

Best Shared Value Business Idea



A project idea of



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Who are you?

Name of the company: THE SOURCE PLUS

Person / team in charge of the business idea: BRONSON
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City, country:

Business overview

Problem: Access to safe water services is a key pillar for Kenya's development, in tandem with the UN- (SDG) No. 6 and Kenya's Vision 2030. Kenya population 52+ million, 41 % of Kenyans rely on unimproved water sources, i.e ponds, shallow wells and rivers, while 70 % of Kenyans lack access to basic sanitation solutions.

Solution: Provision of low cost purifiers to provide clean & safe drinking water.

- ✓ SDGs #6: Access to Clean Water
- ✓ Water affects all aspects of human and national development i.e. social, economic, and environmental aspects of development including improving livelihoods, increased productivity, better health-SDGs #3
- ✓ SDG#5: It contributes to promoting gender equity; improving access to modern and more versatile forms of households' water for cooking, washing and drinking and reducing drudgery particularly on the girl child and women.
- ✓ SDGs #1 - Poverty will be targeted

Competitive Advantage

WaterSafi Purifier

- an affordable, adoptable & adaptable technology(\$40)
- user friendly- (Gender compliant & No electricity)
- Long lasting (900 litres filtered water, or up to 4 months of typical use)
- Effective & efficient (filtration systems reduces over 96 contaminants, including heavy metals; lead, mercury; certain pesticides; plastic waste; sewer among others)

Current market appliances

- Costly (Pricing between \$125)
- User unfriendly to some degree (Use electricity)
- Short lasting (300 litres filtered water, or up to 2 months of typical use)
- Filtration systems reduces less than 96 contaminants (varies depending on type of filters with up to 67 contaminants)

Expected distribution channels

- ✓ County government's decentralized administration systems- Ward level
- ✓ Women and youth led-community groups
- ✓ Implementing partners in water sub-sector (development partners, public & private agencies with country-wide outreach

Systems and procedures

- Inclusivity- Public participatory with local community to appreciate immense benefits of safe water;
- Aligning with National & County governments development plans to compliment.
- Involving stakeholder's working on water agenda in the country (development partners, women & youth community groups, public& private sector organisations.

Sales & Marketing Strategy

Africa water Purifier Market: Valued at \$325 million in 2016 and it is projected to reach at \$760 in 2023 million. CAGR of 12.9% from 2017-2023; Time to Market:7-12 years; Expected Market share:26.33 %

Drinking water market: Valued at \$238 billion in 2017 and is expected to reach \$349 billion in 2021, growing at a CAGR(compound annual growth rate) of 9.99% during 2017-2021. In terms of volume, the market is estimated at 437 billion liters in 2017 and is expected to reach 623 billion liters in 2021, growing at a CAGR of 927% during 2017-2021 owing to the global population growth; Time to Market:7-12 years; Expected Market share:0.33 %

The strategic plan has a target of US\$ 13 million sales by 2026/27(Mid-term) and between US\$ 230 million - US\$ 1.3 billion by 2032/39(long-term); 57.14% of this projected growth is expected from Water Safi purifiers and 42.87% from cartirage filters as a result of robust demand.

Consumer Concerns: There is consumer concerns over rising obesity levels combined with an increase in public awareness about health issues and global warming.

Engagement Model

DIAMOND ENGAGEMENT MODEL (DEM)



WHY DIAMOND STRUCTURE?

Solid structure + Robust Bond = Strong & Durable



COMMUNITIES

Demand improved clean & safe drinking water for which they are willing to pay. This includes mobilization of money for clean & safe drinking water. Demand is stirred by community-based promoters who market clean & safe drinking water to communities.



BUSINESSES

Proposition of economical, novel and better-quality products, including water purifier, and services for well managed purifiers. This includes consolidation of the supply chain and valorization of water purifier filters.



SERVICE PROVIDERS

Develop and market clean & safe drinking water credit and other financial products for clean & safe water effectively addressing the demand for financial services in drinking water from households as well from entrepreneurs.



POLICY-MAKER

Develops and implements laws and regulations on clean & safe water standards and stimulates water market growth through leadership in awareness creation and proactive engagement in clean & safe drinking water for improved health.

