



Sanitation Business Matchmaking
World BoP Convention & Expo, Singapore
28-30 August 2014

Sanitation Business Catalogue

Let's Rapidly Scale Sanitation services to the Poor!





Sanitation Business Catalogue

Introduction

In this catalogue you will find 27 business propositions of entrepreneurs in the sanitation sector from all over the world. Together, they offer a variety of services and all of them are looking to consolidate or expand their business, and bring sanitation services to scale for costumers at the Base of the Pyramid.

This catalogue was edited for the Sanitation Business Matchmaking event at the first World BoP Convention & Expo in Singapore, 28-30 of August 2014. This event brings together sanitation business initiatives and investors, potential business partners and support organizations. Representatives of the companies described in this catalogue, will be present at this event to make themselves and their propositions known to the general audience, and to potential partners, to successfully scale sanitation services to the poor.

Each individual business sheet in this catalogue describes what the entrepreneur offers and what he is looking for. Have a look at the business propositions of entrepreneurs operating in the sanitation sector and discover how you can jointly bringing sanitation services to scale.

The Hague, The Netherlands.
22 August, 2014

'The 'Sanitation Business Matchmaking Estafetta (relay race) 2014, making use of a series of events during the year 2014 in Washington, London, Amsterdam, Singapore and Stockholm to link investors to sanitation business opportunities for successful scaling



Sanitation Business Catalogue

Participating companies and organisations

The Sanitation Business Catalogue is build up in alphabetical order. Regions and countries mentioned below are the countries the entrepreneur is doing business in or has the interest to do business in .

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¹ Mi Baño 's founding partners: Peruvian National Industry Association, Unión Andina de Cementos-UNACEM, Fábrica Peruana Eternit, Operador Logístico JR, Construcciones Metálicas UNION, Caja de Arequipa, Cerámica San Lorenzo, Firth Industries Perú, Chema, FV-Franz Viegener, Tecnosanitaria (Italgrif), KOPILAST Industrial, Industrias Fibraforte S.A., Maderas Schipper, JR, Hantun S.A., Grupo Rotoplas



APPSANI is a group of committed sanitation entrepreneurs working to provide affordable modern toilets for thousands of rural families. Old approaches to sanitation focused on supply – simply building latrines for households, which often went unused.

APPSANI, a social enterprise and trade association that provides training and other services to sanitation businesses, bridges the public and private sectors to build demand and support a skilled group of entrepreneurs.

Business model and roll out

APPSANI serves its target customers with a one-stop shop toilet purchasing process. A range of low cost standardized septic tank and toilet kit is offered to customers with flexible term of payment such as cash, instalment, collective saving group mechanism, or loan.

This business proposition is now being sold across the country by APPSANI members to bring even bigger impact to the national goal on sanitation development.

A recent analysis of APPSANI's work shows that villages with member businesses tend to have much higher levels of improved sanitation. Currently APPSANI has 120 entrepreneurs actively serving households across the country mostly in Java Island. Their productivity is about 15,000 units of toilet facilities constructed annually at an average selling price of \$ 100 and earning having an average 20% of profit margin. The commitment of the Government of Indonesia (Gol) to invest in sanitation education will create demand for toilets which also means market for entrepreneurs of APPSANI members. In conjunction with this APPSANI will perform its role as partner to Gol by replicating and nurturing sanitation entrepreneurs.

Future milestones / or impact

The target for expansion for the next five years will be to reach 250,000 households gaining access to improved sanitation by investing \$ 100,000 on training and business development services for 300 additional new entrepreneurs.

Funding and purpose

- For replication of new entrepreneurs the funding will be used for entrepreneurship training, and operational expenses;
- For existing entrepreneurs funding will be used for start-up capital, business skills training and meetings, innovative marketing activities and an IT based monitoring system.

Management team

- Focus to maintain the relationship with the Ministry of Health and local governments;
- Network with market player in the sanitation value chain such as microfinance Institutions (MFIs), banks, development agencies, and sanitary suppliers to support members' business;
- Take full benefit from IT implementation especially working with members spread-out across the country.

Stage of business proposition

Full launch and growth

What is in it for investors or potential business partners

- For development agencies to accelerate access to improved sanitation effectively
- Access to untapped sanitation markets (micro financing for toilets and sanitary materials) in rural Indonesia

Also looking for

Partners to scale up the approach and suppliers that can bring value added to the business model

Business registered in

Indonesia

Can do business in

Indonesia

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ASA's value preparation is to provide awareness and develop linkage between entrepreneur and ASA. ASA is providing loan to user of rural and urban areas and to entrepreneurs from "Revolving Loan Fund (RLF)" to sell toilets with reasonable price to users. To provide entrepreneurship training to develop user friendly usable technology to prepare sanitary latrines for the low income group. Local solution is incorporated with the plan.

Business model and roll out

Awareness raising, sanitation entrepreneurship development, piloting on sanitation technology is the main thrust in favour of a pro-poor policy. Involvement of local leaders is vital to keep the achievement in track. ASA's sister organization HP is implementing a water, sanitation and hygiene (WASH) program in five districts, covering 150,000 people; developed 160 sanitation entrepreneurs. Installation of latrine is 19,000, water facilities is 75, 1500 hygiene promotion sessions covered 20,000 people, selling 6,000 sanitary napkins from own production centre in each year.

ASA is planning to provide around 600 entrepreneurs training along with BDT (Bangladeshi Taka) 50 million soft loans.

Future milestones or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

ASA and its sister organization HP expects local sustainable solutions in terms of approach and technology for sanitation. The sanitation entrepreneur will develop his business centre as "One Stop Service" and people will get services without hassle. Another 700 entrepreneurs will run businesses and sell 60,000 latrines to 300,000 people in the next five years.

Funding and purpose

(In terms of sales of products and services and customers reached in the next 1-5 years)

ASA's and HP will implement integrated WASH project, focused on sanitation entrepreneurship development. ASA and HP will develop entrepreneurs to provide water & sanitation, hygiene promotion and linkage between entrepreneur and MFI.

ASA is implementing its own program from its own fund, HP needs support for entrepreneurs training and to implement awareness program as well as providing "Revolving Loan Fund".

Management team

ASA open separate unit to provide sanitation service to its clients with headed by a Deputy Director with require staff. ASA's central team and field staff also providing support according to requirement.

HP is recruiting as required by the management team to provide water and sanitation services to the poor community. The Executive Committee will also provide inputs. Based on report findings monitoring will take place.

Stage of business proposition

Full launch and growth

Also looking for

A user friendly technology to develop low cost sanitary latrine for the poor

Business registered in

Bangladesh

Can do business in

Bangladesh

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Manufactured by RFL, SanBox is an innovative, simple, easy and high quality toilet in a box. Designed by iDE-Bangladesh, SanBox's simplicity eliminates many of the challenges around complex designs that consumers are unable to understand, install or even use. The SanBox bundles together all the components of a latrine midstructure (user interface to pit) removing concerns with household level quality control.



Business model and roll out

RFL currently holds over 80% market share on plastic household items in Bangladesh and has the most robust supply chain in the country. Utilising this existing infrastructure the SanBox is positioned to come to market before the end of 2014. Leveraging connections to latrine producers through current and future iDE programming, RFL plans to expand to over 3,000 latrine producer-retailers within the next five years. There are an estimated 10.7 million households in Bangladesh with unhygienic latrines, 20% of which RFL hopes to reach with the SanBox in the next five years.

Future milestones or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

By the end of 2014, RFL will have 16 production moulds online, with plans to expand to 128 moulds by 2019. Within this same frame there is an expected total turnover of almost \$9,000,000 (USD) with almost 1.5 million SanBoxes installed in Bangladesh. This growth will be phased by the addition of moulds in years 2, 3 and 4.

funding and purpose

While RFL is not currently looking for external funding, the organisation is currently looking for microfinance institutions who are interested in innovative ways to finance the installation of latrines across Bangladesh in the wider market.

Management team

The partnership between iDE-Bangladesh and RFL has been an innovative space for development of SanBox and its roll-out strategy. iDE has facilitated design of SanBox and aided in roll-out through programming, RFL has leveraged years of production experience, capital investment and a robust distribution system. In current strategy iDE links latrine producers to RFL for technical and sales training to reach to over 1.5 million Bangladeshi households.

Stage of business proposition

Full launch and growth

What is in it for investors or potential business partners

Seat on board

Also looking for

Distributors, franchisees, sales agents and promoters

Business registered in

Bangladesh

Can do business in

All countries on the globe

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Basix began working in sanitation two years ago applying business approaches to sustainably scale the delivery of sanitation services in Bihar and eventually all of India. In less than two years, we have shown market potential for sanitation. Scale can happen by working with existing federations and providing them with business development services.

Business model and roll out

Current achievements to date:

- 24 entrepreneurs have set up point-of-purchase shops;
- 1,150 toilets have been sold with no subsidy impacting over 5,750 people;
- \$ 383,333 in total sales have been achieved;
- \$ 50,000 has been self-invested by entrepreneurs;
- 70 staff members have been employed by entrepreneurs.

Basix now seeks a grant fund for two million dollars over five years to be able to take this proof of concept to scale. This fund will enable the sales of a minimum of 100,000 toilets, and will set the stage for greater scale without the need for continued investment. This financing will facilitate the delivery of sanitation products and services on cash and credit to a population that would otherwise not be able to afford these products.

The business shall start in Sheohar and Muzaffarpur districts of Bihar and then expand to other districts of Bihar and other states as well. The potential market size in Sheohar and Muzaffarpur is at least 500,000 customers.

The business model proposed here is as following:

- Use existing Self Help Groups (SHG) group and create other SHGs-affecting over 1,000 members within one year. BASIX has links with Minapur federation in Muzaffarpur which is comprised of 1,113 SHGs of around 12,000 members. 80% of these members do not have toilet at home;
- Cement ring structure, slabs and Durasan toilets will be sold both for cash and by linking them with sanitation loan products. Basix linked banks shall administer loans for construction of toilets;
- The sanitation products will be supplied by existing Total Sanitation Providers and entrepreneurs with a minimum of 12% profit margin for Basix;
- Recovery of loan amount with minimum 2% profit margin for Basix.

It is expected to reach 10,000 clients in the first two years as business gets established to move to scale. Basix has links with 22 federations in Bihar with a reach of 150,000 members.

Stage of business proposition

Pilot / market entry

What is in it for investors or potential business partners

Stake or equity in the proposed company business in future; Seat on board.

Also looking for

Donor agencies and venture capitalists and specifically Indian investors given the complex regulatory environment.

Commercial finance industry facilitation and expertise to help us navigate the difficult regulatory environment and the figure out a solution for the level of commercial finance needed to go to scale.

Business registered in

India

Can do business in

India

Contact

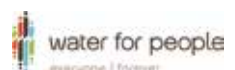
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Future milestones / or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

	# of toilets	# of users reached	Revenue of
Year 1	1,000	5,000	\$ 150,000
Year 2	10,000	50,000	\$ 1.5 million
Year 3	50,000	250,000	\$ 7.5 million
Year 4	100,000	500,000	\$ 15 million

Funding and purpose

Grant support for the initial years. Money for scaling up of sanitation is required. As per our experience BASIX incurs an expenditure of around \$ 20 to influence a buyer to construct a toilet. Hence to sell around 100,000 toilets, BASIX requires two million dollars. After achieving this scale BASIX aspires to invest to form a company with the community as part stakeholder which would work pan India.

