Safe, affordable drinking water for rural East India
Land of Rivers: Rural Eastern India

- 325 million residents
- Rural villages with less than 500 households
- Water is laden with fecal bacteria

Effects:
- Childhood illness and death
- Lost income and productivity
- High medical costs
Solution Designed to Meet the Need

- Decentralized delivery system
- Radically Affordable
- Purify available water
Ruthless Pursuit of Extreme Affordability & Scale

**Electro-chlorination**
- Simple, proven technology
- Almost no CapEx • $250 per ECP
- Low OpEx = low price • $0.05 for 10 liters delivered

Simple electro-chlorinator

Tank sensor and testing systems
Hub and Spoke Distribution

1 ECP services
50 villages/kiosks

Each kiosk serves >150 households
Enduring Village Presence

**Quality**

**Promotion**

**Adoption**

Spring Health Business Associate:
- Delivers chlorine every other day
- Doses and tests water for purity at the kiosk
- Meets with customers to ensure satisfaction
- Gathers usage and quality data
- Conducts gatherings “melas” and other promotional activities
Lessons Learned:
3 ECPs and 205 Villages

- Break even at 650 liters per day
- 20% contribution margin at 1,250 liters per day

Dynamic revenue sharing model
Effective demand creation
Active channel management

<table>
<thead>
<tr>
<th>Breakeven</th>
<th>Expected</th>
</tr>
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<tbody>
<tr>
<td>Revenue Share 75/25%</td>
<td>Revenue Share 50/50%</td>
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<tr>
<td>650 liters</td>
<td>1,250 liters</td>
</tr>
<tr>
<td>SHW ECP Cost</td>
<td>SHW Channel Cost</td>
</tr>
<tr>
<td>SHW Profit</td>
<td>SHW Profit</td>
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</tbody>
</table>
Traction and Goals

- 75 new villages this quarter
- 150 new villages next quarter
- 500 villages by Q4 2018

204 electro-chlorinator plants in 6 states

10,800 village kiosks

8 million people in 60 months!
## Financial Summary

### Financial Highlights
- EBIDTA positive by month 21
- Cash flow positive by month 51
- Profitable in 2018 and 2019

### Economic Impact
- **Family view:** $50M savings over 5 years
- **Channel view:** $17M income per year

### Financial Summary (in USD 000's)

<table>
<thead>
<tr>
<th>Year</th>
<th>2012-13 (Actual)</th>
<th>FY 2013-14</th>
<th>FY 2014-15</th>
<th>FY 2015-16</th>
<th>FY 2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kisok Count</td>
<td>498</td>
<td>2,280</td>
<td>3,102</td>
<td>2,502</td>
<td>1,800</td>
</tr>
<tr>
<td>Cumulative Kiosk Count</td>
<td>498</td>
<td>2,778</td>
<td>5,880</td>
<td>8,382</td>
<td>10,182</td>
</tr>
<tr>
<td>Water Sales (Mn. Ltr)</td>
<td>8.89</td>
<td>52.74</td>
<td>296.90</td>
<td>865.31</td>
<td>1,520.81</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td><strong>49.4</strong></td>
<td><strong>293.0</strong></td>
<td><strong>1,649.4</strong></td>
<td><strong>4,807.3</strong></td>
<td><strong>8,448.9</strong></td>
</tr>
<tr>
<td><strong>Gross Margin %</strong></td>
<td><strong>-45%</strong></td>
<td><strong>-2%</strong></td>
<td><strong>16%</strong></td>
<td><strong>41%</strong></td>
<td><strong>52%</strong></td>
</tr>
<tr>
<td>Direct Costs</td>
<td>$71.66</td>
<td>$297.74</td>
<td>$1,378.64</td>
<td>$2,821.36</td>
<td>$4,031.43</td>
</tr>
<tr>
<td>Employee Cost (Indirect)</td>
<td>$74.12</td>
<td>$151.56</td>
<td>$336.78</td>
<td>$529.33</td>
<td>$674.14</td>
</tr>
<tr>
<td>Selling and General Admin.</td>
<td>$93.25</td>
<td>$96.16</td>
<td>$79.14</td>
<td>$88.88</td>
<td>$135.74</td>
</tr>
<tr>
<td><strong>Total Opex</strong></td>
<td><strong>$239.04</strong></td>
<td><strong>$545.46</strong></td>
<td><strong>$1,794.55</strong></td>
<td><strong>$3,439.57</strong></td>
<td><strong>$4,841.30</strong></td>
</tr>
<tr>
<td><strong>Net Profit</strong></td>
<td><strong>$-189.65</strong></td>
<td><strong>$-252.46</strong></td>
<td><strong>$-145.12</strong></td>
<td><strong>$1,367.72</strong></td>
<td><strong>$3,607.64</strong></td>
</tr>
</tbody>
</table>
Fundraising Plans

Amount: $2M
- $550K secured or committed

ROI: 3x-5x
- Over 6-to-9 years

Flexible Terms
- Preferred stock or convertible debt

Investment Ready
- Already vetted by 3rd party due diligence
High Impact per Invested Dollar

- 10,000 villages
- 8 million beneficiaries
- $0.25 invested per beneficiary
- A lifetime of safe drinking water
- Increased income for thousands
Management Team That Can Deliver

• **Kishan Nanavati, CEO** - Kishan built and led a team managing 25,000 telecommunication retail stores with a leading operator in Karnataka.

• **Founders and Board Members:**
  
  – **Dr. Paul Polak**, Founder of International Development Enterprises (IDE) and Windhorse International Inc. He is the author of the highly regarded *Out of Poverty*.

  – **Jacob Mathew**, Jacob is co-founder of Idiom Design and Consulting Ltd, one of India’s largest design consulting firms.
Our Customer: The Real Impact

Meet Bina Behera, a typical customer

- Bina lives in a Harijan cluster in one of our villages.
- Her husband’s chronic illness limits his ability to work.

Medical treatment: Rs 3,200 ($50)

Lost income: Rs 8,960 ($138)

Safe drinking water can restore this family’s income