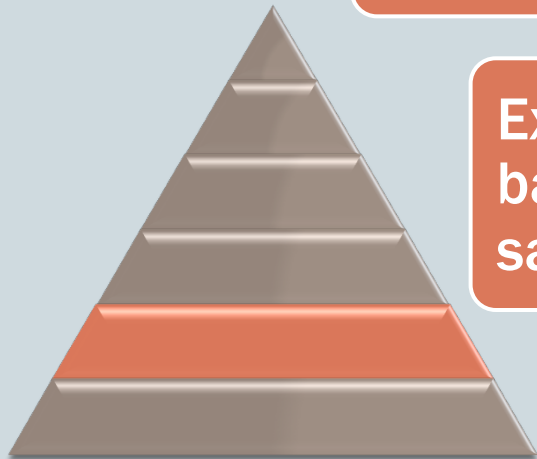
- **Current structure of WaterCredit only develops a loan for the construction**

THE SOLUTION: RAISE AWARENESS IN LOCAL COMMUNITIES


Leveraging FLOW technology:
connecting community leaders

Harnessing OLPC community:
connecting kids

Expanding community knowledge
base: finance, health, safety, and
sanitation



THE SOLUTION: CREATING ADDITIONAL VALUE FROM PARTNERSHIPS



- **Cost sharing approach which will takes each philanthropic dollar spent further**

- **Increase involvement of MFIs in the infrastructure construction process**

- **Increased involvement of Manufacturers (material suppliers) in the overall process**

