



# THE WATER INITIATIVE

*“A waster of water is a waster of better.” Old Irish Adage*

**The Water Initiative™ “A Better Solution.®”**

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Executive Summary - Private and Confidential

## BACKGROUND

The diminishing availability of quality drinking water is a global crisis. Water-borne disease is taking its toll on the developing world at an alarming rate and has both economic and human negative ramifications that transcend borders. Eighty percent (80%) of all illnesses and almost half of all deaths in developing countries result from water borne diseases. An alarming two million children die each year from water-related illness. Apart from the horrifying human toll, there are significant negative social and economic consequences. For example: It is estimated that fifty percent (50%) of the world's hospital beds are occupied by victims of waterborne diseases. The global rate of potable water consumption is growing at twice the human population growth rate.

Commercial efforts alone have so far been ineffective in solving the vexing range of local water conditions and in delivering potable water at a low enough cost to those who need it most. And, the possible additional profits related to providing those consumers not currently living in these worst affected areas with technologies and products geared at preserving and maintaining existing healthy water supplies are not being fully realized.

While, the world's water crisis exists at all economic levels; those households in the lower and middle classes (Base of the Pyramid “BoP”) will suffer disproportionately without a new approach.

## OPPORTUNITY

The creation of this new approach will result in an enterprise capable of effectively addressing humanitarian issues while also commercializing innovative, profitable products and technologies across a range of related categories and markets. Characterized by a growing international group of technologists, academics, entrepreneurs and businessmen, The Water Initiative is dedicated to co-creating customized water solutions with the very communities that need them most. Through a radical new approach—as outlined by the ‘Base of the Pyramid’ Protocol (JM – here is where we should either explain what this is- or annotate) —we are building livelihoods from the very procurement of potable water itself. The opportunity to do good by our fellow man and also do well financially exists and is waiting to be optimized.

## VISION

We envision a world in which everyone has access to clean water—a world where drinking water quality is universal, and water-related disease and death rates have all but disappeared. This is a world where The Water Initiative™ will catalyze a commercial revolution. In rural villages and urban centers, The Water Initiative will create livelihoods for the poor – stimulating local economies – and facilitating the transition of economically underdeveloped countries and regions into economically stable trading partners - while at the same time enabling access to vital, affordable, potable water. invigorated by The Water Initiative. As a respected, respectful, equal partner in the communities it serves, The Water Initiative™ will become a recognized brand within key public and private sector groups, known for its commitment to the enhanced quality and inherent humanity of water, business, and life.

## MISSION

In pursuit of this vision, The Water Initiative® (“TWI”), a business venture, based on a unique and specialized business model designed to facilitate the private-public sector in its efforts to create affordable, effective local solutions to the world's worsening drinking water crisis will create enterprise-based water solutions in collaboration with the underserved, income-poor developing communities of the world. We seek to make small-scale (point-of-use and village-level) water technologies commercially available to by utilizing the “Base of the Pyramid” (BoP) Protocol—a breakthrough business approach developed to profitably serve the poor. Like water, our customized business models and technologies will take the shape of the communities they are designed to serve.



## THE TEAM

The Water Initiative® is composed of a global network of multidisciplinary professionals, supporters and advisors with complementary areas of expertise. Each member shares a commitment to four key values:

- Disruptive Innovation: Empowering local communities through small-scale technologies they control
- Co-Creation: Combining the latest technologies available with local knowledge and capabilities
- Technology Portfolio: Customizing solutions from a wide range of water technologies
- Organic Scale-Out: Spreading the business model to other communities through word-of-mouth and personal relationships.

## STRATEGY

TWI will directly address both the full breadth, vision and strategic options employed by current 'for-profit' commercial players and provide access to innovation and technologies previously unavailable to not-for-profit stakeholders initially creating solutions for those who need it most - and then cascading into other sectors and markets. Employing the bottom-up, "BoP" protocol and a global network of leading business people and technologists, TWI will identify and co-create a portfolio of best-fit technologies and distribution system models into an optimized archetypal set of local – and locally relevant – solutions to solve the world's potable water crisis.

## TACTICS

By focusing on non-industrial, low-cost, village-scale or individual household point-of-use solutions, TWI will bring affordable safe drinking water to those local communities and households most desperately in need. And, in the long term, profit not only from the application/deployment of these local tactics, but from the commercialization of applicable technologies in brands and product forms to be sold around the world.

## TWI'S BUSINESS MODEL

TWI's business model has four key components – a market-driven commercial engine, a world-class communications and PR platform, a search fund technology incubator, and a global relationship network of experts and stakeholders. The network serves as the foundation for the other three components.

## FOR MORE INFORMATION

Please go to [www.thewaterinitiative.org](http://www.thewaterinitiative.org). Terms sheets and financial projections are available on a confidential basis to signatories of TWI's CNDA, a copy of which is attached.

You may also contact Kevin McGovern at [kevin@kevinmcgovern.com](mailto:kevin@kevinmcgovern.com) or Brian T. Foley at [brian@mcgoverncapital.com](mailto:brian@mcgoverncapital.com) or by phone at 212-688-9840.

## OTHER CONTACTS INCLUDE:

Media and Film: Pat Garner, [patrickgarner@thewaterinitiative.com](mailto:patrickgarner@thewaterinitiative.com)

Technology: If you have created, own or have access to Technological opportunities in the field of water please contact Gene Fitzgerald, [eugenefitzgerald@thewaterinitiative.com](mailto:eugenefitzgerald@thewaterinitiative.com)

Strategic Alliances: If you are interested in partnership opportunities with TWI at the local or governmental level please contact Richard Wells, [richardwells@thewaterinitiative.com](mailto:richardwells@thewaterinitiative.com)

Intellectual Property/Legal: For all legal inquiries or Intellectual property opportunities and advisement please contact Brian T. Foley, [brianfoley@thewaterinitiative.com](mailto:brianfoley@thewaterinitiative.com)

BoP Protocol/Training: For BoP training opportunities, advisement and research please contact Stuart Hart, [stuarthart@thewaterinitiative.com](mailto:stuarthart@thewaterinitiative.com)

Employment: For all TWI employment opportunities please contact us at: [employment@thewaterinitiative.com](mailto:employment@thewaterinitiative.com)

## REFERENCES

1 Christensen et al, "Disruptive Innovation for Social Change," Harvard Business Review, December, 2006. See also Hart and Christensen, "The Great Leap: Driving Innovation from the Base of the Pyramid," Sloan Management Review, Fall, 2002.

2 Bower and Christensen, "Disruptive Technology – Catching the Wave," Harvard Business Review, January, 1995.

3 Christensen et al, op. cit.