Grant support for human resources, overhead expenses and promotional expenses for first the five years or 100,000 toilets.

Management team

Mr. Vijay Mahajan, chairman of BASIX group (known as the father of microfinance in India) shall be at the helm of affairs. His guidance and immense knowledge in the livelihood sector shall steer the team to its reasonable conclusion.

Mihir Sahana, MD, Indian Grameen Services will provide leadership and strategic guidance. He has been instrumental in taking \$ 2.5 million section 25 companies to \$25 million in less than three years.

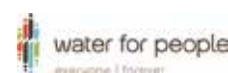
Samrat Gupta, Indian Grameen Services, will be leading the implementation team with his background of working in sanitation project for two years in the district of Sheohar and Muzaffarpur in India.

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Biofil Digester is an affordable, on-site fecal waste treatment system that works with most toilet systems. Our product replaces existing systems at a much lower cost of \$ 300 - \$ 600. It requires no prior infrastructure to install. This compares very favourably with septic tanks and central sewers which require investments of thousands and hundreds of thousand respectively. In addition to the Biofil Digester, our new innovation which makes use of waste water for flushing makes it possible for people without safe sanitation to afford decent sanitation.



Business model and roll out

We have installed about 5,000 units to date. Annual sales revenues range between \$ 200,000 - \$ 400,000 of which the profit margin is about 40%. We intend to double production every year over the next three years in Ghana. We are currently working on a plastic model which when successful will be faster to produce and much cheaper than the concrete product we currently have on the market.

Future milestones / or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

The Biofil Digester will be the product of choice in Ghana and other countries. We have a confirmed program with the Dutch Government for installing 2,000 toilets in two districts in Ghana. We have confirmed orders with UNICEF Ghana to build school toilets. Major non-governmental organisations (NGOs) in Ghana such as Global Communities, SNV and IDE all have confirmed the Biofil to be the product of choice and we have ongoing major installation with them. We are currently concluding negotiation with the Ghanaian Government and an announcement to the effect is due shortly. We expect to scale up production from our current figure of 1,000 units a year to reach about 32,000 units in Ghana alone (doubling production every year, over the next five years). It is our aim to ensure that our current client list of 5,000 digesters continue to be satisfied and meeting new customers expectation by ensuring product quality and availability, as well offer good after sales service we believe will make Biofilcom successful.

Funding and purpose

- Funding to introduce products in other markets (countries)
- Invest in research, molds, scale up production

Management team

Kweku Anno, Managing Director has over 30 years' experience in developing innovative products and has consistently improved the Biofil Digester over the past ten years.

Peter Owusu-Antwi has over eight years' experience in the sanitation industry with a lot of work done installing for the very poor.

Stage of business proposition

Full launch and growth

What is in it for investors or potential business partners

Partnerships to open up operations in other countries

Also looking for

Partners, distributors, franchisees, sales agents and promoters

Business registered in

Ghana

Can do business in

Developing countries

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We provide Business Development Services (BDS) to the private sector, development agencies and government departments looking to implement market based approaches in water, sanitation and clean energy.



What makes us unique is our dedicated team of highly experienced business development specialists that focus only on water, sanitation and clean energy. We also support small and medium sized enterprises (SMEs) to develop and implement business strategies, product development, innovation and financial management.

Business model and roll out

We provide business advisory services for which we charge consultancy fees. We plan to grow our annual income from \$ 723,000 to \$ 4.2 million in five years. We will achieve this through the following:

- Enhance our position as business development specialists of choice in water, sanitation and hygiene (WASH) in the region;
- Grow our capacity by recruiting, developing and retaining more business development specialists;
- Build partnerships and collaborations with players in our focus sectors;
- Broaden our client services and position to serve clients in East, Central and West Africa.

Future milestones / or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

- Broaden our core competences to enable us better serve our clients in WASH;
- Diversify our client base;
- Set up Captiva Africa Sanitation Business Incubation Center (CASBIC) for mentoring SMEs in WASH and piloting innovative business models in WASH;
- Grow our fee income to \$ 5 million in five years with a net margin of 30%.

Funding and purpose

For the business to grow LATRINE MASTERS will need the following: at least 1-3 tonner lorry for carrying sludge. We are looking for a Technical Assistance to build our capacity and help us set up a Sanitation Business Incubation Centre in Kenya.

Our three year turnover of BDS trainees in WASH requires that we recruit and train every year to ensure we have adequate capacity to serve our WASH clients. The sanitation sector is characterized by the lack of business development professionals.

Stage of business proposition

Full launch and growth

What is in it for investors or potential business partners

Partnership and collaboration in implementing market-based approaches in WASH.

Also looking for

Partners, clients, affiliate BDS providers in other markets.

Business registered in

Kenya and Uganda

Can do business in

Kenya, Uganda, Tanzania, Rwanda, Zambia, Ghana, Ethiopia

Description	Investment in US\$	Outcome
Project 1: Technical Assistance	173,000	36 Graduate Business Advisors; trained in Sanitation Business; Development Support Advisory over three years.
Project 2: Captiva Africa Sanitation Business Incubation Center	543,000	12-15 Businesses in Sanitation Incubated over 3 years; Pilot 5 innovative sanitation business models over three years.

Management team

Our key objective is to position Captiva as a market-leader for Business Development Services in water, sanitation and clean energy. We plan to achieve this through the following:

- Improve quality perception of the Captiva brand;
- Broaden and diversify client base;
- Partnerships and collaborations in our focus sectors;
- Set up a West Africa regional office in Ghana;
- Develop capacity of staff and management team.

Our team:

Our team comprises individuals from diverse backgrounds who have built strong and distinctive careers in their respective areas of expertise.

David Ngigi. SME specialist with 17 years in marketing and business development across different sectors including sanitation. He has been with Captiva Africa for over three years and is also a mentor at the Kenyatta University Business Incubation Center.

Kenneth Mwindi. Financial management expert with more than 24 years in business development and advisory services gained across different sectors and geographies. He has experience with both SMEs and market-based approaches in WASH.

Frederick Murunga. Expert in strategy and business development having led both start ups and large corporates across sectors in various roles. He has been with Captiva Africa since inception.

All our key staff have positive track record in growing companies from start-up hopefuls to commercially viable entities.

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Clean Team is a smart in-home toilet service that sees itself not only as a sanitation business, but also as a social business. The team consists of toilet experts with a passion for people as much as the product. A sanitation solution set on redefining the status quo. Clean Team aims to offer a better alternative to open defecation, a more affordable solution than building a permanent household latrine and a more convenient, cleaner and safer toilet experience.



Business model and roll out

Clean Team provides in-house branded toilet facilities to the urban poor with bio-digest chemicals. Its waste collectors provide the household with waste collection and disposal services. A vacuum tank transfers the waste to a central point. The long term view is to generate faecal sludge into fertilizer and electricity. Clean Team provides services to over 550 households at an affordable rate. The pick-up schedule ranges from two times, three times or four times services at a monthly subscription fee of \$ 8, \$ 9 and \$ 12 respectively.

Future milestones / or impact

Clean Team is looking to provide a service to about 4,200 households (30,000 people) without access to clean and safe toilets. It is looking to attract 50,000 households (350,000 people) in the next five years. In these five years, Clean Team anticipates expansion into two other cities in Ghana; and into Kenya and Bangladesh. A feasibility study is on-going in both countries with the aim of replicating the Clean Team model to complement efforts of the few existing social enterprises like Sanergy.

Funding and purpose

Clean Team is looking for investment capital or venture capital for scale-up. It is also looking for grant funding for expansion of Clean Team to two other cities in Ghana and two other countries.

Management team

In 2013, Clean Team won the Operational Excellence Award at the Civil Service Awards in the United Kingdom and was nominated in the same year for the Ghana UK Based Achievement under the Sustainable Business Award.

Clean Team has a strong team of experts:

- **Valerie Labi** (CEO). Commercially driven and highly motivated business leader. Worked for international corporations including Vodafone Ghana and Ernst & Young UK.
- **Asantewa Tenkorang Monney** (R&D director). Leading efforts to optimise technologies to bring the best service at a cost-effective price.
- **Andy Narracot** (Board Chair). Deputy CEO of WSUP, co-Founder of Clean Team Ghana Ltd. Currently developing the SmartLife business with Unilever and GAIN in Kenya. Worked for many years developing his father's luxury mobile toilet business and for five years as an engineering consultant with Halcrow. Became a Chartered Engineer in 2009 with Master's degrees in Community Water Supply and Sanitation, and Civil Engineering.

Stage of business proposition

Mature and expansion

What is in it for investors or potential business partners

Stake or equity in the business

Also looking for

Partners, distributors, franchisees, sales agents and promoters

Business registered in

Ghana

Can do business in

Kenya, Mozambique and Bangladesh

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Objectives of Family Bank's revolving fund are to discover new entrepreneurs amongst the water and sanitation players with ideas and concepts that have not been commercialized and to develop affordable and accessible business financing schemes to provide business start-ups and business expansion facilities to water ventures in Kenya.



The uniqueness of Family Bank lies in:

- Support self-employment through water and sanitation sector in the informal sector to increase revenue per capita through sector / value-chain focus programs;
- Support existing entrepreneurs to expand and create new jobs;
- Attract entrepreneurs to invest in water and sanitation.

Business model and roll out

Through partnership with WASTE in the Netherlands (FINISH INK project) for provision of seed funds for product development, we target to fund at least 10,000 households plus micro and small enterprises that anchor key value chains within the sanitation sector with positive impact on women and youth-owned enterprises.

The fund will offer a mix of debt, quasi-equity and equity for the selected enterprises. Key features include:

- Capital advance of up to € 250 for individuals and up to € 25,000 for established businesses;
- Repayment of 12 to 36 months;
- Flexible grace period for both interest and principal;
- Lowest interest rate possible;
- Coaching, mentorship and networking for the period of investment.

Eligible sanitation enterprises are identified through a competitive process.

Future milestones / or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

Below are the expected disbursements of the revolving fund, spread out over a period of five years. The amount required for the revolving fund is € 1,200,000.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
No of h/holds	2,000	2,000	3,000	3,000	3,000	13,000
Av loan size (€)	300	300	200	200	200	240
Disbursements	600,000	600,000	600,000	600,000	600,000	3,000,000

Stage of business proposition

Pilot / market entry

What is in it for investors or potential business partners

Making interest on a loan to the business

Also looking for

Partners

Business registered in Kenya

Can do business in Kenya and East Africa

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Funding and purpose

Family Bank is seeking a loan for a revolving fund of € 1,200,000. Family Bank has partnered with WASTE and is looking forward to a successful engagement through the FINISH INK partners, stakeholders and external collaborators to provide affordable sanitation to our current and future clients.

Management team

Family Bank is committed towards transforming the lives of Kenyan citizens. This is evident from the social impact activities and our excitement to enter into Public Private Partnership programmes through a revolving fund. The management believes that through targeted financial interventions in sanitation, we can bring about lasting social impact on health and dignity in a financially sustainable way.

