A man with glasses and a beard, wearing a blue polo shirt, is shown in profile drinking from a clear plastic water bottle. He is outdoors, with a sandy area and green foliage in the background. The image is dimly lit, with a dark overlay.

# YC WATERSPRINT

A SOCIAL BUSINESS ENSURING ACCESS TO SAFE DRINKING WATER FOR ALL

# The Problem.

The lack of safe and clean water is  
a global problem  
with ENORMOUS CONSEQUENCES

**3.2 Million**

People in Bangladesh do not have  
access to water

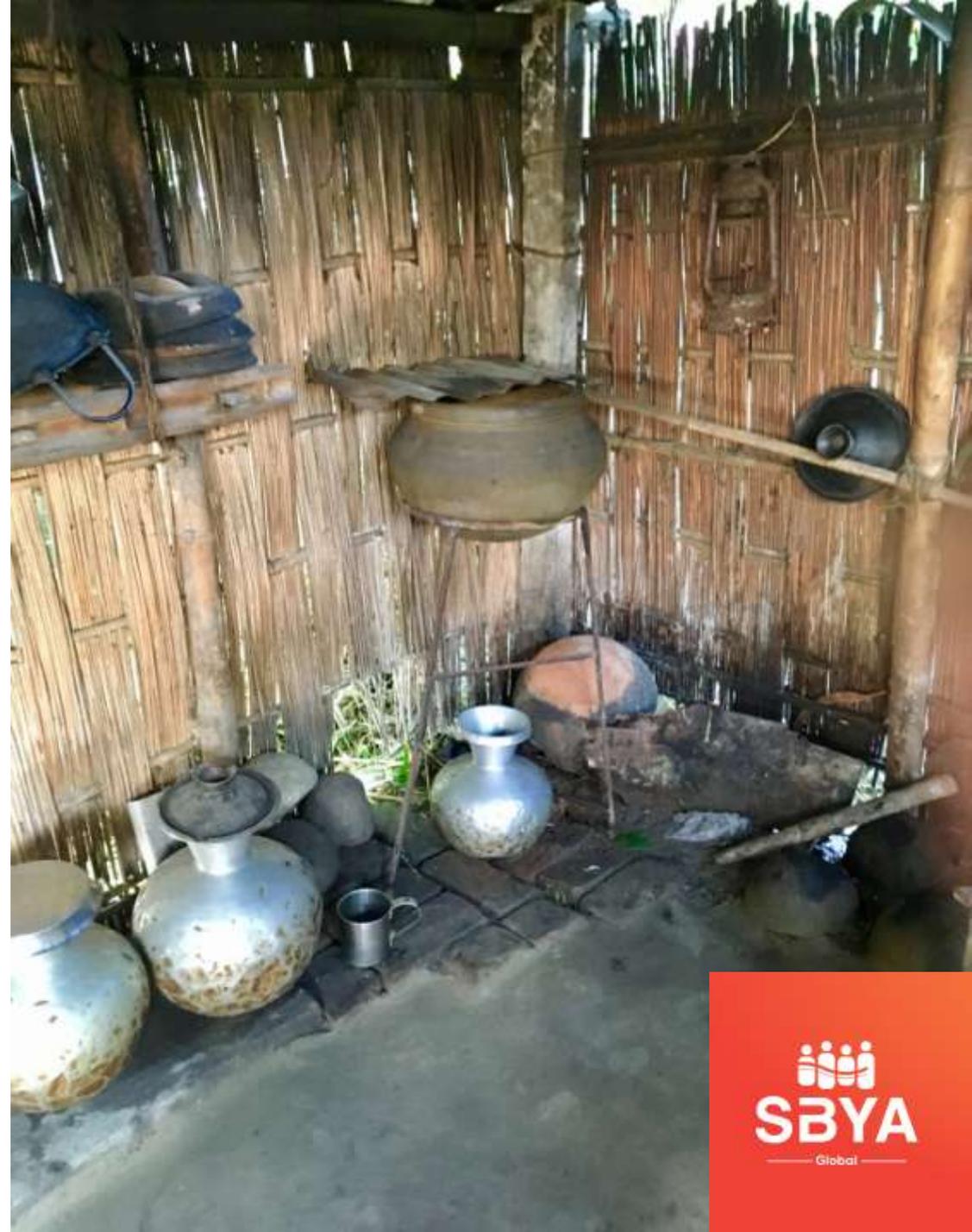
**39.9 Million**

People are in need of safe  
drinking water



# The Solution.

Safe & clean water in a JAR for consumption, produced easily in a sustainable way using river water.



# What is SBYA Global.

**Social Business Youth Alliance- Global** is an youth initiative creating social business leaders.

We ensure a platform for the youth where they come to listen to the role models, learn from their experiences & successful Social Business ventures and Lead through their their own initiatives to end poverty.

