



# Aqua Clara Kenya

Simple, Affordable, and Effective



## Key activity

- Developing, distributing and producing water filters based on the hollow-fiber membrane technology. Financially independent: business.



## Products

Hollow fiber membrane technology:

- Household water filter rural
- Household water filter urban
- School filter
- Community filter (10,000 liters safe drinking water per day)



- Household water filter rural
- Hollow fiber membrane technology
- Filters 1 liters in 1 minute
- 15 liters storage capacity
- Life span of + 5 years without replacement
- Price \$ 37



## Value proposition

- Provide safe drinking water for a low price: \$0,001 per liter
- Guarantee CO<sub>2</sub> emission reduction and turn this into carbon credits (\$) income
- Create new entrepreneurs
- 90% of customers correctly using the products after 1 year
- 97% customer satisfaction
- 90% of customers have an income of less than \$5 a day

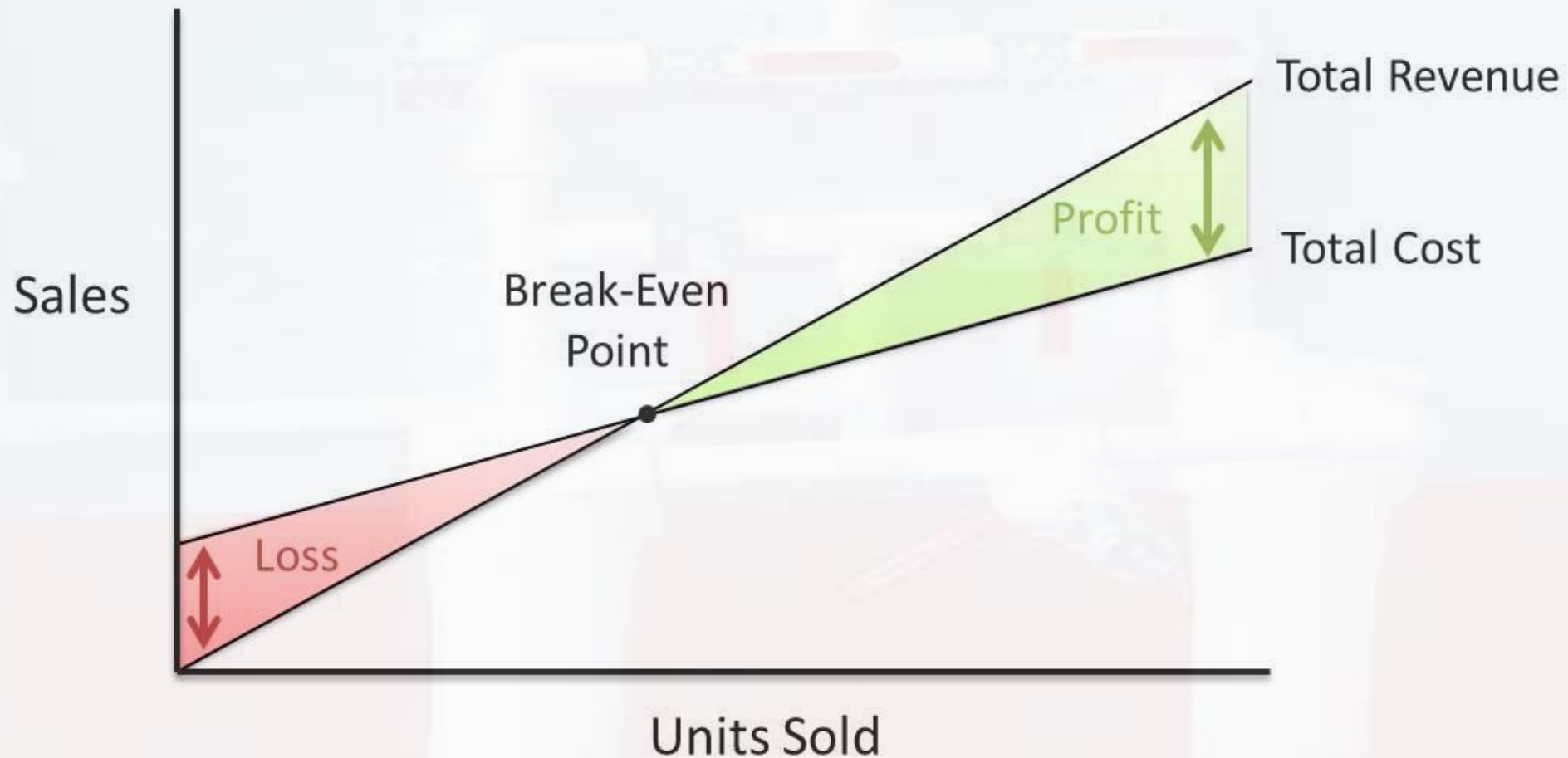
## Level of maturity

- Reached more than 100.000 people with safe drinking water in 8 years

## Successful strategies:

- Collaborations with NGO's, social enterprises & businesses
- Collaboration with MFI: payments over time

Aqua Clara Kenya currently:  
Break-even point



# What are we looking for?

- 1) Partners to help grow the business and distribute products in East Africa
- 2) Managed to break even > next support is to get to the next stage: business
- 3) Investors: \$ 500,000 dollars > within 5 years > reach 1 million people whom belong to the BOP with safe drinking water using our products.
- Impact investment
- CSR from companies
- Grant investment

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