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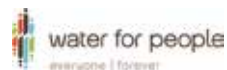
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We support the development of micro and small scale business that have the skills and capacity to provide cost effective sanitation products and services. We hope these businesses will develop the skills to understand and respond to consumers' ability and motivations to become modern and sanitized families. Our added value is that by developing business and strengthening supply chains in the sanitation sector we can simultaneously create job opportunities and reduce diseases, which occurs due to lack of effective sanitation and hygiene behaviours and infrastructure.



Business model and roll out

Through our network of business development professionals across Ethiopia and harnessing the skills of environmental health professionals, we shall identify new possible sanitation related businesses. By training and creating linkages with financing institutions, we will nurture and develop micro and small scale businesses in the sanitation sector. The businesses will focus in rural and peri-urban areas, and seek to provide innovative solutions to households and institutions. In addition, through skills training in the areas of marketing and business administration we enhance their capacity on designing and manufacturing quality products. The businesses will look to harness demand created for sanitation products, through developing strong relations with government and NGOs in sanitation promotion activities.

Future milestones / or impact

With the existing infrastructure in place, both that of FMSEDA and the Ministry of Health, with a proven model business plan we have the capacity to scale business development across the country over a period of two to five years. The business we develop will harness the growing income at household level and increase in willingness and ability of consumers to pay for improved sanitation facilities to increase the outreach of their business.

Funding and purpose

We are looking for funding to support the outreach of our business development activities, and also products and funds from micro-finance institutions to support the establishment and growth of the new businesses we support the establishment of.

Management team

Our management team works with all partners to create an effective working relationship on sanitation business to mitigate strategic, compliance, financial, operational, market and other categories of risks. We have categorized them into two. The first one, main actors interested in direct economic benefits from their operation in the landscape, and the second category actors who are keen and mandated to create an enabling business environment to ensure our success.

Stage of business proposition

Pilot/ market entry

What is in it for investors or potential business partners

Making interest on a loan to the business

Also looking for

Partners, distributors, franchisees, sales agents, promoters and suppliers

Business registered in

Ethiopia

Can do business in

Ethiopia

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The FINISH Society sales model is involving demand generation on traditional approaches where the need for a toilet is more important than having a toilet. It is Thinking Inside the Box and can be successful in both subsidy driven and non-subsidy driven scenarios. It is flexible, scalable and replicable. It offers speed and quality.



FINISH is about a holistic supply chain capable of utilizing local strengths, reach and expertise. It is capable of using fewer natural resources. It offers a standardized solution but leaves tremendous scope for improvisation at user levels. FINISH Society has recently promoted a company called FSMC (Private Ltd. Company) to scale the operations.

Business model and roll out

Overall we will be launching various recyclable toilet building materials. Branded toilet items providing range and options through retail outlets and hub locations catering to another five lakhs (500,000) customers. These building materials provide quality options to beneficiaries to build the toilet which is usable. FINISH sells these products to beneficiaries (50% of the costs are covered in form of government subsidy and 50% recovered in form of beneficiary contribution).

There will be at least 100 institutional customers, apart from retail involving existing span of understanding with local governing bodies, CSR initiatives, commercial and manufacturing establishments, government and private run schools. To begin with we will be doing concentrated efforts in the States of Rajasthan, Gujarat and Madhya Pradesh.

Access to customer is secured by getting govt. And corporate social responsibility initiatives on side. (through contracts) presently FINISH has an existing contract for over 1 lakh (100,000) toilets supply chain and demand generation Memorandum of Understanding (MoU) with government.; UNICEF; corporates etc. Having secured the official position in area we choose demand generation mechanism developed on community sanitation approach. All the things get predefined at the time of community interaction like quantity; quality and contributions. Our model works with both subsidy and non-subsidy beneficiaries. For beneficiaries and government, we work as a bridge to transfer subsidy in the form of materials which is of quality.

Stage of business proposition

Full launch and growth

What is in it for investors or potential business partners

Making interest on a loan to the business

Also looking for

Partners

Business registered in

India

Can do business in

Africa, India, Nepal

Expected outcomes of the business

(In terms of sales of products and services and customers reached in the next 1-5 years)

Presently we have been successful in installing 10,000 (80 million Indian Rupee (INR) gross turnover of toilets through our supply chain service models.

Contact

Financial Inclusion Improves Sanitation
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FINISH has bundled toilet materials like - cement bag, roof tops and pit covers (stone or concrete slab), doors (iron, PVC or Tetra pack recycled), rural pans, pipe, P-traps, cement blocks, bricks.

We will be improvising on increasing the product range per Toilet by bringing economies of scale so that other attractive options like tiles, color/paint (choice/range/options) as well.

For next few years we are planning:

- 1st year - 20,000 (INR 2 billion in turnover) toilets,
- 2nd year - 30,000 (INR 3 billion in turnover),
- 3rd Year- 50,000 toilets (INR 6 billion),
- 4th and 5th year respectively we are planning to install 75,000 and 1 lakh (100,000) toilets respectively (INR 7.5 to INR 10 billion respectively)

Funding and purpose

We are presently looking for an investment of 50 million INR. The funding is required for:

- Expansion of our manufacturing base: appointing more retailers, distributors for FINISH products like (cement based rings, rural pans, doors (PVC, iron, recycled Tetra Pack), pipes, cement bags, roof tops, pit covers) and supply chain solutions.
- Building branding, for catering to other local demand for building materials like bricks, blocks, rooftop etc.
- Attracting technology: developing monitoring and quality control mechanism.

Management team

FINISH has a wide presence (10 states, 50 districts, and has over 3 lakh (300,000) existing beneficiaries). FINISH works with international partners, like WASTE in The Netherlands, Academia UNU Merit and IFS London. On the call subject Experts, previous experience of rural markets (collective experience of 100 years) of India, transparent and well established process, hierarchy levels, experienced team members, Know-how of the market, already established Brand Equity with government.

Presently we are working in society mode and developed network of small to medium scale supply chain partners. We have recently registered a company under the name of FSMC to take care of expansions. Our team consists of people from corporate backgrounds having experience of Base of the Pyramid markets in India in different segments ranging from insurance, sanitation, white goods and building materials. Presently we have six producers; two cement companies; various transporters; and pan manufacturer's in our network. We have secured decent credit lines from all of them.

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We are well positioned to supply the East African market new and existing sanitation products as we have a developed a distribution network to leverage. We have already been supplying the market for over 15 years with various sanitation products and we have the capacity and capability to expand the product portfolio rapidly to incorporate new ideas.



Business model and roll out

Our business is a mix of water and sanitation products. We sell about USD 20 million of products in the East African region, of which about 10 to 15% is in the sanitation market. We believe that this is a major growth area as there is an emphasis on sanitation improvement and upgrade in the markets we operate in. We believe the best opportunity comes from bundling sanitation upgrades with other life enhancing products such as rainwater tanks, biogas and low cost irrigation to encourage quicker and profitable adoption.

Future milestones / or impact

Within the scope of the project for financing we will sell at least 100,000 sanitation products as part of a broader packaged solution that can include water tanks, biogas units and solar solutions. The product will be sold primarily through the microfinance sector. The product will be used primarily for toilet improvement – using a slab or pedestal to cover an existing floor of an operating pit toilet. A World Bank study for Kenya has concluded a market in excess of millions of households. The price per solution will range from USD 5 to 80 depending on the size and application.

Funding and purpose

We are looking for a funding of USD 1.5M to enable us to reach at least 100,000 households in the next three years. The funds will be used to refine the products, advertise the products, assist in pricing where required. The main aim to create the initial critical mass to hasten greater market adoption.

Management team

The business is long established with a professional management team in Kenya and in neighbouring countries. The overall group is led by **Nikhil Shah** based in Mauritius, with 15 years experience in the industry. He has a Bsc Econ from LSE in London and a Masters in Management from Kellogg at Northwestern University. In Kenya the team is led by **Kalpesh Patel**, from India with 15 years marketing experience earned in Times of India, a newspaper publishing group, before joining the company 7 years ago. He has a Bcom from Mumbai University and a Masters Diploma from Symbiosis in Pune and General Management from IIM Ahmedabad. Across the group there are over 15 managers with various backgrounds that are already in place and in a position to support the project.

Stage of business proposition

Full launch and growth. Pilots, design and testing of products completed. Ready to stimulate innovators, early adopters and opinion leaders to rapidly adopt and use products.

What is in it for investors or potential business partners

Branded product with investor's message; place product in at least 100,000 households

Also looking for

Development partner or multinational interested in seeing a large scale adoption of sanitation products within a short period of time.

Business registered in

Kenya

Can do business in

Mauritius, Kenya, Rwanda, Burundi, Uganda, South Sudan, Ethiopia, Democratic Republic of Congo, Tanzania

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For over 23 years, KREDIT Microfinance Institution has held true to its vision and mission to help poor unbanked families access financial and other services to improve their lives. KREDIT is unique in that it provides both financial and non-financial services using an integrated approach in partnership with other organizations. We can then respond adequately to our clients' needs, like through our sanitation programme. 5-10% of our yearly net profit is set aside for these kinds of services.



Business model and roll out

Using our existing group lending meeting we set aside time for sales people from our partner organizations to promote social products they are selling. Afterwards we submit a list of names of people who are interested in buying these products to our staff so they can determine a lending strategy. Partners may also go directly to these households and then submit interested names to our credit officers. Revenues and commissions are made from interest on the loan for sanitation.

Future milestones / or impact

Since late 2012, KREDIT, with partner support, has given small loans to poor rural families to buy a latrine and water filter for their daily use. As of December 2013, 1,012 families bought latrines and 33 bought water filters resulting from our promotion. Some households got loans from KREDIT and some used their own savings. Our plan is to increase the number of these loans by 10% annually. We aim to reach a total of 20,064 clients by the end of 2017 within 11 provinces. This projection is for latrine loan only.

Funding and purpose

We look for a total amount of \$ 2,796,034. The funds will be used for:

- \$ 2,714,220 for the loan fund for lending to social loan;
- \$ 20,064 for incentives for staff based on the number of units they sold;
- \$ 61,750 for awareness raising on sanitation issues and the benefits of our social products.

Management team

As one of the major microfinance institutions (MFIs) in Cambodia, providing loans is our core business. Our loan portfolio reached \$ 74.20 million by the end of 2013 which is about 39% increase from the previous year. We serve 73,115 borrowers. Providing clients with improved sanitation services is an opportunity to create impact. Our shareholders, board, and management are committed to sanitation. We set aside 5-10% of our yearly net profit for community development programs.

Stage of business proposition

Pilot/ market entry

What is in it for investors or potential business partners

Stake or equity in the business

Also looking for

Partners and social lenders to help with this project

Business registered in

Cambodia

Can do business in

Cambodia

Contact

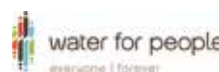
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Latrine Masters is the only business entity that deals in pit-emptying, sewage collection, latrine construction and mobile toilets for hire in Malawi. It is owned by a sanitation entrepreneur based in the low income peri-urban areas of Blantyre, in Malawi.



