

Business Model Canvas:

Deep Springs International/Gadyen Dlo



<p>Key Partners</p> <ul style="list-style-type: none"> ■ UNICEF: funding and technical assistance ■ Haitian government (DINEPA): coordination and sharing of best practices ■ Population Services International: marketing assistance ■ Dow Chemical: raw materials to produce buckets ■ Distribution Partners: historically, Partners in Health, Action Contre la Faim, ACTED, Samaritan's Purse, and many others ■ Universities (especially Emory and Tufts): field experiments to identify best marketing strategies, and assistance with monitoring and evaluation 	<p>Key Activities</p> <ul style="list-style-type: none"> ■ Chlorine production ■ Chlorine delivery ■ Marketing through radio, schools, and churches ■ Sales agent training ■ Household visits ■ Partnership development 	<p>Value Proposition for Customers:</p> <ul style="list-style-type: none"> ■ Our product is low-cost, can be bought with little cash outlay, and is easy to use. It is locally and reliably produced and does not depend on emergency aid to be available in vulnerable communities. 	<p>Customer Relationships</p> <ul style="list-style-type: none"> ■ Initial training by field supervisors and sales agents ■ Regular visits by sales agents ■ Periodic visits by field supervisors 	<p>Customer Segments</p> <ul style="list-style-type: none"> ■ Rural households ■ Partner NGOs in a development context ■ Partner NGOs in an emergency context
<p>Cost Structure</p> <ul style="list-style-type: none"> ■ Raw materials and energy for production of sodium hypochlorite ■ Staff salaries ■ Margin for sales agents ■ Product marketing ■ Monitoring and evaluation ■ In some sites, compensation for sales agents to do household visits (for dual purposes of monitoring and marketing) ■ In new sites, training of new staff 	<p>Key Resources</p> <ul style="list-style-type: none"> ■ Local chlorine production sites that can scale up production quickly ■ Local staff with years of experience ■ Long-term relationships with communities ■ Strategic partnerships 		<p>Channels</p> <ul style="list-style-type: none"> ■ Community sales agents (individuals hold various other roles, such as community health workers, microentrepreneurs, and community leaders) ■ Small boutiques and pharmacies ■ Schools ■ Partner NGOs (during free emergency distribution, or, for a limited time, as the product is introduced to a new area) 	
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