

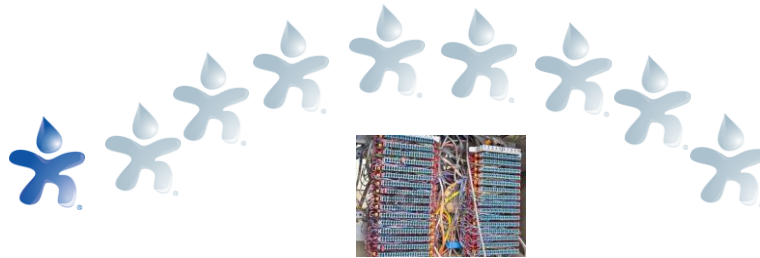
# THE WATER INITIATIVE<sup>®</sup>



Our Vision  
The Water Initiative<sup>®</sup> is a business that co-creates point-of-drinking water solutions and scales these solutions through microentrepreneurs.



Just as cell phones enabled billions of people to leapfrog the need for telecommunications equipment;  
Point-of-Drinking will enable billions of people to leapfrog the need for Central Treatment Plants and Bottled Water.



Telecommunications Equipment



Bottled Water  
Central Treatment

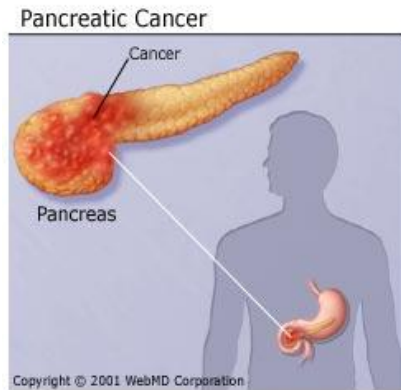
# Arsenic Related Diseases: #1 Global Carcinogen



Diabetes II



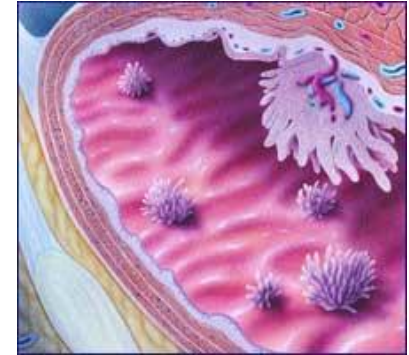
Pancreatic Cancer



Arsenosis



Bladder Cancer



## Fluoride

- ✧ 100s of millions of people affected
- ✧ Dental Fluorosis
- ✧ Bone malformations, particularly in children