Business model and roll out

With a minimum of 15 customers per month, a monthly profit of \$330 and annual sales of \$9,000, Latrine Masters aims to go to scale by procuring a 1-3 tonner lorry for carrying sludge to the sewage plant; one vacuum tanker vehicle for septic tanks emptying and also twenty mobile toilets, and ten mobile urinals for hire. With a sewage vacuum tanker and mobile toilets Latrine Masters will be able to reach more (big) customers in urban areas – industries and institutions. Hence more profit that will enable easy loan repayment.

Future milestones / or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

In the next five years Latrine Masters expects to do pit-emptying in more than 2,500 pits. Over 15,000 users shall benefit from pit emptying and people hiring the sewage vacuum tanker, hired mobile toilets and urinals. Latrine Masters expects to construct more than 180 latrines. With the challenge of space in peri-urban areas, less latrines will need to be constructed while more latrines will be pit-emptied.

Funding and purpose

For the business to grow, we are looking for a loan of \$ 50,000, for:

- At least 1-3 tonner lorry for carrying sludge to the sewage plant;
- One Vacutag or low cost pit-emptying equipment;
- One vacuum tanker vehicle for septic tanks emptying (\$ 15,000);
- Procurement of twenty mobile toilets and ten mobile urinals for hire (\$ 21,200).

There is demand for mobile latrines during outdoor celebrations, funerals, church services etc. It is only Latrine Masters who wants to venture into the business.

Management team

The director of Latrine Masters is also the Executive Director of the Hygiene Village Project, a renowned local organization working in water, sanitation and hygiene (WASH) activities. He is well experienced in sanitation marketing and has trained over 200 masons in Blantyre and Lilongwe peri-urban areas.

Other business partners include Joseph Magoya (sanitation specialist) and Brian Mulenga (business specialist). Latrine Masters aims at increasing the market base through advertising in both print and electronic media.

Stage of business proposition

Pilot / market entry

What is in it for investors or potential business partners

Stake of equity in the business

Also looking for

Partners

Business is registered in

Malawi

Can do business in

Malawi

Contact

Latrine Masters

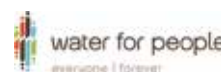
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Loowatt Ltd. is a technology development company with a proven and highly innovative approach to waterless sanitation. Loowatt's Toilet is simple and affordable while offering a user experience on par with the flush WC. The toilet seals human waste into biodegradable film for safe transfer into anaerobic digestion systems.

Loowatt

Our patented technology can fit into toilets of any shape, size and specification, and receives excellent feedback from customers in both Madagascar and the United Kingdom.

The Loowatt System produces energy and fertiliser in several steps including mesophilic anaerobic digestion and thermophilic aerobic composting. These systems are scalable in terms of physical dimensions, catchment areas, and capital and operating expenditure.

Business model and roll out

The first Loowatt system has been successfully serving paying toilet customers in Antananarivo, Madagascar since November 2012. The next five toilets are scheduled for installation by the end of 2014. We are currently developing the model for scale and testing will commence by the end of 2014.

Future milestones / or impact

We currently have funding to expand and field test until 2015/2016. We will be seeking investment and support to continue our development after this date. We anticipate reaching scale by 2019.

Funding and purpose

In autumn of 2014 we are raising equity of £ 350,000 with our existing investor network and invited new participants. Funding for Loowatt in late 2015 will be needed for:

- Manufacture and supply chain of toilet and consumables
- Development of relationships in partnership model of expansion
- Continuing technical development of the products for new applications and markets.

Management team

Loowatt's award-winning team has over 50 years' combined experience in design engineering and waste treatment while our investors and advisors bring practical experience in marketing, material lifecycles, regulatory frameworks and business development in both western and developing countries.

Our key competitive differentiator is applying a patented core technology into differing markets ranging from wealthy nations like the United Kingdom to emerging markets in Sub-Saharan Africa and Asia.

- **Virginia Gardiner** (CEO) founded Loowatt Ltd. in 2009 after ten years' experience working in successful innovative start-ups in creative and health industries;
- **Polly Gardiner** (COO) joined Loowatt in 2013 with over ten years' experience in operational and financial management at important entities including HM Treasury having earned her credentials at Deloitte;
- **Chris Holden** (Head of Design) joined Loowatt in 2010 bringing over eight years' commercial experience in product development at businesses including QinetiQ and Unilever.

Stage of business proposition

Pilot / market entry

What is in it for investors or potential business partners

Stake or equity in the business

Also looking for

Partners, distributors, franchisees, sales agents and promoters.

Business registered in

United Kingdom

Can do business in

Madagascar, United Kingdom

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MART, India's leading BoP and Rural marketing consultancy has been working as the Enterprise Support Organization engaged by World Sanitation Program (WSP), of World Bank established in 1993, is facilitating Entrepreneurs to sell environment friendly and affordable Total Toilet Solutions. By leveraging recent policy changes MART has started the pilot program by supporting eight Entrepreneurs covering 5 districts of Rajasthan. MART's support includes developing affordable toilets, scalable business plans and coordinating with government. By building on WSP initiative of demand creation, MART demonstrates that private entrepreneurs can operate in subsidy environment. Now we are ready to target a huge sanitation market, which requires technical and financial support.



Business Mind Social Heart

Business model and roll out

MART has identified eight potential entrepreneurs who are interested in marketing total sanitation systems (TTS) directly to rural households, to cater to the demands of various rural segments. It is projected that there would be a sale of 25000 toilets (combining various options) with average price of USD 200 per unit, including low cost models for the poorest. In the pilot phase, we target a total Annual revenue of USD 4 million for 8 entrepreneurs and projected annual revenue of the individual entrepreneur would be USD .05million. The profit would vary between 15 % to 18% depending upon the business and marketing strategy adopted by the entrepreneur. While MART has already identified and supported entrepreneurs, these entrepreneurs would require support in terms of investment and mentoring to reach scale. MART has been providing the mentoring support and we look for external investment to support the capacity building and operational costs of the entrepreneur. In order to scale up support for technical advisory for research and marketing would be required.

Stage of business proposition

Pilot / market entry

What is in it for investors or potential business partners

Making interest on a loan to the business, Stake or equity in the business

Also looking for

Distributors, franchisees, sales agents and promoters, entrepreneurs

Business registered in

India

Can do business in

Asia and Africa

Future milestones or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

We target to cover 25,000 customers in the next two years and five million end users in the next two years by creating 20 enterprises. Entrepreneurs will manufacture WC (Western closet) units, fabricated doors. Entrepreneurs would develop pre-cast models which would be easy to install by local for masons.

The promotion of such enterprises would finally lead to achieving open defecation free villages and substantial reduction in spread of disease due to open defecation.

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Funding and purpose

Entrepreneurs, as they progress would require funding for the following areas:

- Establish pre-cast manufacturing unit - plant and machinery;
- Plant and machinery for setting up WC unit;
- Establish better transportation systems;
- Working capital for increasing volume of sale.

Entrepreneurs will incur investment in first year towards marketing of the products and they need resources for developing effective communication channel.

Management team

MART will institutionalize support mechanisms to sustain their business operations and would ensure the following

- Develop robust financial management system;
- Build capacity on sanitation business and technical knowhow;
- Develop effective communication materials;
- Develop innovative toilets.

A five member professional team of MART (specialization in entrepreneurship, designing, marketing and sanitation) is spearheading the initiative.

Contact

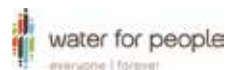
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Mi Baño Shared Value Business Model

Sanitation Business Matchmaking
World BoP Convention & Expo, Singapore
28-30 August 2014



Mi Baño is an innovative multi-partner business model that introduces a new product category targeting six million people without access to sanitation services in Peru. Its value proposition responds to their economic reality and needs by reducing transaction costs and promoting sustainable use and maintenance practices.



It includes:

- A catalogue of tailored sanitation products;
- Packages with the product components, ready to be built;
- Delivery of products to the client's house;
- Options for financing;
- Information and technical support.

Business model and roll out

Mi Baño joins fifteen visionary companies led by the Peruvian National Association of Industries. The multi-partner nature of this alliance is based on five key roles:

- The lead institution ensuring brand governability and representing all partners;
- The manufacturers jointly developing sanitation solutions and providing the product components;
- A logistics operator that bundles the product components into integral solutions and delivers orders to clients.
- A software platform linking partners and managing the call center and cash flow;
- Micro-finance institutions offering financial options to households, integrated within the business model.

Mi Baño expects to have an outreach of 753,000 people, thereby contributing to reduce the number without access to sanitation services by 13% nationwide.

Stage of business proposition

Pilot/ market entry

What is in it for investors or potential business partners

Mi Baño is looking for brand ambassadors to:

- raise awareness on sanitation and their collateral business opportunities (e.g. cleaning products, housing improvement, etc.);
- add their own brands to a national movement in favor of a social cause;
- boost business innovation through technology or knowledge sharing. In return, partners will create business opportunities within an integral platform focused on the BoP market, thereby sharing nationwide social impacts.

Also looking for

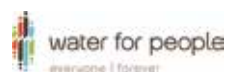
Partners, clients. At this stage of the business deployment, we seek clients and more partners to support operations and contribute to achieving the initial sales targets

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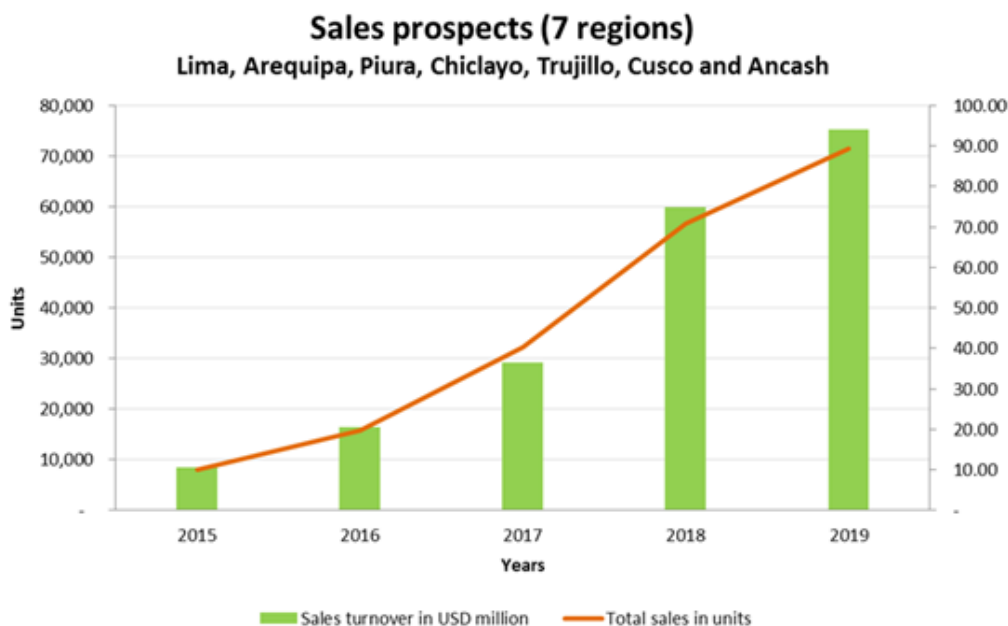
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Future milestones / or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

Mi Baño focuses on a private market opportunity in Peru of 1.45 million households. It is expected to reach 184,000 households within the first five years (2015-2019); representing a shared turnover of 236 million USD between all partners.