Entrepreneur: Shazeeb M Khairul Islam  
with Team SBYA Global



# Why.

## Mission

Providing safe drinking water while creating entrepreneurial opportunities for rural youth.

## Vision

Ensuring access to safe drinking water for everyone.

## Theory of Change

- If we can set up Watersprint MPC's in needy communities;
- If we can involve local youth and entrepreneurs
- If we can educate the local community about the need of drinking safe water

Then, we can ensure access to safe drinking water for everyone.



# Which Industry.

- Government Water Supply
- Usage of natural sources of water by families
- Private bottled water supplier companies – Partex, Fresh etc
- Water purification companies. E.g. Grameen Veolia
- Water Purifier Machine supplying companies. E.g. Pureit, Kent
- Jar Filter Companies – Local Community based
- Basic Water Filters – Stone/Salt based water filters available at crockeries stores.



# Where.

Manikganj

Jamshahaat, Singair

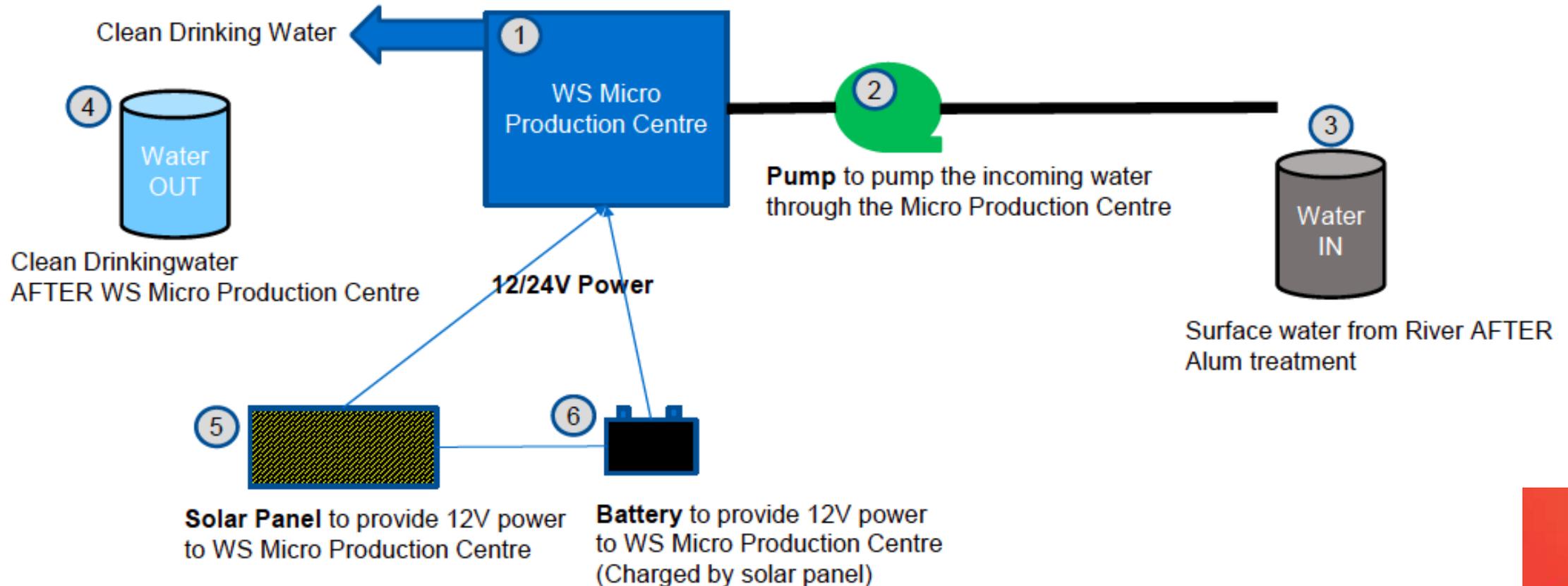
We will be utilizing natural water from Kaliganga river.