# Growing Issues of Bottled Water



## \* WATER CONSUMPTION

### \* Production of plastic bottles

- Greenhouse gases
- Approximately 3 liters of water to produce 1 liter

### \* PLASTIC DUMPING/environmental

- In US less than 20% of water bottles recycled

### \* Often 1,000 times more expensive than tap water

### \* **Growth slowing:** per capita sales

- Up 6.3% in 2008
- **Down 6% in sales in 2009**/pricing pressure

*\*Source: Peter Gleick, President of Pacific Institute*

### \* Alternatives: tremendous growth opportunity (POD)

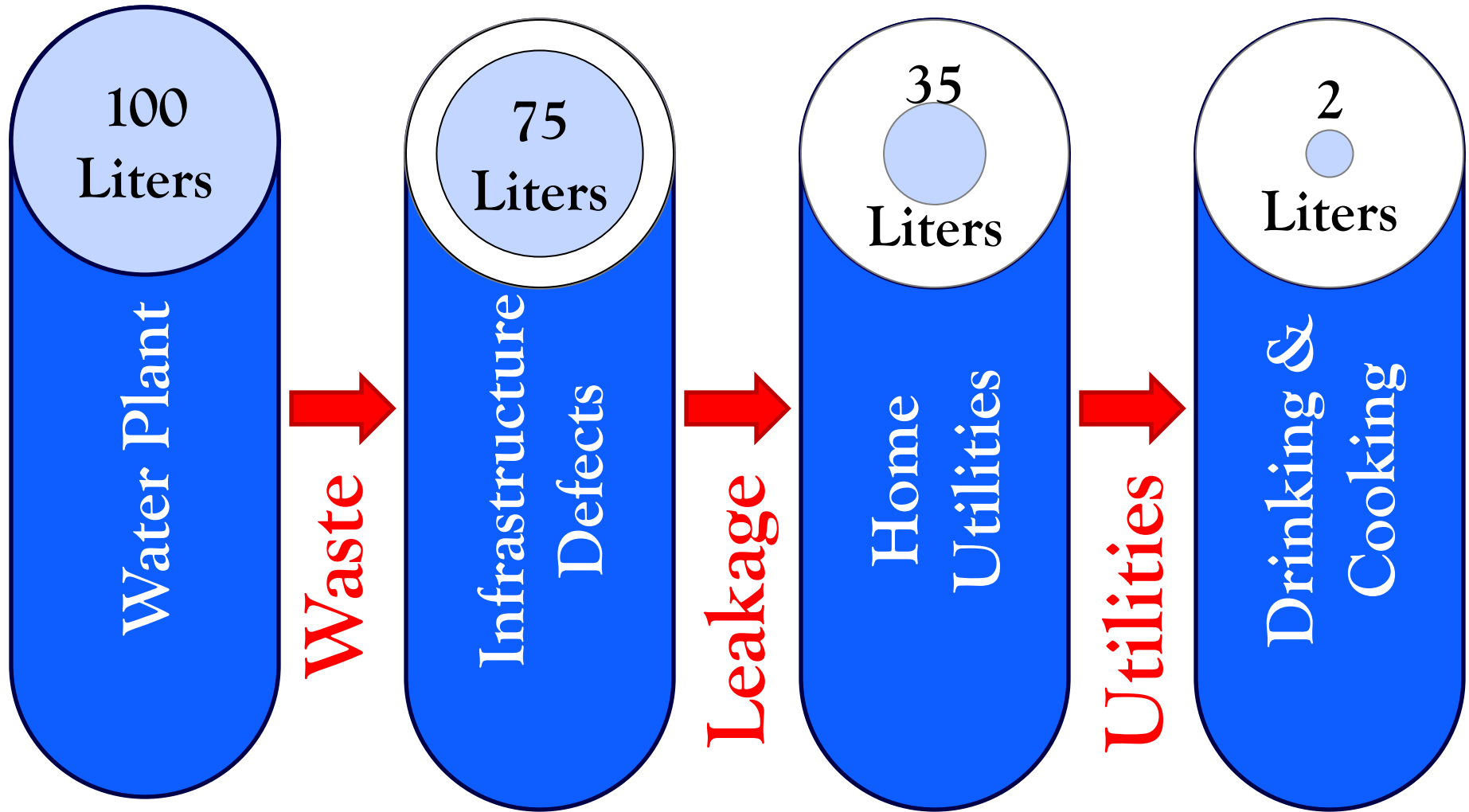


A 20 liter garrafone next to a 1.5 liter bottle of water.

# Why POD? Water Losses



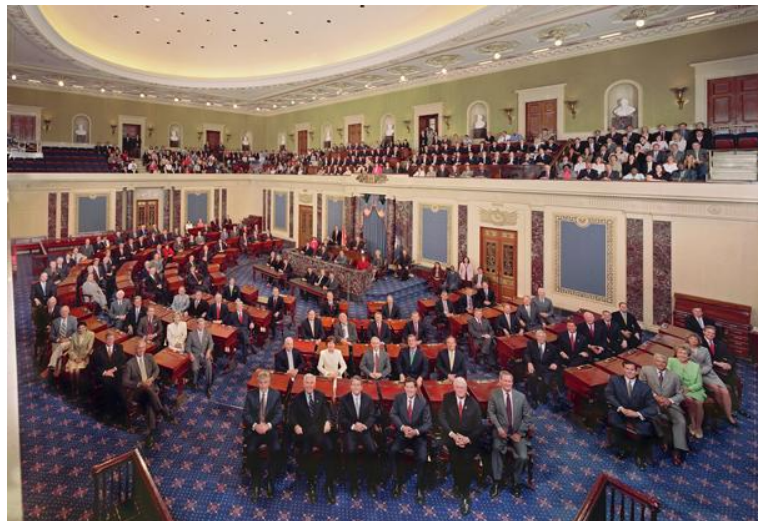
*80% of water plant cost dedicated to drinking water*