Sales prospects (7 regions)						
	2015	2016	2017	2018	2019	Total
Total sales in units	8,095	15,786	32,257	56,674	71,500	184,312
Market segment 1	3,142	6,478	11,889	20,678	26,722	68,908
Market segment 2	4,953	9,308	20,368	35,996	44,779	115,404
Sales turnover in USD million	10.59	20.49	36.52	74.79	94.05	236.44
Market segment 1	3.20	6.60	6.12	21.05	27.21	64.17
Market segment 2	7.39	13.89	30.40	53.73	66.84	172.27
Population reached	33,055	64,359	131,913	231,828	292,286	753,439
Market segment 1	12,253	25,265	46,366	80,644	104,214	268,742
Market segment 2	20,802	39,094	85,547	151,184	188,071	484,698

Funding and purpose

Mi Baño seeks for a sustainable shared business model through a foundation mechanism, which uses external and internal funds for implementation of its four core activities:

- Enhancing of R&D to improve products and services;
- Information and technical support to customers to promote behavioral changes;
- Access to communal financing mechanisms and demonstrative-training centers to build local capacities;
- Shared brand management, promotion and awareness, and its partners' accreditation.

Business registered in Peru

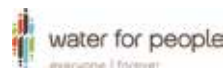
Can do business in Peru and other Latin American countries with comparable sanitation markets

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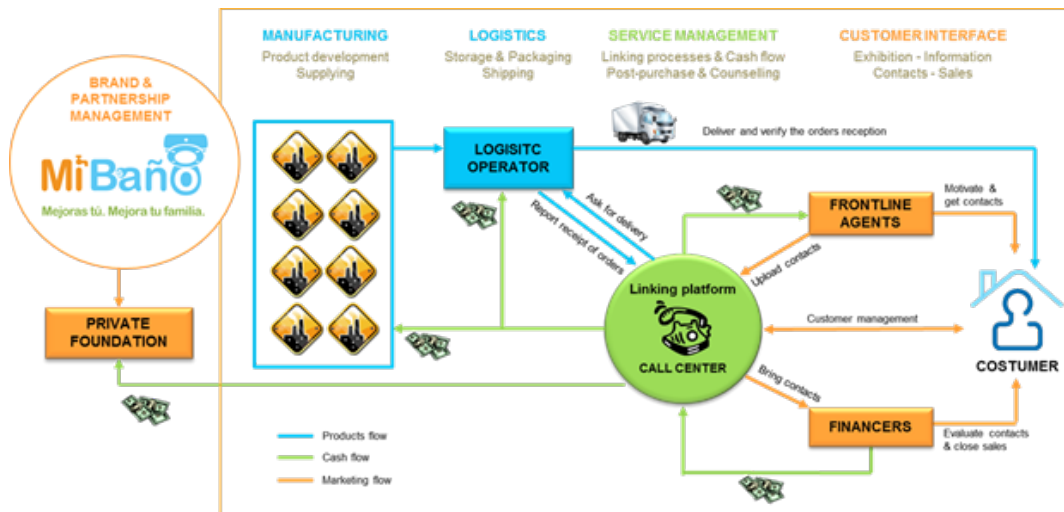
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Management team

To ensure success, the Mi Baño relies on three integrated mechanisms:

- **Enabling environment.** Mi Baño seeks to build the capacity of its partners and collect their innovative ideas to promote market demand - thereby ensuring the brand's social and economic impact and market growth.
- **Partnership management.** Catering to the BoP requires going beyond traditional value creation approaches. It calls for a shared appreciation for cooperation, while breaking the current paradigms of the market surpassing the vale/cost dilemma.
- **Business model performance.** Through the use of real time data (from the software platform) shared decision-making among partners is facilitated. This monitoring and evaluation procedure is addressed to improve customer knowledge and business operational cost, striving for price reductions and diminished loan rates.

Figure: Mi Baño shared value business model



Contact

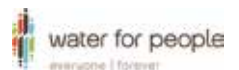
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Rotocas envisions its sanitation project not only as a business opportunity but as a social advancement. As a private company we are committed to find alternative, technically satisfying sanitation that reduces the risk of contamination during maintenance.



At the same time, the product should be within the reach of those who have less purchasing power, and should help funds to reach out to more vulnerable areas. Rotocas gives guidelines for selecting the best alternative, analyzing the area, system selection, and installation. For this to work we have to participate in sensitization campaigns for people to acquire new habits, lifestyles, with convincing arguments that this product will have a positive health impact.

Business model and roll out

Rotocas sells products through different channels at national level (ironmongers, builders, developers, contractors) we have 90 active clients (distributors) nationwide. The specific sanitation line represents 18% of sales now. The prospects of the country, due to different projects that are actually developed in the country, leads us to try to grow in this line by 60%. Our customers receive a margin of 15-20% in this project. Rotocas applies a flexible percentage if necessary to reach out to the final user.

Future milestones / or impact

In the next five years Rotocas aims in its customer base to supply 50-60% of the Nicaraguan market, be diversified in three or four different sanitation products, expand capacity for water storage tanks, introduce new products, and be active in at least three Central American countries.

Funding and purpose

Several projects, investment of assets, working capital objective to diversify the products, reduce costs, all point to growth as a company with a customer benefit. In the line of sanitation there is a project in which you intend to take out a compacted product, efficiently and to reduce the cost at 15% current efficient alternative.

Management team

Rotocas would improve the access to sanitation through joint activities with municipalities in each zone, training to share technical knowledge for the benefit of the product by doing sensibilization / social marketing towards the final beneficiary. We plan to participate in sanitation fairs, and product exhibitions. For sanitation projects we will work with special prices.

Stage of business proposition

Full launch and growth

What is in it for investors or potential business partners

Making interest on a loan to the business

Also looking for

Clients, suppliers, alliances

Business registered in

Nicaragua

Can do business in

Central America

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We collect faecal and organic waste for the production of bio-fertiliser and electricity while providing improved sanitation solutions to the poor. The fertiliser is sold to local vegetable farmers and the electricity is sold to the national electricity company at an agreed feed-in tariff.



The business model is unique due to:

- The capacity for large scale treatment (min. 25 tonnes/day)
- Designed for replication
- Value proposition is based on multiple sources of income to spread financial risk.

Business model and roll out

Proof of concept was reached in 2013. So far around 400,000 people have used our toilet services and 220,000 kg of waste has been treated for energy and fertiliser production. Revenue in this (starting) stage is around € 20,000/year and based on sales at toilets. In 2015 the commercial factory is fully operational and will treat 25 tonnes/day with a yearly turn over of € 170,000/year. In the coming five years we will develop and operate new factories for various municipalities (Public Private Partnerships) in and outside Ghana.

Stage of business proposition

Full launch and growth

What is in it for investors or potential business partners

Making interest on a loan to the business, Stake or equity in the business

Also looking for

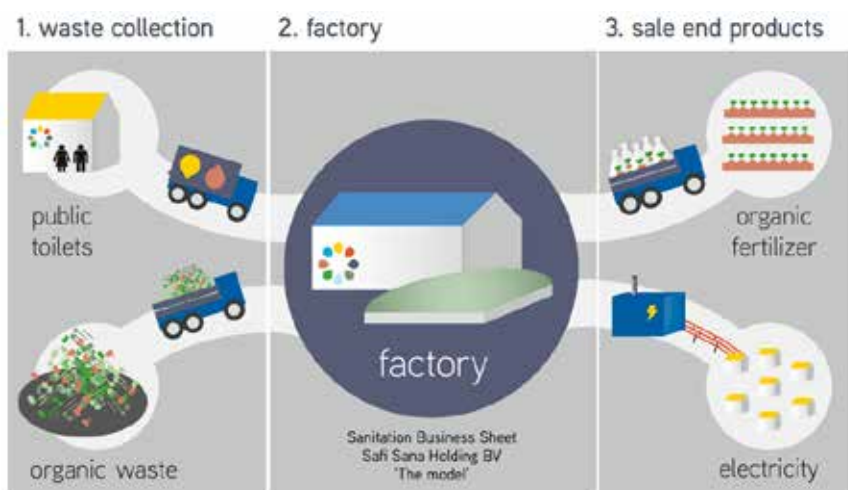
Partners, clients, suppliers

Business registered in

The Netherlands

Can do business in

Ghana



Future milestones / or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

Mid 2015 our commercial factory is fully operational in Accra. End of 2015 we will expand our services to Kumasi in Ghana. The treatment process will be scaled from 25 to 60 tonnes of waste daily. In 2019 we expect to have five commercial factories operational, serving 700,000 people, treating 125,000 tonnes of waste and producing 4,500k kWh (elec) and 6,000 tonnes of bio-fertiliser per year.

Contact

Safi Sana Holding BV | Aart van den Beukel

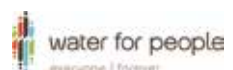
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Funding and purpose

A soft loan is needed to co-fund our second commercial project in Kumasi end of 2015. The project cost is € 3 million to be co-funded (60%) by a Dutch grant program. € 1.2 million is needed as a soft loan. The business runs profitable in year two with a sales forecast of € 380,000 in year five and an EBITDA of € 110,000.

Management team

- The Safi Sana team consists of 14 people in Ghana (11) and The Netherlands (3).
- Team Ghana is designed to operate independently from the Netherlands-team and has critical job positions represented with a expertise in general management, sanitation, solid waste management, finance, procurement and soil/fertiliser.
- Aart vd Beukel is director with 17 years of experience in setting up businesses, e.g. restaurants and small scale biogas projects in Asia and Africa.
- The Advisory Board has experts on water, sanitation, legal and finance, including partnerships with RoyalHaskoning DHV and Waternet.
- Ghanaian Ministries of Food, Agriculture, Energy and Local Government are part of the steering committee. The Ministry of Energy has acknowledged power feed-in tariff to commit Electricity Company Ghana as main customer.



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everyone | forever

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The Samagra sanitation model focuses on behavior change, ICT technology and good design for effective management of community toilet blocks in dense urban slums.



Samagra's innovation lies in the bundling of value-added services along with its awesome sanitation services:

- A rewards program for users (discounts on products and services);
- Access to digital goods (mobile top-ups; electricity bill payments etc.);
- Access to financial services, including savings accounts with banks;
- Access to information about useful governmental programs.

Samagra effectively partners with municipal agencies and leverages public infrastructure to convert community toilets into community-centres. Samagra's paradigm shifting model has proven its ability to attract and retain users to the toilet facilities, promote hygienic behavior, and still achieve profitability.

Business model and roll out

Users pay a monthly fee to use their nearest community toilet blocks (operated by Samagra) and collect points (Loo Rewards) for behaviour (washing hands, pay in time). The rewards can be redeemed at local stores that are partnered with Samagra.

Via this system Samagra promotes brand-loyalty for businesses (national and local businesses) by connecting them to engaged Base of the Pyramid (BoP) customers through targeted marketing, lead generation, and analytics.

Revenue is used to:

- Create funds for provision and/or maintenance of sanitation services in urban slums;
- Improve engagement by rewarding urban poor for making good choices regarding health and hygiene (and related areas like finance).

