Working Session
Water, Sanitation and Hygiene

SPEAKER:
Cynthia Koenig, Founder and Chief Executive Officer, Wello
the problem: “water is heavy”
the problem: “we need MORE water”
the problem: “our water is not safe to drink”
water crisis $\rightarrow$ poverty trap
the problem: water collection limits opportunity
is a social venture with a bold mission: to deliver clean water to a thirsty world
co-created design: 18 month design + validation process that prioritized end user needs

convenient: ergonomic, customizable, replaceable + repairable parts

hygienic: clean water stays clean!

high quality: durable!

aesthetically pleasing: matka form!

affordable: retails to consumers for an affordable price
<table>
<thead>
<tr>
<th>Features + Benefits</th>
<th>Clay Pot</th>
<th>Plastic Pot</th>
<th>Metal Pot</th>
<th>Water/Wheel</th>
<th>Q-Drum</th>
<th>Hippo</th>
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<td>Culturally/lifestyle appropriate</td>
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<td>Hygienic/easy to clean</td>
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<td>Prevents POU contamination</td>
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<td>High quality/durable</td>
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- **Available in India:** ⬤
- **Not available in India:** ⬤

- Clay Pot, Plastic Pot, Metal Pot, Water/Wheel, Q-Drum, Hippo.
well0: innovations under development

- drip irrigation
- energy generation
- social marketing (rolling billboards)
- filtration
consumer education  

improved water sources  

community level purification  

access  

point of use filtration  

storage + conservation
**WaterWheel: total addressable market**

- Global market: 1.1 billion
- Indian market: 600 million (125 million family units)
- Rajasthani market: 40 million (8.3 million family units)

- There is a global need for the WaterWheel
WaterWheel: target market (India)

only 24% of Indian households have access to piped water in the home

# households spending more than 30 min on water collection

Total market size: 9,994,800
4 LOCATIONS  50 WATERWHEELS  300 LIVES IMPACTED  5,500 TOTAL HOURS CREATED TO DATE
wello: social impact

- Increased access
- 20 ‘extra’ productive hours / week!
- Improved health!
- Increased opportunity!
“Look at me, I have my own water tanker!”

“The world is changing… I never have imagined this”

“With more time I could increase my livestock and crops.”

“By spending less time collecting water girls can go to school”
Gita no longer has to sit at home waiting for the unreliable local slum tap to turn on, missing out on precious hours she could be devoting to selling quilts or collecting recyclables. With the WaterWheel, she can spend half the time collecting water for her family’s need, and devote her free time to the things that matter to her.

Sunita, paralyzed from the waist down, had to rely on her two daughters to collect water everyday. With the WaterWheel, the young girls now spend half the time they used to collecting water and the three women are able to enjoy more water in the home and more time to spend together.

Gajendra hails from a village where men are responsible for collecting water. He used to spend over 2 hours everyday collecting water on his cycle, but with the waterwheel, he not only saves 5 hours a week (which he devotes to his farm), but also saves the money he used to spend on monthly cycle repairs.
The WaterWheel is extremely good, no doubt about it. It has the potential to deeply change women’s and children’s lives. This strategy will work.

In another few years you will see them all over the villages.

-Neelima Khetan, Former Executive Director Seva Mandir
This leaves little time... or for work.
wellon: milestones

- Clinton Foundation
- Dow
- Harvard University
- Michigan Ross School of Business
- Net Impact
- Foster School of Business
- Unreasonable Institute
- Dasra (catalyst for social change)

developed an award-winning concept

tested + iterated product design

Pilot

- The New York Times
- Fast Company
- The Huffington Post
- Treehugger
Our ears are burning: recent press
Cynthia Koenig: founder + ceo
MS / MBA in Sustainable Business from University of Michigan
• 10 years of int’l development experience focused on incubating mission-based businesses
• firsthand experience living with limited access to safe water on 3 continents

Ankit Sharma: product manager
BS / MS in Mechanical Engineering from University of Colorado
• Values-driven multilingual engineer with 3+ years experience in project management, design and analysis
• Experience designing, prototyping and collaborating cross-culturally

Sruthi Sadhujan: business development + impact manager
BA in International Relations from University of Pennsylvania
• 3 yrs experience in product development & business strategy in corporate retail
• experience with international NGOs and community development organizations