# How.

## Production Process: Plant Setup

1. WS Micro Production Centre - Resp WS
2. Pump - Resp WS for the pilotproject, then JV
3. Water IN (buckets + Alum) - Resp JV
4. Water OUT (buckets) - Resp JV
5. Solar Panels - Resp JV
6. Batteries - Resp JV



# How.

## Our Model

Franchise

We will be working with a micro-franchising model.

One rural youth will franchise our model and purify water using our technology and serve the local community at the determined price.



# How.

## Sales Strategy

### Direct Sales

The franchisee will sale water jars directly to the households and institutes. They will come to our shop/plant and collect water in Jars.

### Indirect Sales

Rural youth can become our partners, collect jars from us and deliver those to households, shops and institutes.

Prices can be adjusted depending on the transportation cost associated.

**Price: BDT 10 per 20 Ltr Jar**

# How.

## Marketing Strategy

### Target Market

- All Genders
- Age group: 18 – 50
- Living in villages, but without access affordable clean drinking water
- Income level: Earns at least BDT 3000 month
- Some of them uses Mobile phones
- Are aware of and use television channels and radio stations as a source information

### Barriers To Entry

Households in our target areas have developed their own system to purify water, and in many cases those techniques are not effective.

### Opportunities

Since the current market in areas with less/no access to clean water have the monopolistic companies selling water at high prices, the way to enter this market is by providing clean water at a much lower and affordable price.

# How.

## Marketing Strategy

- Engage the local youth to make the business bring significant social impact.
- Field activities must be carried out to attract local youth and individuals.
- The chance for employment and better living standards will be impressed upon them via awareness campaigns.
- The awareness campaign may engage distributing leaflets and posters, conducting small village meetings and discussions, endorsements by the local governments and powerful villagers.
- Word of mouth network will be a crucial tool in successfully running the project.



# How.

## Financial Analysis

### Investment Breakdown & Means of Finance

#### Cost of the Project

Sl.	Particulars	Existing	Proposed	Total (BDT)
1	Machinery	-	1,205,000	1,205,000
2	Raw Materials & Accessories	-	134,640	33,660
3	Working Capital	-	513,000	513,000
<b>Total Cost of the Project</b>		<b>-</b>	<b>1,852,640</b>	<b>1,751,660</b>

#### Means of Finance

Particulars	Amount	%
Investor's Investment	1,751,660	100%
<b>Total</b>	<b>1,751,660</b>	<b>100%</b>