Future milestones / or impact

Samagra's vision is to prove that a for-profit enterprise model exists to effectively combat India's urban sanitation problem.

Samagra has successfully deployed its model in four community

toilet blocks across two slums in the city of Pune, Maharashtra (India) and currently has over 3,300 paying members.

The team's goal is to redesign and manage 25 blocks in Pune by the end of June 2015, and be in a position to expand to 300 blocks in and around Pune by the end of 2018.

Upon successful completion of this milestone, Samagra will have established a viable for-profit sanitation model – the first of its kind in urban India – that they will then push to replicate in every major city in India.

Stage of business proposition

Pilot/ market entry - Proof of concept done.
Currently replicating the business model to 25 new locations

What is in it for investors or potential business partners

Stake or equity in the business

Also looking for

Partners, distributors, franchisees, sales agents, promoters, clients, suppliers and mentors

Business registered in

India

Can do business in

India

Contact

Samagra Sanitation | Swapnil PoopGuy | India

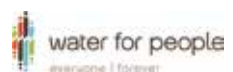
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Funding and purpose

Samagra is projected to achieve break-even by year three as it reaches ~175 toilet blocks and is estimated to become free cash flow positive by year five. The optimization of fixed costs as well as incremental profits from existing blocks improve the company-level operating margins (EBIT) to ~23% by year five, with an annual revenue of \$ 2.2 million in year five.

Samagra will fund the next full year of operations with ~\$ 300,000 in grants. The funding will provide for development of critical technology infrastructure and hiring of key personnel to enable expansion. Grant support de-risks the business model for the incoming equity investors and enhances the return potential of the venture.

Samagra is looking to raise equity funding of \$ 900,000 over the following three years to achieve the expansion described. The \$900,000 represents the amount to plug the cash-flow shortfall to the tune of \$ 550,000 in year two, \$ 300,000 in year three and \$ 50,000 in year four.

Management team

Samagra's team comprises of engineers, architects, designers, social scientists and leaders who have deep seated entrepreneurial spirit and passion for designing appropriate solutions for intractable problems. Samagra was awarded Ashoka Fellowship in 2014 for its innovative work.

Swapnil Chaturvedi is co-founder and CEO of Samagra. Swapnil is a divergent thinker with extensive experience in management, design and innovation. To gain first-hand experience Swapnil has lived in slums of various cities in India and believes the answer to the sanitation challenge lies in innovative use of psychology, technology and design.

Tania Ganguly is co-founder and CTO of Samagra. Tania has background in Arts, product design and engineering. Before running Samagra, Tania was a senior engineer at Motorola Mobile Devices (USA). Tania has been instrumental in designing Samagra's mobile phone based customer engagement platform.

Venkatesh D is COO of Samagra. Venkatesh (MBA) has over 17 years of experience in marketing, product management, sales, sourcing, cross functional expertise, P&L responsibility across three corporates and three start-ups. Prior to joining Samagra, Venkatesh was associated with Driptech India Pvt Ltd as Head Marketing.

Neeharika KK is Customer Development Manager of Samagra. Neeharika is an Agri-Business MBA Graduate from IIM, Ahmedabad with experience in user research, product/service design and development, public finance, and public policy. She is responsible for impact assessment, customer research, service design and design and implementation of RCTs.

Farakh Abbas is Business Development Manager of Samagra. Farakh (BE) is a Young India Fellow. Farakh started KASH Theatre in Bhubaneswar, Odisha while he was pursuing his undergraduate degree. Recipient of several awards and fellowships, Farakh takes care of product and service partnerships.

Manisha Naskar is leading the design team. She is a design graduate from National Institute of Design (NID) and has expertise in product design, visual arts and animation design.

Minal Dhargave is lead in the Community Engagement team. She is MSW graduate from Karve Institute of Social Service (Pune, India) and has worked as Community Coordinator at local rag-pickers cooperative called Swach.

Resource link

Check out the video 'Awesome Sanitation Services for the Urban Poor #Toilets4All'
<http://youtu.be/kZTvbCj5U-4>

Contact

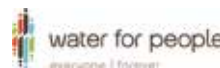
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Sanergy builds healthy, prosperous communities in Africa's informal settlements by making hygienic sanitation accessible and affordable for everyone, forever. Solving the sanitation crisis requires more than just building toilets. We take an innovative systems-based approach to build out the entire sanitation value chain.



Business model and roll out

Our sustainable sanitation cycle features three major parts:

- **Build** – Throughout the slums, we build a dense network of small-scale high-quality sanitation centers close to homes. We franchise each Fresh Life toilet to local entrepreneurs and provide ongoing operational support, such as training, marketing and business analytics.
- **Collect** – The waste from our toilets is collected into sealed 30L cartridges. Our waste collection team collects the cartridges from the operators and provides clean empty ones. The waste is safely removed from the community.
- **Convert** – At our centralized processing facility, Sanergy converts the waste into organic fertilizer which is sold to Kenyan farms.

Future milestones / or impact

Over the next five years, Sanergy expects to provide access to sanitation for 300,000 people and distribute 10,000 tons of organic fertilizer per year to Kenyan farms, especially small-holder farms through distributors, and directly to medium-sized farms that grow staple crops, tea, coffee, and flowers. This would make Sanergy the largest producer of organic fertilizer in the country.

At present, Sanergy serves 18,000 people through a network of 450 Fresh Life Toilets in Nairobi.

Funding and purpose

No funding required at the moment.

Management team

We are a team of 162 people – 93% Kenyan - with backgrounds in product design, engineering, operations, community engagement, and management. We have a built local partner network with community organizations, technical agencies, and the Kenyan government. We have also built strong partnerships with the Bill and Melinda Gates Foundation, Kiva, and leading universities.

Stage of business proposition

Full launch and growth

What is in it for investors or potential business partners

Stake or equity in the business

Also looking for

Partners, distributors, franchisees, sales agents and promoters

Business registered in

USA

Can do business in

Kenya

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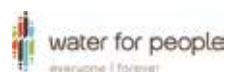
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Sanitation Solutions Group (SSG)'s mission is to sell desirable sanitation products and services reaching city-wide and district-wide scale. To do this SSG will facilitate the growth of new and existing sanitation businesses at different stages of the Sanitation Value Chain and where profitable bring them under the SSG umbrella. SSG will professionalize sales, marketing, business development, and management consulting services in the sanitation sector. The result will be scaling up the provision of affordable sanitation products and services to low income households.



Business model and roll out

The initial focus of the SSG will be to increase the sales of three specific desirable sanitation products and create transportation and leasing service arm that will facilitate the scale of city-wide pit emptying services. The specific products are the Durasan modular latrine, the SaTo Pan and, ceramic pans. Latrine emptying will be facilitated initially with the Gulper and Gulper II technology, but the equipment and tricycle leasing model will effectively enable new emptying technologies to be introduced.

The initial target market will be within Kampala, but rural areas will also be considered through Business Development Services (BDS) and financial partners. The SSG will train franchisees, local entrepreneurs, fabricators and businesses to give them the skills needed to work under the SSG brand and to guarantee quality control. Depending on the business model, businesses supported under the SSG will pay leasing fees to the SSG (for the Gulper equipment and transport leasing model) and profit shares (for the Durasan modular latrine). The latrine upgrading model using the plastic SaTo pan flappers and ceramic pans will generate income from direct sales to households.

Future milestones or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

In the next five years SSG aims to sell 7,000 Durasan modular latrines, provide latrine emptying services for up to 25,000 customers and latrine upgrading services for 150,000 customers in both urban and rural households. SSG is in talks with CIDI for order of 300 latrines by the end of 2014. If finalised, the sale will result in generation of huge demand for the product in Kampala.

Stage of business proposition

Start up

What is in it for investors or potential business partners

- Interest on loans given to customers (for MFIs) and entrepreneurs (for impact investors);
- Scaling up sanitation businesses and improved sanitation for households (for social investors);
- CSR recognition for corporate sponsors supporting sanitation (including promotion of sponsor products e.g. in constructed sanitation facilities);
- Future profit sharing once supported businesses become more profitable.

Also looking for

- MFIs partners (to offer sanitation loans to both customers and entrepreneurs);
- Social and Impact Investors to support expansion of sanitation businesses to achieve scale

Business registered in

Uganda

Can do business in

East Africa

Contact

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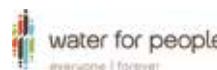
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Our value proposition is access to a clean, affordable, durable, aspiring and movable plastic toilet slab which is simple to upgrade from an existing pit latrine, or use for a new pit latrine. We plan to have a range of three plastic toilet slabs at different price points to cater to different affordability levels and different needs in terms of toilet size.



Business model and roll out

While we have been in the business of plastic products for over 50 years, the sanitation space is new for us as part of a larger strategy to develop affordable solutions to improve the quality of life for consumers at the base of the pyramid.

The toilet slab product range is currently planned for US \$ 3 million first year sales at 15% net margin, representing 150,000 toilet slabs. We hope this reaches 2,000,000 toilet slabs a year by 2020.

Future milestones / or impact

We aim to reach 150,000pcs to 2m pcs sales of toilet slabs per year in five years, through a network of over 200 wholesale dealers of consumer products in East Africa.

Funding and purpose

We need funding to both expand production capacity in different countries, working capital to commercialise the sales, and hire sales people in each country. For each country we would need \$500k for the production equipment, \$200k for working capital, and \$100k/year for the sales support.

We are interested in grant funding (ie. free money, not loans) or low cost loans (under 4% annual interest rate for USD\$), or a mix of the two. We are also interested to get marketing/advertising support.

Management team

Our company is well established in East Africa with over 50 years of experience in manufacturing and distribution of plastic packaging and consumer products in the area of water storage, chairs and disposable pens. We currently have three manufacturing locations in Tanzania, Kenya and Ethiopia, and we are planning to start a fourth location in Uganda. We also manage contract manufacturing in India, and ready to replicate the same model in other countries as well where we provide the tooling to a local manufacturer, and share the margins.

Key people instrumental in executing our strategy for bringing affordable and beautiful sanitation products to Africa:

- **Akshay Shah**. Managing Director. His family owns the business. Over 20 years experience in managing multiple manufacturing locations in Africa. Developing new products through Innovaxis, an industrial design company set up 10 years ago.
- **Alpesh Patel**. Chief Sales and Marketing Officer. Qualified plastics engineer. Over 22 years experience in the industry. Over 10 years experience in developing brands, distributors and sales channels for consumer plastic products in East Africa.
- **Arun Acharya**. Chief Operating Officer. Qualified industrial engineer. Over 30 years experience in the automotive and plastics industry. Over 15 years managing plastic manufacturing plants and logistics operations in East Africa.
- **Arnold Sales**. Manager at SIL Kenya. Over 25 years experience in developing customers and distribution.

Stage of business proposition

Pilot / market entry

What is in it for investors or potential business partners

Making interest on a loan to the business

Also looking for

Distributors, franchisees, sales agents and promoters, clients

Business registered in

Mauritius

Can do business in

Kenya, Tanzania, Ethiopia, Uganda, India

Contact

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SimGas sparks a revolution in the biogas and biosanitation industry. We provide off-the shelf digesters that are mass produced in recycled plastic and modular expandable. SimGas biogas and biosanitation systems are designed for households, SMEs, and small institutions in (sub-) tropical areas who depend on unsustainable fuels like charcoal, firewood or kerosene for cooking, and have no access to sanitation and modern energy. They can produce their own cooking gas; have access to modern sanitation, and nutritious fertiliser as a valuable by-product.