# Barrier:

- ✧ Historical prejudice against POD



# The Solution:

- ✧ Managed Water Solution System
- ✧ END to END



# Unique TWI Process:



## *Local Issues Require Local Solutions*

### \* Diagnostic

- Multiple Test Sites
- Update Database
- Immersion in Community
- Determine Specific Local Issues



### \* Development

- Co-Create Technical Solution and Design Product(s)
- Co-Create Distribution Model(s)

### \* Deployment

- Penetrate Channels of Distribution

# Why Arsenic and Fluoride in Mexico?



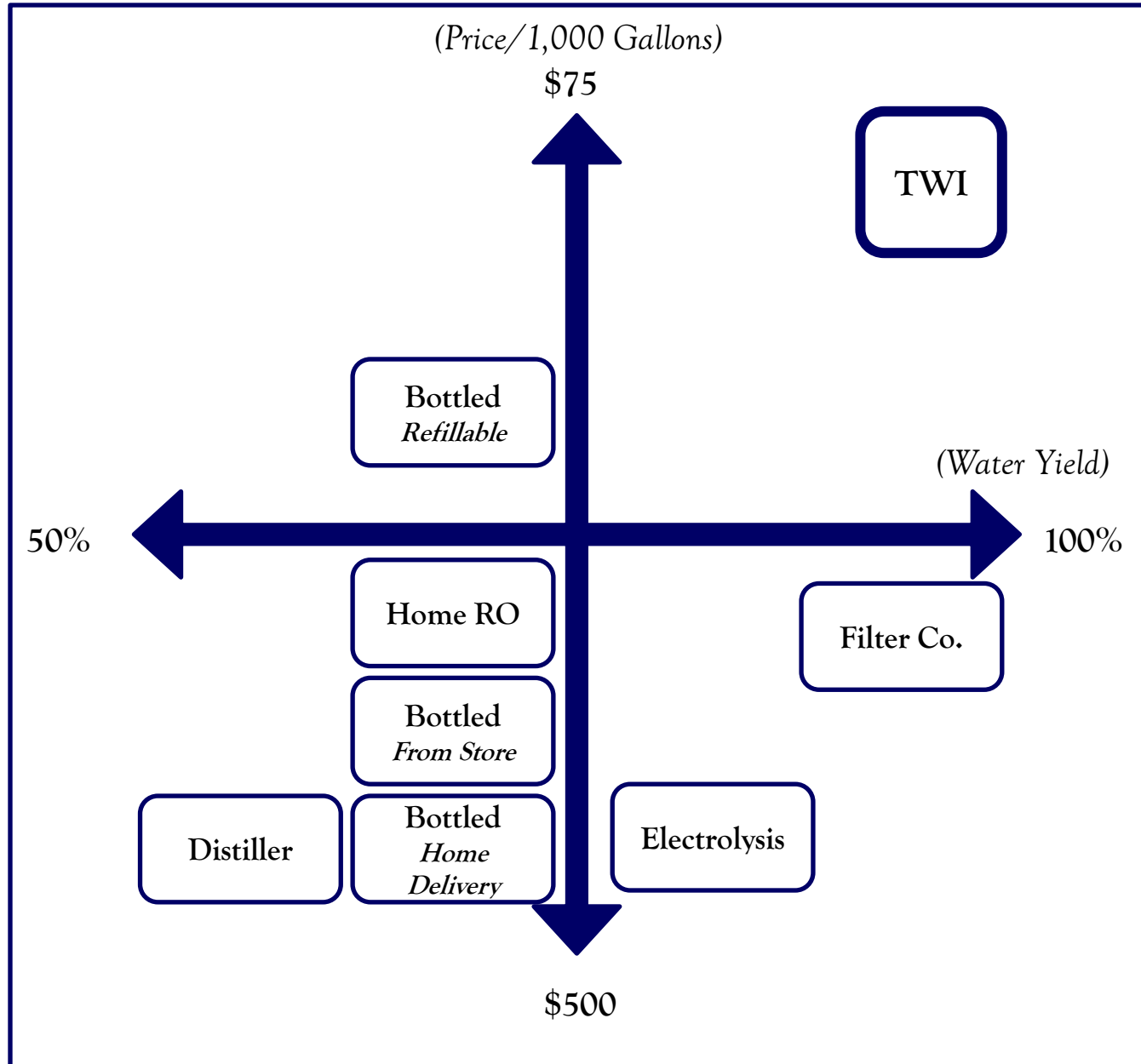
- \* Approximately 15\* million (3.2 million households) Mexicans exposed to excessive arsenic and/or fluoride in municipal water
- \* Significant health effects: cancer, diabetes, bone malformations (fluoride)
- \* Revised standards under consideration to be implemented
  - Arsenic from 0.025 mg/l to 0.010 mg/l (2.5x decrease)
  - Fluoride from 1.5 mg/l to 0.7 mg/l (2x decrease)
- \* Virtually all wells in affected area will be noncompliant