Operations & Management

Present an overview of all the people involved in your business and their position in relation to each other plus salary costs predictions. Capital and expense requirements including summary of expenses for big purchases and day-to-day running costs ([See Financial Information for more](#)).

Management	Position	Salary
Bronson Eran'ogwa	Project Lead	\$7,344 @ 80% FEC
Job Bosire	Doctor	\$6,300 @ 100% FEC
Rachel Olwanda	Strategic Director	\$1,136 @ 28% FEC
Jacob Imbaya	Accountant	\$1230 @ 30% FEC
Two technical assistants		\$8,064 @ 100% FEC

Capital Expenditure

ITEMS	COST
Water Purifiers	\$40
Cartirage Filters	\$10

Financial Information

Project (Yrs)	Date (Yrs)	No: WS Site Office(s)	Users per WS Office	Total clients WS	WS Filter sales user (US \$)	WS sales user (US \$)	Total Sales (US \$)	Management & Operations Cost (US \$)	Labour Cost (US \$)	WS & Filter Production Cost (US \$)	Gross Profit (US \$)
1	2021	2	2,000	2,000	40,000	80,000	120,000	-14,224	-24,074	-81,629	73
2	2022	2	1,500	3,000	90,000	120,000	210,000	-21,336	-28,342	-124,446	35,876
3	2023	2	3,000	6,000	180,000	240,000	420,000	-42,672	-32,108	-248,892	128,436
4	2024	4	3,000	12,000	360,000	480,000	840,000	-85,344	-41,880	-497,784	256,872
5	2025	8	3,000	24,000	720,000	960,000	1,680,000	-170,688	-51,206	-995,568	513,744
6	2026	10	4,800	48,000	1,440,000	1,920,000	3,360,000	-341,376	-102,413	-1,991,136	1,027,488
7	2027	14	6,857	96,000	2,880,000	3,840,000	6,720,000	-682,752	-204,826	-3,982,272	2,054,976
8	2028	18	10,167	183,000	5,490,000	7,320,000	12,810,000	-1,301,496	-390,449	-7,591,206	3,917,298
9	2029	34	11,647	396,000	11,880,000	15,840,000	27,720,000	-2,816,352	-844,906	-16,426,872	8,476,776
10	2030	42	14,286	600,000	18,000,000	24,000,000	42,000,000	-4,267,200	-1,280,160	-24,889,200	12,843,600
11	2031	58	14,483	840,000	25,200,000	33,600,000	58,800,000	-5,974,080	-1,792,224	-34,844,880	17,981,040
12	2032	70	15,429	1,080,000	32,400,000	43,200,000	75,600,000	-7,680,960	-2,304,288	-44,800,560	23,118,480
13	2033	86	15,698	1,350,000	40,500,000	54,000,000	94,500,000	-9,601,200	-2,880,360	-56,000,700	28,898,100
14	2034	100	16,200	1,620,000	48,600,000	64,800,000	113,400,000	-11,521,440	-3,456,432	-67,200,840	34,677,720
15	2035	100	18,900	1,890,000	56,700,000	75,600,000	132,300,000	-13,441,680	-4,032,504	-78,400,980	40,457,340
16	2036	100	21,900	2,190,000	65,700,000	87,600,000	153,300,000	-15,575,280	-4,672,584	-90,845,580	46,879,140
17	2037	100	25,200	2,520,000	75,600,000	100,800,000	176,400,000	-17,922,240	-5,376,672	-104,534,640	53,943,120
18	2038	100	28,800	2,880,000	86,400,000	115,200,000	201,600,000	-20,482,560	-6,144,768	-119,468,160	61,649,280
19	2039	100	33,000	3,300,000	99,000,000	132,000,000	231,000,000	-23,469,600	-7,040,880	-136,890,600	70,639,800
Total				19,040,000	571,180,000	761,600,000	1,332,780,000	-135,412,480	-40,701,081	-789,815,945	407,499,159

Thank you for participating the Best Shared
Value Business Idea contest!

*Thank you for submitting this presentation by 10th of July by
sending both to*

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&

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