

What (proposition):

- Clean and safe drinking water per Micro Water Company (MWC):
 - . 60,000 litres drinking water per 24 hours per MWC
 - . 15,000 litres flush water per 24 hours per MWC
- Decentralized, self-contained stand-alone business solution.

How (organization):

- Separate structure per country; some 3 cluster operations (CO) per country
- Cluster operation consists of 10 MWCs & Cluster Holding (Academy, Maintenance & Service, Project management, Bottles Plants, Pet recycling)
- Out of purified polluted and or contaminated water; any water source ; chemical free purification process

Why (contribution):

- Drinking water for 150,000 people Y1 - 300,000 people Y5, per CO
- 250 jobs per cluster in Y1 ; > 450 in Y5; less ill people
- ~ 30% of net profit for community development/local economy

Where (differentiation):

- Urban areas (city solutions)
- Slum/township area, combined with city CO
- Rural areas (network of villages)



**THOUSANDS
HAVE LIVED
WITHOUT LOVE.
NOT ONE
WITHOUT
WATER.**

MPI Clean Water – clean and safe drinking water
Water Shops sell drinking water out of own water purification

Water works for you

MPI Clean Water

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Our strategy

Product:

Clean and safe drinking water via Micro Water Companies
Bottles of 20, 10, 5, 1,5, 1 and 05 litres, lowest market prices
Bulk 5,000 – 10,000 litres per water tanker

Market & Customers:

Market of bottled drinking water in developing countries
Clients are small and medium sized institutions, retailshops, hotels, hospitals, households

Competition:

Our business: bottled drinking water, 60,000 litres a day out of any water source; Not comparable with tap water
Less competition on combination of technology and business concept

Competitive advantage:

Developing water companies in stead of selling technology
Low cost and low maintenance operation, with high quality drinking water (> WHO standards); creating jobs, training people

Innovation:

Patented technology, mainly membrane technology
Incl. UV light, micro aeration, carbon filters etc.

Growth strategy:

Start with one MWC; growth to one Cluster Operation (CO);
With 10 MWCs; 3 CO's per country.
Separate rural solution; Extensions for townships

Development impact:

Jobs for local people; flush water for agriculture, 30% of profit to fund water for poor and stimulate local economies

Countries under development:

Africa: Ghana, Kenya, Mozambique, South Africa
Asia: Bangladesh, India, Indonesia, Vietnam
South America: , Bolivia, El Salvador, Venezuela

Pilot Operation:

Nyali Clean Water Ltd, Mombasa, Kenya
MjiMpya Road (Opposite Mombasa Beach Hotel)

Open since November 2010

Tel: + 254 715 777444

Assortment:

- Bottles: 20l, 10l, 1l, 500ml, distribution via vans
- Bulk: 5,000 – 10,000l via water tanker