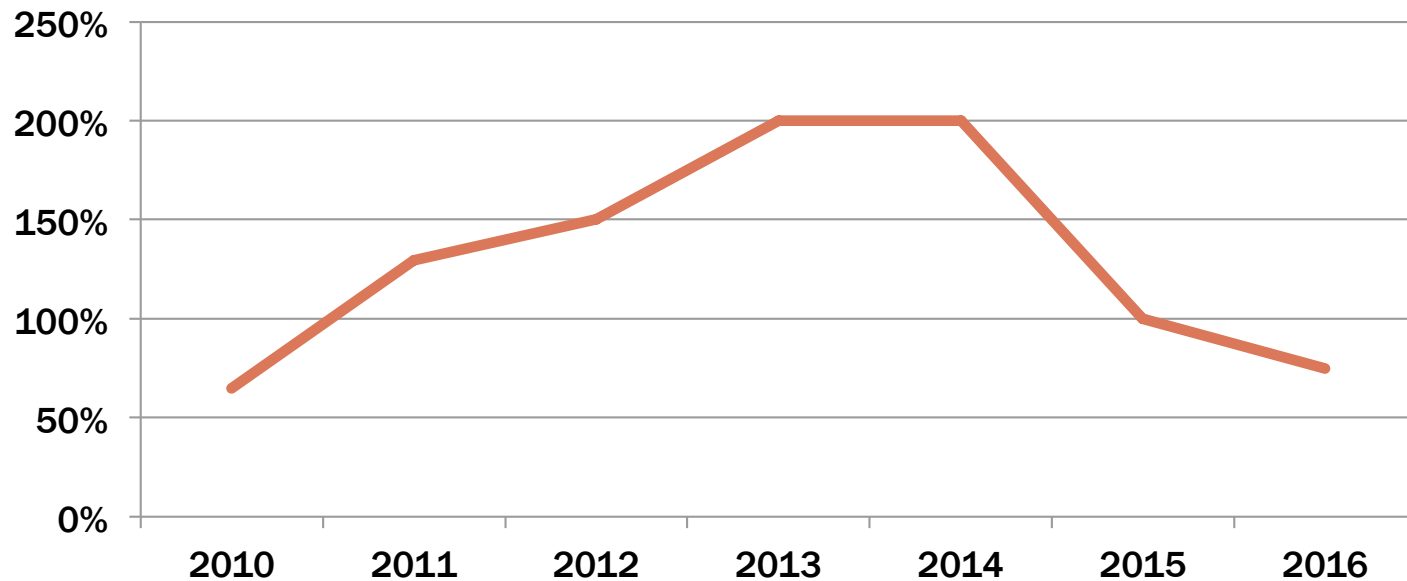
THE SOLUTION: EFFICIENCY

**6 Months:
MFIs
targeted**

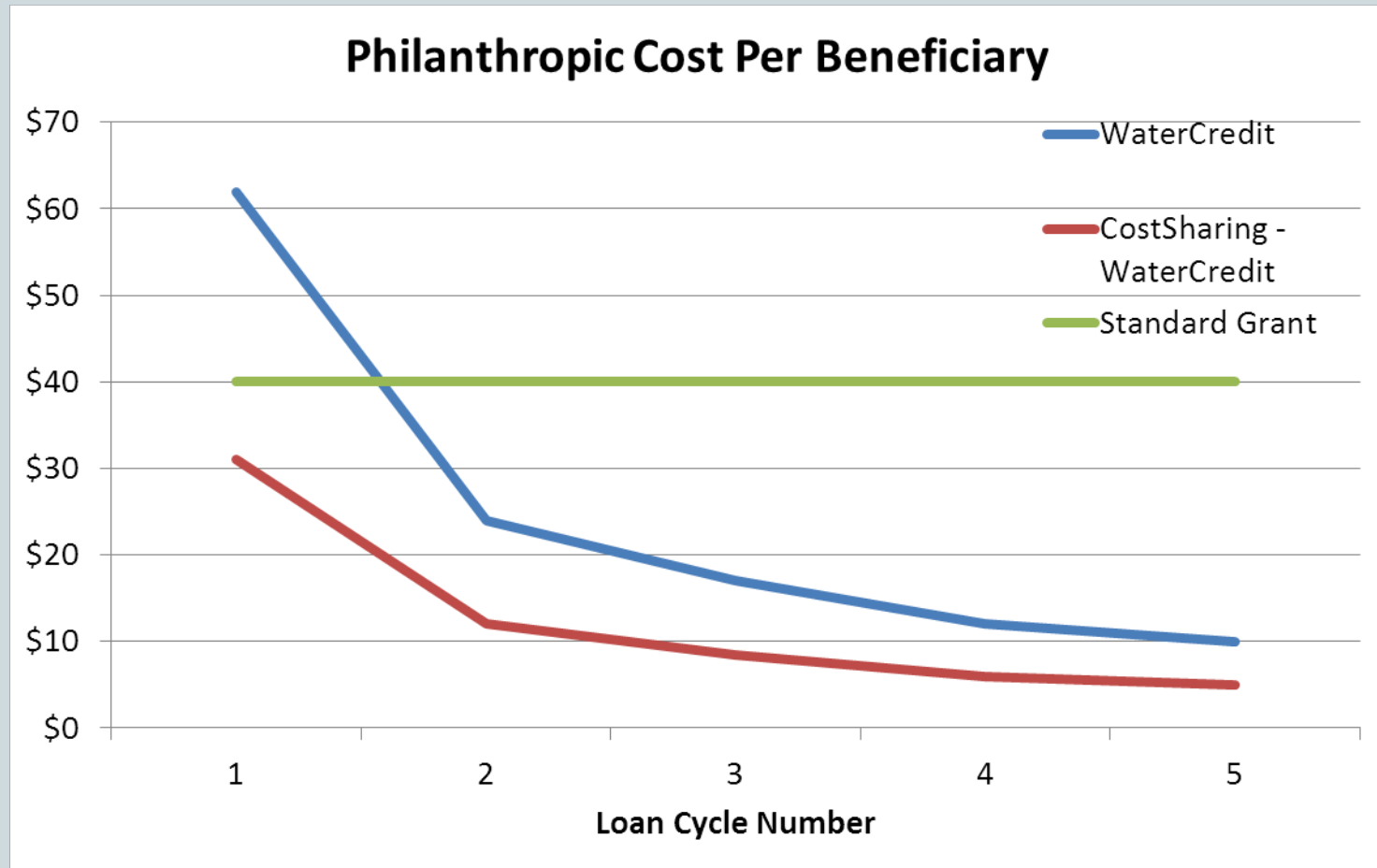
**1 to 2 Years:
100%
Growth**

**3 to 5 Years:
Continued
Growth**

Target Annual Growth Rate



THE SOLUTION: EFFECTIVENESS



CONTINGENCY PLANNING & RISK ASSESSMENT



CONTINGENCY PLAN:

Maintain existing structure and increase awareness



ENVIRONMENTAL RISK ASSESSMENT:

Economic Uncertainty

Political Uncertainty



PROJECT RISK ASSESSMENT:

Unable to leverage FLOW

CONCLUSION



Forging Partnerships with Local Partner Organizations

Community Involvement

Selecting Appropriate Technology

Integrating all Projects with Health and Hygiene Education

THANK YOU

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