*\* Based on Mexican Standard to be implemented*

# Competitive Matrix – Price Points



*TWI Results*





# Board of Advisors



*Full bios of our team members  
are available on our website at  
[www.TheWaterInitiative.com](http://www.TheWaterInitiative.com)*

Chairman Kevin McGovern & Honorary Chairman Quincy Jones



Harriet Babbitt, Dr. Hu Fleming, Terry McAuliffe, Jeffrey Parker, Jeanne Sullivan, Christopher Sinclair, Philip Yeo

# Management Team

Full bios of our team members  
are available on our website at  
[www.TheWaterInitiative.com](http://www.TheWaterInitiative.com)



Jaime Diaz, Brian Foley, Eugene Fitzgerald, Francisco Giner, Jaren Hart, Stuart Hart, Katey Henninger



Thomas Langdo, Jarrett McGovern, Rick Renjilian, Luis Siliceo, Dan Stratton, Ratan Tata, Richard Wells

# TWI<sup>®</sup> Mission



- ✧ Deploy **AFFORDABLE** and **REPLICABLE WATER SOLUTIONS THAT SIGNIFICANTLY CONTRIBUTE TO COMMUNITY ECONOMIC GROWTH AND SUSTAINABLE DEVELOPMENT**
- ✧ Become the **UNAMBIGUOUS LEADER IN MIDDLE AND BASE OF THE PYRAMID POINT-OF-DRINKING (POD)/HOME-BASED WATER SOLUTIONS**
- ✧ Become the **TRUSTED SOURCE OF LOCAL WATER SOLUTIONS: ENGAGE** the **LOCAL COMMUNITIES/ ENTREPRENEURS TO SUSTAIN** and **MAINTAIN** systems
- ✧ **Affordable, Convenient, Effective and Trusted Solutions**



# October 2010

“This letter attests to the outstanding work of The Water Initiative in bringing innovative solutions to difficult water quality problems facing Mexico. We believe that the Point-of-Drinking solutions that TWI has created and deployed can form an integral part of Mexico’s, and any nation’s, water quality improvement strategy.”

Jose Ramon Ardavin Ituarte  
*Subdirector General, Head of Drinking Water  
Conagua, National Water Commission of Mexico*