Our Power

Business model and roll out

Our current number of customers is 1,500. Currently we are making a small loss. EBITDA to grow to 5 M\$ by 2018.

SimGas is currently active in Tanzania (manufacturing, sales, and distribution) and Kenya (sales, distribution). In the coming five years sales and distribution will be expanded to Rwanda, Uganda, and Ethiopia and production capacity increased in Tanzania and other countries.

Furthermore, SimGas is entering the Indian market in collaboration with the largest milk cooperative in the world (Amul, three million farmers). A separate company will be set-up in India to serve this market.

Funding and purpose

Geographic expansion: <ul style="list-style-type: none"> Initial operational losses; Logistics (trucks, hubs); Marketing efforts. 	Growth financing: <ul style="list-style-type: none"> Increased stock.
Production capital: <ul style="list-style-type: none"> New production lines in Tanzania; New factories in East Africa; New factories in India. 	R&D: <ul style="list-style-type: none"> New (improved) models; Strengthening products; New applications of current product portfolio.

Management team

SimGas was founded in 2009 by Sanne and Mirik Castro. Two brothers who combine knowledge on the technology of anaerobic digestion, the market for biogas systems, and knowledge of management and manufacturing companies. SimGas has a local management team in East Africa that combines years of operational experience with sector specific knowledge, headed by Mirik Castro. The India expansion is currently managed by SimGas Netherlands. In 2015 a local team will be hired.

Stage of business proposition

Mature / expansion

What is in it for investors or potential business partners

Making interest on a loan to the business, Stake or equity in the business, Seat on board

Also looking for

Distributors, franchisees, sales agents and promoters, R&D partners

Business registered in

The Netherlands

Can do business in

Tanzania, Kenya, Rwanda, India

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There is a huge market for sanitation businesses in Uganda that the SSG hopes to capitalize upon. According to the National Bureau of Statistics around 10,000 new latrines are constructed in Uganda every year to cater for a population growth of 5.6%. The SSG target is to capture 25% of the market and construct 7,000 latrine stances in five years. A 2010 survey of Kampala revealed that 45% of latrines were found to be abandoned after five years of construction because they are either full or broken down. This provides a significant market for emptying, construction and upgrading business models. More significantly for pit emptying, only 6% of Kampala's population is connected to the main sewer line implying that the other 94% relies on on-site sanitation facilities that will require emptying making them potential customers for this model.

Funding and purpose

The initial year of funding will be a grant that will support operational costs, technical and business development, and procurement of equipment necessary to support the business models described above. SSG will initially need to raise \$33,800 for equipment and Year 1 operational costs of \$148,828 to support marketing, brand awareness, training administrative, quality control and management costs amounting to a grand total of \$182,628. This will be discounted by 25% of the revenue generated in Year 1 and will bring the net capitation of Year 1 to \$112,175. Revenue generated within first year will be used by the SSG to support operational expenses during the year. Commencing in Year 2, the SSG will have attained the optimal Operational Self Sufficiency (OSS) and the SSG will have a net present value (NPV) of \$171,239 with a Payback Period of four years.

Management team

SSG has a strong team of four staff:

- A CEO who was part of the core team that provided overall strategic direction for the development of the sanitation as a business program;
- A marketing and business development support professional with experience supporting Gulper emptying businesses,
- A technology innovation engineer with experience developing sanitation technologies and training local fabricators to use them and an MBA professional with experience supporting development projects and start-ups in Africa.

Contact

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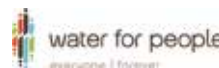
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SuSan Design is unique because of its urinals for women and faecal sludge (FS) treatment units producing pathogen free material.



SuSan Design is designing user-friendly products and scalable services providing low-income areas of cities with quality sanitation systems. It's seeking partners to develop, produce and implement sanitation services based on local entrepreneurship and value creation through the transformation of waste to resources.

Business model and roll out

SuSan Design has prototyped home urinals designed with women in a Kampala slum. These have also been tested in homes and schools in Nairobi. A business strategy has been established to produce, distribute and sell these urinals to different market segments. A business model involving the community and entrepreneurs takes care of the collection, treatment and sale of urine as natural fertilizer (urine and water mix gives a threefold food production increase). The same model applies to fecal sludge reuse as soil improvement agent. A "turn key" franchise will be tested with these functional, off grid, low running cost and producing pathogen free excreta technologies. A scalable treatment unit has been tested and safe faecal sludge product has seen good results at agricultural research station in Uganda. Both products are now ready for market introduction!

Future milestones / or impact

The first UniSex Urinal designed for the BoP market will be in mass production by the first quarter of 2015. Decentralised production of 3-4 urinals suited to different social, economic and cultural settings will be in production by 2019.

SuSan Design will start up in Kampala, Uganda, and in Nampula, Mozambique in cooperation with NGO partners.

Production of our faecal sludge treatment units with franchising structure will also be tested.

Funding and purpose

\$ 500.000 (working capital, grants or equity) is needed to

- Bring the designed products to the market;
- As working capital for production, and
- For product distribution and build up the local treatment franchises.

A market study for urine in Kampala shows a break-even point above 50,000 users so capital is needed to scale with our partners in sections of town prior to full scale up.

Management team

Sustainable Sanitation Design management is dedicated, skilled and supported by a competent board. Future growth will be at Nairobi / Kampala office and we plan to establish ourselves in Nampula, Mozambique soon. Our product design partner and an NGO active in agricultural development will co-invest with private investors or NGO partners to create results through entrepreneurship.

Stage of business proposition

Pilot / market entry

What is in it for investors or potential business partners

Making interest on a loan to the business; stake or equity in the business; seat on board; results on the ground

Also looking for

Partners, distributors, franchisees, sales agents and promoters, clients

Business registered in

Norway

Can do business in

Uganda, Kenya, Mozambique. Expand to other countries in 2018

Contact

SuSan Design

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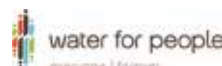
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Sanitation Solutions, a corporate brand under TEECs Limited has positioned itself as established provider of sustainable sanitation products and services. We are driven by genuine concern for Malawi where over 47% of the population have poor access to sanitation.



The work we do will see low income communities live in and maintain hygienic conditions. The products and services offered are Durasan Modular Latrines, SaTo pans, Pit emptying services, sanitation financing and business development. Due to capital constraints, we are yet to achieve our intended results, to reach out to all households in low income areas with sanitation needs.

Business model and roll out

TEECs will use the existing financing model to reach out to households in low income areas. Sales of at least 500 Durasan Latrines and 10,000 SaTo Pans will be achieved by end of year one. Households will acquire Durasan toilets with sanitation loans from TEECs Microfinance, a micro credit agent established by TEECS with an intention of channelling finance for sanitation and other livelihood effort. Households pay back TEECs over a period of 12 months as this is affordable therefore reaches out to more people in low income communities. TEECs will further explore franchise partnerships with over 60 Sanitation Solutions accredited entrepreneurs trained under TEECs business leadership to accelerate sales.

Future milestones / or impact

The market study conducted by TEECs, 2011, established that demand for latrines in low income areas of the major 2 cities, Blantyre and Lilongwe was at \$12m and that for pit emptying was at \$10m making a total of \$22m. Our target is to expand and to serve 20% of this market, reaching \$5,000,000.00 in turnover in the next five years. In Five years TEECS will be able to sell 12,500 latrines and 200,000 SaTo Pans. In it envisaged that TEECS would have secured franchise agreements with over 60 accredited sanitation entrepreneurs across the country.

Funding and purpose

TEECs will require large sums of outflow to pay for costs of goods (construction of latrines and SaTo pan stocks) as low income households do not have the capacity to pay for upfront purchases. To achieve the expansion plan, TEECS needs a grant funding to the tune of \$250,000.00 to cover the cost of products, training of entrepreneurs, establishment of the sanitation entrepreneurs platform, marketing and distribution costs, human resource and administrative costs.

Management team

We are a business with proven experience in sanitation entrepreneurship in Malawi. The Managing Director and Operations Director championed the development of sanitation as a business in Malawi. There is evidence of sanitation sector growing in Malawi as a direct result of their roles in providing professional support in business plan development, marketing and financial dynamics to entrepreneurs in the sector, initially through Water for People and eventual engagements from other organisations such as; Water Aid, UNICEF Malawi, Mzuzu University. Towera the Managing director is a leader in SME development in Malawi and Louis the co-director brings financial expertise in the business.

Stage of business proposition

Pilot/ market entry

What is in it for investors or potential business partners

Making interest on a loan to the business; stake or equity in the business

Also looking for

Investors and Funding partners to directly support expansion of Microfinance arm of the business.

Business registered in

Malawi

Can do business in

Mozambique, Zambia

Contact

TEECs Limited | Towera Jalakasi

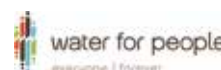
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Clients and their communities live in dignity with good sanitation and hygiene. As a socially-driven MFI, VisionFund Cambodia has worked closely with NGO partners to ensure WASH financing to clients so that they can afford WASH products such as water filters and latrines for household use to get rid of water-borne diseases as well as to ensure good household sanitation. We value that aspect for good sanitation and hygiene the most for our clients. As they keep healthy, they are productive and earn a regular income to support their family and children.



Business model and roll out

VisionFund Cambodia has provided financing, while our NGO partners have delivered products directly and or / through a local supplier. This model is also called “a supply chain”, which links buyers to suppliers in a systematic arrangement. Without this, the communities would not reap the full potential of the project. After a certain period of pilot, we’ve scaled it up further to more operating areas to reach more clients until every client household has owned WASH products for improving water and sanitation. As this is a social loan, the interest rate charged to clients per month is rather lower than a normal loan. As of July 2014, we have reached 44,004 clients for water filter loan (US\$1,206,263 portfolio) and 17,866 clients for latrine loan (US\$1,514,004 portfolio) respectively.

The NGO partners are more than happy for the success of the project through a financing model, which could ensure the sustainability of the project; while in the past NGOs handed out these products to villagers free and found this approach difficult for the project sustainability.

Stage of business proposition

Mature/ expansion

What is in it for investors or potential business partners

Other

Also looking for

Partners, suppliers

Business registered in

Cambodia

Can do business in

Global

Expected outcomes of the business

Our expected outcomes are clients keep healthy and free from diseases that often drain them of their available household resources. We also expect that more clients (at least 50% of total client base) will own WASH products (water filters, latrines) in the future. Though VisionFund could not make good money from this WASH financing, we hope our clients become healthier and more productive to earn money for their family and especially their children.

Funding and purpose

Vision Fund Cambodia has recently found a funding partner. With the support of this partner they are able to inject more capital with low interest rate for WASH financing to the rural poor. So, the poor will have increased access to WASH products.

Management team

Our management team has been very supportive of this WASH financing and pushed it forward successfully. They are always convinced that when clients get success VisionFund also has success. Client’s success is also VisionFund’s success!

