



<p>Water for everyone was born with the desire to give access to everyone to clean water through a sustainable process.</p> <p>We offer a transportable and auto-sufficient system to provide desalinated and purified water from any source -even seawater- in remote areas.</p> <p>We focus on providing a system that is easy to transport, assemble and maintain, powered by renewable energy.</p> <p>Join us and our dream: using the sun and the sea to get <i>Water for Everyone</i>.</p> <hr/> <p style="text-align: center;">Team</p> <hr/> <p>Davide Acquanita Camille Bon Fernando Crespo Pérez Álvaro Robles Rodríguez Alejandro Segura Monteagudo Mentor: Iván Robles</p>	<p style="text-align: center;">Company data</p> <hr/> <p>Email: w4everyone@gmail.com Creation: 2017 Sector: International Cooperation. Water and Sanitation.</p> <p style="text-align: center;">Finance situation</p> <hr/> <p>Required investment: 210,000 € Covered by: Participative loans: 60,000 € Financial loans: 60,000 € Grants: 50,000 € Partners: 25,000 € Other loans: 15,000 €</p> <p style="text-align: center;">Investment share</p> <hr/> <p>Tangible fixed assets: 75,500 € Intangible assets: 8,500 € Other fixed assets: 6,000 € Setting up: 3,000 € Beginning balance: 117,000 €</p>
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The team:

Diversity, integrity and expertise: that's what define us!

A team of 5 engineers from Spain, Italy and France with one common passion to make the world a greener and fairer place.

We are experts on water treatment technologies, solar PV technology, sustainable development and lean startup methods.

The issue:

When we look at the world, we notice that two dramatic events are getting worse and can only be addressed together: the water crisis and the refugee crisis.

According to the World Wild Fund (WWF), 1.1 billion people lack access to water; 2.7 billion experience water scarcity at least one month a year and 663 million people still drink water from unprotected sources. By 2025, two-thirds of the world's population may be facing water shortages, leading the coastal communities to turn to the sea to meet their drinking water needs.

On another hand, human conflicts, civil war and environmental change force millions of people to leave their home. According to the UN Refugee Agency (UNHCR), 2.6 millions refugees live in camps built and run by the government, the United Nations or international organizations (NGOs). Millions more live in urban areas and informal dwellings. According to *Action Against*

Hunger, the first concern for NGOs is to provide water to the population in case of emergencies.

Our solution:

The product we came up with in response to this reality is a portable desalination system. It takes advantage of the great development that reverse osmosis treatment and solar PV technologies have experienced during the last five years and combine them to produce clean water from saltwater sources.

The main characteristics of the product are:

- It can work both with seawater and salty aquifers or lakes.
- It is easy to transport.
- It can be assembled and disassembled in a few hours.
- It is resilient (it requires low and easy maintenance).
- It does not need an external energy supply.
- It works unmanned.
- It is cost competitive.



The market:

We estimated that the Organizations which can be interested in our product have an annual budget fluctuating between 1.500 and 2.000 M€. They invest 30% of their budget in humanitarian operations. According to our estimations, we can assert that our gross market niche fluctuates between 67.5 and 90 M€ per year.

Our advantage:

None of our competitors gathers all our main features: resiliency, transportability, energy autonomy and water source flexibility. Water for Everyone will be the first company to combine effectively desalination technologies, renewable energy and a portable, easy-to-assemble equipment.

The business model:

Water for Everyone is highly client-focused. Our product and services were designed with one thing on mind: relieving the pain and enhancing the gain of NGOs working in water, sanitation and hygiene projects on field. International Organizations want to improve human conditions but they struggle to find the most suitable and sustainable solution at a reasonable cost.

The main aspects of our business model are the following:

- **Value proposition.** We offer what our clients need: an easy to transport, resilient and scalable equipment supplied promptly where they require.
- **Customer relationships.** Face to face relationships will be the most important ones, supported by specialized fairs and newsletters. The connection with our clients does not end when they purchase our equipment, but it starts.
- **Channels.** Our product is adaptable to all conventional transport methods.
- **Revenue streams.** Our clients can buy or rent each equipment. Maintenance services will also be charged, while transport and commissioning are included in the price.
- **Key partners.** We will cooperate with suppliers of equipment and transport companies, along with organizations such as the Humanitarian Innovation Fund.
- **Key activities and resources.** Manufacturing and assembling in an industrial site.
- **Cost structure.** The variable production costs account for the 60% of the equipment price. Fixed costs include salaries and factory rent.

Lean design process:

Our product is the result of a thorough lean design process. To validate our hypothesis we used feedback from the real market, obtained by means of two main tools: interviews and market testing.

During the interviews, we had the chance to work closely with experienced professionals from acknowledged NGOs with international impact. We learnt about the problems they face when providing water in remote areas and how the solution must be. We also worked with them to find the way to be competitive.

In order to test the market we designed an experiment in which we sent our commercial brochure to 20 NGOs specialised on water and sanitation. We evaluated and analysed their response according to the interest shown in our product. We obtained several positive responses in a few days, proving that we are on good track. Our first clients can be signed during the following weeks.

Marketing strategy:

Creating a strong connection with our clients is the cornerstone of our business model. Water for Everyone starts in a favorable background in terms of political, social and economic conditions. These are the main steps of our marketing plan:

- **Objectives:** Building a solid client portfolio of 36 new clients during the first year and 60 new clients during the second year. In addition, an 80% of these clients shall be loyal clients.
- **Strategies:** Our system will be seen as a high quality and reliable product at a reasonable cost. We will reach our clients through specialized channels and provide volume discounts.
- **Action plan:** The main actions in the short term will be attending to water technology fairs and communicating face to face with potential clients.

Operational plan:

The activities of Water for Everyone are those of a company in the secondary sector. We purchase the components and manufacture a finished product which is then transported according to the client's requirements. The key aspects of our operational plan are the following:

- **Product and services:** Direct sales, renting and maintenance services.
- **Partners and employees:** The company is founded by 4 partners. 10 employees will be part of the project at the end of the 2nd year.
- **Plant and equipment:** We will rent a manufacturing plant in a Spanish coastal city, allowing us to ship our equipment in a few hours.
- **Logistics:** We will deal with transport services worldwide.
- **Quality standards:** Our product will be CE marked to prove our commitment with quality.
- **Guarantee:** The legal two year guarantee assures the client that all issues will be solved. After that, we will offer maintenance services.

Financial plan:

Both realistic and optimistic scenarios were projected, considering three different revenue lines: direct sales, renting and maintenance services. The financial needs to start our project are 210,000 €, and a minimum of 60,000 € will be raised by participative loans.

The investor is given the chance to get on board of an exciting project that will improve the lives of thousands while obtaining a return on investment above 40%. A unique opportunity of doing well by doing good.