# How.

## Financial Analysis

### Projected Income Statement Break even and Pay back period analysis

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year	Total
Sales (Note-1)	1,080,000	1,620,000	2,160,000	2,592,000	2,592,000	10,044,000
Less: Production Cost (Note-2)	254,640	254,640	363,731	363,731	363,731	1,600,473
<b>Contribution Margin (CM)</b>	<b>825,360</b>	<b>1,365,360</b>	<b>1,796,269</b>	<b>2,228,269</b>	<b>2,228,269</b>	<b>8,443,527</b>
<b>Fixed Cost:</b>						
Salary & festival (Note-3)	263,250	552,825	580,466	609,490	639,964	2,645,995
D4Field Filter Cost Provision		100,000	100,000	100,000	100,000	100,000
Advertisement	20,000	19,000	36,100	34,295	65,161	174,556
Printing & Stationery	4,000	4,200	4,410	4,631	4,862	22,103
Site Visit Cost (2 times/month)	240,000	244,800	249,696	254,690	259,784	1,248,970
Maintenance	30,000	30,600	31,212	31,836	32,473	156,121
Depreciation on PPE	262,000	262,000	262,000	262,000	262,000	1,310,000
Miscellaneous expenses	24,000	24,480	24,970	25,469	25,978	124,897
Capital Expense - Jar Purchase			325,000			
<b>Total Fixed Cost (FC):</b>	<b>843,250</b>	<b>1,237,905</b>	<b>1,288,854</b>	<b>1,322,410</b>	<b>1,390,222</b>	<b>5,782,641</b>
<b>Net Profit</b>	<b>-17,890</b>	<b>127,455</b>	<b>507,415</b>	<b>905,859</b>	<b>838,047</b>	<b>2,660,887</b>
<b>Cumulative Net Profit:</b>	<b>-17,890</b>	<b>109,565</b>	<b>616,980</b>	<b>1,522,839</b>	<b>2,360,887</b>	

# How.

## Financial Analysis

### Statement of Cash Flows Five Years Projection- After Funding

Figures in BDT

<i>Particulars</i>	<i>Year-0</i>	<i>Year-1</i>	<i>Year-2</i>	<i>Year-3</i>	<i>Year-4</i>	<i>Year-5</i>
<b>Cash Inflow</b>						
Entrepreneur's Contribution	-	-	-	-	-	-
Investor's Investment	1,751,660	-	-	-	-	-
Net Profit	-	(17,890)	127,455	507,415	905,859	838,047
Non Cash item: Depreciation	-	262,000	262,000	262,000	262,000	262,000
<b>Cash Inflow each year</b>	<b>1,751,660</b>	<b>244,110</b>	<b>389,455</b>	<b>769,415</b>	<b>1,167,859</b>	<b>1,100,047</b>
Opening Balance of Cash Surplus	-	-	68,944	195,650	289,733	1,019,677
<b>Total Cash Inflow</b>	<b>1,751,660</b>	<b>244,110</b>	<b>458,399</b>	<b>965,065</b>	<b>1,457,592</b>	<b>2,119,725</b>
<b>Cash Outflow</b>						
Property, Plant, Equipment	1,238,660	-	-	325,000	-	-
Working capital	513,000	-	-	-	-	-
Investment Pay Back	-	175,166	262,749	350,332	437,915	525,498
<b>Total Cash Outflow</b>	<b>1,751,660</b>	<b>175,166</b>	<b>262,749</b>	<b>675,332</b>	<b>437,915</b>	<b>525,498</b>
<b>Total Cash Surplus</b>	<b>-</b>	<b>68,944</b>	<b>195,650</b>	<b>289,733</b>	<b>1,019,677</b>	<b>1,594,227</b>

# What Impact.

- Sustainable supply of safe water consumption
- Upholding basic human rights of access to safe water for all
- 6+ Jobs Created
- Better health and hygiene for 5000 lives
- Gender equality addressed – women are prone even greater risks related to hygiene dependent on water.



# What's Next.

Success of the prototype will lead to the formation of Joint-Venture Company.

Deployment of 9 similar water treatment plants in next 18 months.

Which will lead to Creation of 50+ Jobs ,  
Better health and hygiene for 45000 lives.



# LIVE IT YY!

Thank You so much for listening to us.

We should talk if you are an investor, a mentor, a marketing or water technology expert or if you believe in our cause.

Please do connect at  
[shazeeb@sbyaglobal.org](mailto:shazeeb@sbyaglobal.org)

