

Business Model Canvas: The Safe Water Project



<p>Key Partners</p> <ul style="list-style-type: none"> ■ CAWST ■ Africa Biosand Filter Network (ABINET) ■ Aqua Clara ■ Avant Ministries ■ Kambagiri Foundation ■ Local leaders ■ Enviro-Stewards' North American clients (water credits) ■ Donors 	<p>Key Activities</p> <ul style="list-style-type: none"> ■ Technical training on biosand filters ■ Sales training for community health agents ■ Business training ■ Purchase agreements (discounts to build the market) ■ Market sensitization 	<p>Value Proposition for Customers:</p> <ul style="list-style-type: none"> ■ 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) 	<p>Customer Relationships</p> <ul style="list-style-type: none"> ■ 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 	<p>Customer Segments</p> <p>Rural</p> <ul style="list-style-type: none"> ■ Families earning less than \$3 per day (eligible for price discount) ■ Families earning more than \$3 per day and institutions (must pay full price) <p>Urban</p> <ul style="list-style-type: none"> ■ Wholesale resellers (persons with bicycles) ■ Institutions <p>Water Credits</p> <ul style="list-style-type: none"> ■ Corporate social responsibility participants ■ Net Zero water participants ■ Individual donors
<p>Cost Structure</p> <ul style="list-style-type: none"> ■ Biofilter fixed and variable costs <ul style="list-style-type: none"> ■ 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 <ul style="list-style-type: none"> ■ Pricing based on break-even analysis ■ Wholesalers compensated by retail versus wholesale pricing 		<p>Revenue Streams</p> <ul style="list-style-type: none"> ■ 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) 		