Contact

VisionFund Cambodia | Cheang Sok Kea

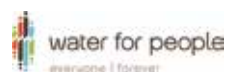
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ZanaAfrica delivers a radically affordable super absorbent winged sanitary pad in a 2-pack for a single coin purchase, saving women 75% in daily out-of-pocket expense, and unlocking opportunity for the four in five women currently unable to access pads.



Free comics enhance branding and health outcomes. Distribution innovation gives sales agents 4x profits versus other pads and opens untapped channels to last-mile women. Other products offerings include underwear and reusables. Living Goods, Marie Stopes, and Smart Life are current distributors.

Business model and roll out

ZanaAfrica uses traditional sales channels and leverages untapped distribution opportunities including social franchise clinics and schools to reach last-mile women and girls. Sales since inception (November 2013) total USD \$5,581 to nearly 7,000 women and girls. The 2014 focus is on learnings, so that expansion from 2015 is strategic and data-driven. Making pads on commercial machines, ZanaAfrica locally produces 200 pads per minute and will expand to reach 2M girls and women by 2020 across East Africa. By 2017 pulp and pad material innovation will reduce the price an estimated 30%+, enhancing access for women and further deepening market penetration.

Future milestones or impact

(In terms of sales of products and services and customers reached in the next 1-5 years)

Sales will reach at least 360,000 girls and women by 2016, and 2M by 2020. Assumptions include: 85% will use 8 disposable pads per month and 15% of those will purchase reusables as pantyliners; 10-15% will only purchase reusables; 70% of customers are expected to purchase 2 pairs of underwear per year. 24 comics annually will have a 4x readership.

Funding and purpose

ZanaAfrica is seeking \$1.2M of funding in PRIs and convertible loans for sales and marketing, with a matching PRI on the table by a current funder, to grow to 2M women and 22% profitability. As a hybrid social enterprise the goal is to put profits into enhancing the social ROI including through comics and international replication.

Management team

Founders Megan White Mukuria and Dr. Lawino Kagumba each bring over 15 years of award-winning leadership in social enterprise and material science, respectively. Manufacturing Operations Manager Ghoncheh Jafarpisheh was lead engineer for Proctor & Gamble's feminine hygiene products and an Acumen Fund Global Fellow. Community Sales Manager Catherine Onyango pioneered programs at Marie Stopes. Key advisors include Tim Crane, the former Vice-President of R&D at Crane & Co and Anne MacDonald, former CMO of Macy's, PepsiCo and Citibank, and funding partners Bill & Melinda Gates Foundation, GCC, and the Eleos Foundation.

Stage of business proposition

Pilot / market entry

What is in it for investors or potential business partners

Making interest on a loan to the business, seat on board

Also looking for

Partners, distributors, franchisees, sales agents and promoters, clients, suppliers, pulping experts

Business registered in

Kenya, USA

Can do business in

Kenya, USA

Contact

ZanaAfrica

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Annex : Overview of Mi Baño's founding partners

Company & core business	Scope	Investment & growth perspectives for next five years	2013 annual turnover (million USD)	2013 market share nationwide	Number of employees as of 2013	
 <p>www.sni.org.pe</p>	<p>Sociedad Nacional de Industrias-SNI</p> <p>One of the most influential and prestigious private sector non-profit associations. It was founded in 1896 in order to promote the industry development, the defense of property and private initiative, to cooperate in the formulation of laws and regulations, guide and coordinate the opinion of its members and to represent and defend their interests.</p>	Peru nationwide	10% growth per year	US\$ 7,1M	The associates' turnover represents 60% of the industry in Peru.	975 associates and 132 employees
 <p>www.cajaarequipa.com</p>	<p>Caja de Arequipa</p> <p>The first MFI in number of saving clients' Peruvian micro financial system (645 thousand that represent a saving portfolio of USD 992.5M). It was founded in 1985 as a nonprofit association whose sole shareholder is the Provincial Municipality of Arequipa. At 2013, has 255 thousand loan clients (USD 1.08 billion), of which 69% are small and micro enterprises.</p>	94 agencies in southern and the western center of Peru, and Lima. 20 shared offices with the National Bank, and 673 banking agents.	Growth 300% in micro credits	US\$ 220,7M	10% in loans and 12% in savings of the micro finance sector. The most solvent Municipal bank of the system.	3,065
 <p>www.unacem.com.pe</p>	<p>Unión Andina de Cementos - UNACEM</p> <p>One of the most important cement manufacturers of the country. It was founded in 1916, created from the merger of Cementos Lima and Cementos Andino in 2012. Currently belongs to the Peruvian holding Nuevas Inversiones SA (NISA).</p>	The center of the country (northern coast, southern coast, center coast, south Andes, central Andes) and a part of the jungle	Main investments during the upcoming years will be: Lafarge SA Acquisition, Ecuador (expected to be concluded in 2014). Carpapata III project (2014-2017). Cement mill in Condorcocha Plant (2014-2015).	US\$ 638,5M	49.4%	800

 <p>www.sanlorenzo.com.pe</p>	<p>Cerámica San Lorenzo</p> <p>Manufacture of construction and finishing materials. It is part of the Belgian Etex industrial group, worldwide manufacturer of building materials, whose has production sites in 45 countries and with an annual turnover of more than 3 billion euro.</p>	<p>Peru, Chile, Colombia, Ecuador</p>	<p>A new line of US\$ 20 millions</p>	<p>US\$ 120M</p>	<p>28%</p>	<p>702</p>
 <p>www.firth.com.pe</p>	<p>Firth Industries Perú</p> <p>Manufacturer of concrete, ready-mix concrete, prestressed beams and aggregates. Founded in 1995 is a leading provider of solutions in concrete and aggregates nationally. It was acquired by UNICON in 2011.</p>	<p>Trujillo, Lima, Ica</p>	<p>2% growth per year</p>	<p>US\$ 78M</p>	<p>19% in Lima</p>	<p>643</p>
 <p>www.eternit.com.pe</p>	<p>Fábrica Peruana Eternit</p> <p>Founded in 1940. Leader manufacturer of building boards and roofing sheets products. Also manufacturer of polyethylene water tanks and pre manufactured septic tanks. They are an Etex Company, a Belgian group, worldwide leader manufacturer of building materials</p>	<p>Latin America</p>	<p>2014-2018 investments: US\$ 90 M Growth: 6% CAGR</p>	<p>US\$ 81M</p>	<p>62% in drywall and 46% in water tanks</p>	<p>695</p>
 <p>www.rotoplas.com.pe</p>	<p>Rotoplas del Perú</p> <p>The company is a manufacturer and distributor of water solutions. It is a subsidiary of GRUPO ROTOPLAS, a market and technological leader based in Mexico, with operations in 10 Countries through 23 manufacturing sites and more than 35 years of experience in Latin America.</p>	<p>10 Latin American countries through 23 manufacturing sites.</p>	<p>Data not available</p>	<p>US\$ 500M (Rotoplas Intl)</p>	<p>Data not available</p>	<p>2000 (Rotoplas Intl)</p>
 <p>www.union.com.pe</p>	<p>Construcciones Metálicas Unión S.A.</p> <p>Company dedicated to providing products and services for the storage and manipulation of materials and the safekeeping of valuables, such as storage structures, metal lockers, safe deposit boxes, vault doors, among others. It has 62 years in the Peruvian market.</p>	<p>Peru nationwide Ecuador and Argentina (through own offices) Chile y Bolivia through distributors</p>	<p>12% growth per year. US\$ 5M investment plan to increase production capacity by 2017. It aims to improve national and regional supply and to increase participation on larger projects.</p>	<p>US\$ 20M in Peru US\$ 4M in Argentina US\$ 200,000 in Ecuador US\$ 300,000 either Chile and</p>	<p>40% in Peru</p>	<p>181</p>

				Bolivia		
 Calidad que Construye www.chema.com.pe	Chema Peruvian manufacturer of additives and building products. It has 41 years in the Peruvian market.	Peru nationwide Bolivia, Colombia, Costa Rica, Chile, Guatemala y Curacao.	Expected growth per year: 20% in 2014, 15% in 2015- 2016 and 10% in 2017	US\$ 38M	45% in forges and 51% glues	450
 www.franzviegener.com	FV-Franz Viegener Manufacturer of faucets, toilets and accessories for bathrooms, kitchen and sanitary facilities. The Ecuador factory supplies the Peruvian market. It belongs to the Argentine Ferrum group, leader in Latin America.	Presence in all major Latin American markets.	Planned capacity investments in selected markets.	US\$ 60M	52,8%	1,100
 www.itlagrif.com	Tecnosanitaria (Italgrif) Manufacturer of bathroom and kitchen appliances for home use. It was founded in 1994. It belongs to the Peruvian VSI Industrial Group.	Peru, Colombia, Chile, Ecuador, Bolivia y Centre America	15% growth	US\$ 77M	64%	740
 www.koplastindustrial.com	KOPLAST industrial Peruvian manufacturer of PVC connections and pipes for water and sewerage networks, and for electrical conduits and telephone.	Peru, Bolivia y Ecuador	\$ 5M: upgrade the infrastructure, opening new sales offices in other province of Peru and develop two new product lines.	US\$ 19,5M	10%	110
 www.fibraforte.com www.elementia.com	Industrias Fibraforte S.A. Manufacturer of building products such as polypropylene and polycarbonate boards. Founded in 1993, it belongs to the Mexican Elementia group since 2010, a Carlos Slim's consortium that grouped enterprises cement, concrete, polyethylene, styrene, and copper, among others.	Peru nationwide and 45 countries.	Data not available	US\$ 990M	Data not available	5,805

	<p>Maderas Schipper Peruvian manufacturer of wood products for domestic industry. Founded in 2009, it has as one of its main clients the AJEPER group (Kola Real).</p>	Lima	100% turnover growth in wooden doors	US\$ 167,000	2%	20
 http://www.osljr.com/	<p>JR Medium-scale logistics operator who provides services to important enterprises as CSL, Eternit, Rotoplas, Electro Medellin, among others. It has a transport fleet of 43 trucks.</p>	Peru nationwide. They also reach some regional countries such as Brazil, Colombia, and Chile.	JR wants to grow in the next 5 years 35% of the proceeds to this day and as required by the companies we serve	US\$1,9M	Data not available	70
 www.hatunsol.com.pe	<p>Hantun S.A. A software platform that facilitates the delivery of loans for the construction, transportation and free professional advice. They launched a new product called Hatunsol 2011. It provides products and services to self-construction market through a financing system for building materials and labor.</p>	Current scope reaches Lima and its districts around.	Investments in advertising and marketing for channel development.	Data not available	Data not available	32

Note: Caja de Arequipa data is based on official information from the Superintendence of Banks and Insurance of Peru (www.sbs.gob.pe)

Scope: Country geographic areas or countries in which the company produces or commercializes their products and services.

Investment & growth perspectives: Company prospects of growth/expansion for the next 5 years and planned investments to this purpose.

Annual turnover: corresponds to company turnover of 2013 expressed in US dollars. It uses as source for exchange rate the annual average rate according to the Banco Central de Reserva del Perú. In the case of Elementia Group it uses an exchange rate of 13.56 Mexican pesos by USD.

Market share: data at 2013 according to core business or main product of the company.

Number of employees: according to 2013 data of the company.