WATER FOR PEOPLE SANITATION INITIATIVE DEVELOPMENT

UNDERSTANDING GAPS IN SERVICES, IDENTIFYING MARKET OPPORTUNITIES

1 IDEA TESTING

Gathering info & knowledge

Forming ideas, testing applicability & practicality

GO/NO-GO CHECKLIST

- √ Improve existing practices
- √ Customer satisfaction
- √ Locally available
- √ Consistent performance
- √ Potential path to scale

2 MARKET TESTING

Testing the idea with entrepreneurs & customers

Validating the business model

GO/NO-GO CHECKLIST

- √ No external subsidies
- √ Sustainable supply chain
- √ Profitable margins
- √ Customer satisfaction
- √ Financial and business capacity
- √ Government support

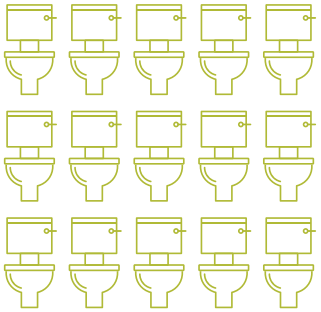
3 SCALE TESTING

Learning how to scale to city & regional level

Monitoring scale & impact

GO/NO-GO CHECKLIST

- √ Spontaneous growth of new business
- √ Supply chain growth
- √ Decreasing unit costs
- √ Continuous improvement
- √ No dependence on Water For People
- √ Government support and regulation

4 SCALE/FOREVER

Successfully exiting the initiative