## Key Partners
- CAWST
- Africa Biosand Filter Network (ABINET)
- Aqua Clara
- Avant Ministries
- Kambagiri Foundation
- Local leaders
- Enviro-Stewards' North American clients (water credits)
- Donors

## Key Activities
- Technical training on biosand filters
- Sales training for community health agents
- Business training
- Purchase agreements (discounts to build the market)
- Market sensitization

## Value Proposition for Customers:
- Certified community health agents meet with local families to help them understand their expenditures on water-related illnesses in the past 2 years
- This number is multiplied by ten and compared to the cost of buying a biofilter (which lasts 20–25 years)

## Customer Relationships
- Educate and provide great customer service to homeowners purchasing biofilters
- Educate and provide great customer service to wholesalers purchasing bottled water
- Donors receive reports on how purchased water credits are used

## Customer Segments
### Rural
- Families earning less than $3 per day (eligible for price discount)
- Families earning more than $3 per day and institutions (must pay full price)

### Urban
- Wholesale resellers (persons with bicycles)
- Institutions

## Water Credits
- Corporate social responsibility participants
- Net Zero water participants
- Individual donors

## Key Resources
- Training materials
- Safe Water Project board game
- Construction facility
- Sales and marketing materials

## Value Proposition for Customers:
- Healthier population, which means less strain on the health care system
- More funds available for schooling and other priorities
- More time and energy available for productive activities

## Key Resources
- Training materials
- Safe Water Project board game
- Construction facility
- Sales and marketing materials

## Cost Structure
- Biofilter fixed and variable costs
  - Pricing based on break-even analysis: 15–20 biofilters sold per month
  - Community health agents receive sales commission of 20%
- Bottled water fixed and variable costs
  - Pricing based on break-even analysis
  - Wholesalers compensated by retail versus wholesale pricing

## Revenue Streams
- Purchased biofilters (full price and discounted)
- Water credits
- Purchased bottled water (wholesale and retail)
- Donations to cover cost of filters, training, or business start-up costs (for example, equipment)