

Business Model Canvas: Aqua Clara Kenya



<p>Key Partners</p> <ul style="list-style-type: none"> ■ Aqua Clara International: funding through carbon credits and research and development ■ CAWST: capacity building of ACK staff, support to develop and deliver trainings and consultancy to implementers in East Africa ■ Connect International: funding for household distribution ■ Transform International: funding for school distribution ■ Distributing Partners: Wakenya Pamoja Microfinance Institution, COHESU, Lwala Community Alliance, and Nuru International ■ Savings and Credit Cooperatives (SACCOs): marketing platform and credit services 	<p>Key Activities</p> <ul style="list-style-type: none"> ■ Supply chain management ■ Marketing to schools, Microfinance Institutions, and NGOs ■ Partnership development ■ Training and support of project managers and sales agents ■ Monitoring and evaluation 	<p>Value Proposition for Customers:</p> <ul style="list-style-type: none"> ■ Our product is simple to use, effective and long-lasting, and comes with a 12-month warranty that guarantees free training, follow-up, and repair. <p>Value Proposition for Partners:</p> <ul style="list-style-type: none"> ■ We guarantee sustained product use and customer satisfaction; studies show at least 90% of our customers are satisfied with our product and use it correctly past 12 months. 	<p>Customer Relationships</p> <ul style="list-style-type: none"> ■ Training and support of implementing partners and schools ■ End-user training at point of purchase ■ Follow-up: phone follow-up within 30 days of buying product and after 1 year ■ Customer care number for problem-solving 	<p>Customer Segments</p> <ul style="list-style-type: none"> ■ Rural Schools: typically, public schools with no access to municipal water and a population of 200+ students ■ Rural Households: typically belonging to a SACCO, Microfinance Institution, or part of an NGO-supported group ■ NGOs, Individual Philanthropists, and Corporate Social Responsibility Departments: interested in sponsoring schools or communities to access safe drinking water
<p>Cost Structure</p> <ul style="list-style-type: none"> ■ Materials for and distribution of products ■ Salaries for staff ■ Commissions and bonuses for distributors and sales agents ■ Training and support of implementing organizations ■ Marketing and partnership development with NGOs, schools, and MFIs ■ Monitoring and evaluation 		<p>Revenue Streams</p> <ul style="list-style-type: none"> ■ Payment for household products by NGOs and MFIs ■ Payment for school products by schools ■ Payment for projects by philanthropists ■ Carbon credits accrued from water filters currently in use ■ Grants from partner organizations to fund subsidized costs (such as capacity building, and research and development) 		