DECREASING WATER SCARCITY IN BANGALORE
Only 60% of the daily demand is met by the city.
Only 60% of the daily demand is met by the city.

In Bangalore, 50% of the water is undrinkable.
LEASE-TO-OWN RAINWATER HARVESTING SYSTEMS
“Too costly and cumbersome to install.”

“RWH leasing definitely brings down the price barrier, if it works, I'm all for it.”

“Please contact me with details. I'm building a new house and could go for it.”
VALUE PROPOSITION

- Monthly payment
- Customer Savings
- Contractor Income

- Education
- Maintenance

- Sustainable water source
MARKET ANALYSIS

Government Mandate ➔ Adoption by Public

$ ➔ LIGHT ➔ !

1.8 – 2 million customers
MARKET ANALYSIS

Government Mandate ➔ Adoption by Public

- $ -
- 🕯️ -
- 🚫 -

1.8 – 2 million customers

72% Believe RWHS are essential

75% Interested in our leasing program
LEASING OPTIONS

100USD=7,000RS

21,800 RS per 5,000L RWHS

2yr
1,200 RS per month

3yr
900 RS per month

4yr
600 RS per month
LEASING OPTIONS

100USD ~ 7,000RS

21,800 RS per 5,000L RWHS

2yr
1,200 RS per month

3yr
900 RS per month

4yr
600 RS per month

• Water Truck: 3,500 RS for 5,000L
• BWSSB: 1,000-3,000 RS for 5,000L
**Profit Margin**

- 35% Profit Margin
- 7,600 RS
- 100 USD

**Breach-even Point**

- 50 Systems
- 8,000 – 16,000 USD

- Post lease maintenance checks
- Organized classes teaching citizens effective use of their system
SHORT-TERM PILOT (3 mo.)

Connect with Community
- Meet potential customers
- Negotiate contractor partnerships

Research in country
- Confirm prices
- Verify rainfall patterns
- Monitor water consumption behaviors
- Rainwater certification in Bangalore

Develop funding partnerships
LONG-TERM PILOT (+3 mo.)

Testing on individual homes in 1-2 districts

2 Years
- Contracts with 300 stand-alone homes
- Expected profit:
  - 3,200,000 RS
  - 3,000 USD

5 Years
- Expand into:
  - Apartment buildings (3-4 units)
  - Neighboring districts/states
THE MONSQÜAD

Tyler Olsen – built RWHS with EWB-Uganda, designed water supply system-Somalia, engineer

Alana Helin – EWB-Ghana, ACARA Masters International-India, engineer

Priyanka Shah – multiple trips to India, finance and international business

Rachel Kieser – month in Bangalore with ACARA, engineer
Reducing water scarcity with rainwater harvesting
• RWHS Example – slide 22
• Existing Infrastructure – slide 23
• Urban Rainwater – slides 24 & 25
• Rainfall patterns – slide 26
• Risks & Assumptions – slide 27
• Survey Results – slide 28
• Low recharge within city
• Runoff & erosion
• 8 Months meet water needs for household of 5 with 5,000L tank
• Flexible system
Drinking/Cooking Supply and Demand

MONTHLY WATER DEMAND

WATER AVAILABLE

Volume (L)

JAN  FEB  MAR  APR  MAY  JUN  JUL  AUG  SEP  OCT  NOV  DEC

2,000
4,000
6,000
8,000
10,000
12,000
14,000
16,000
18,000
20,000
RISK & ASSUMPTIONS

- Climate change resulting in changing rainfall patterns
- Familiarity with leasing programs
- Partner support
- Current infrastructure can easily handle addition of RWHS
46 responses of people ages 21 – 60 sent to current residents of Bangalore as well as other cities in India

- 65% think RWHS are somewhat to very expensive
- 54% did not have a RWHS
- 72% of those without RWHS were interested in our business