



PlayPumps
INTERNATIONAL



Social Entrepreneurship in the Water Sector: PlayPumps International

Presentation to Corporate Council on Africa

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What Qualities Define Social Entrepreneurship?

- “Ambitious and persistent, **tackling major social issues and offering new ideas** for wide-scale change.” – [Ashoka](#)
- “Combines the passion of a social mission with an image of **business-like discipline, innovation and determination**”
- [J. Gregory Dees, Center for Advancement of Social Entrepreneurship at Duke](#)
- “The function of entrepreneurs is to reform or revolutionize the pattern of production...by exploiting an invention, or more generally, **an untried technological possibility for producing a new commodity or producing an old one in a new way.**” - [Economist Joseph Schumpeter](#)
- Innovation is the specific instrument** of entrepreneurship. The act that endows resources with a new capacity to create wealth. – [Peter Drucker](#)
- Pursues poverty alleviation goals with **entrepreneurial zeal, business methods and the courage to innovate and overcome traditional practices.**
- [Schwab Foundation for Social Entrepreneurship](#)

Tackling Major Social Issues: Sub-Saharan Water Crisis

More than 1.1 billion people worldwide do not have access to clean water. Without action, this number could increase to 2.3 billion by 2025.

[WHO/UNICEF](#)

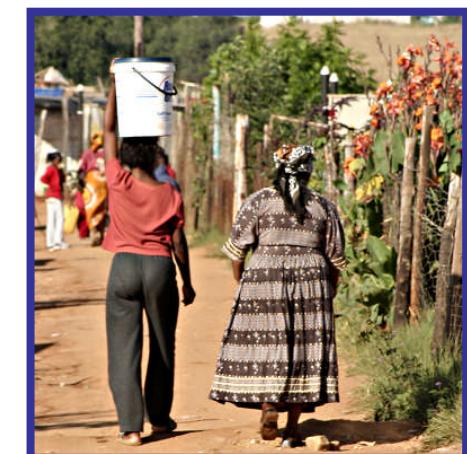


A child dies every 15 seconds from diseases related to unsafe water, inadequate sanitation and poor hygiene. This results in 6,000 preventable deaths of children every day.

[Wateraid/ UNICEF](#)

Over 40 billion work hours are lost in Africa every year to the need to fetch drinking water. This is the equivalent to over 19 million full-time employees.

[Wateraid](#)



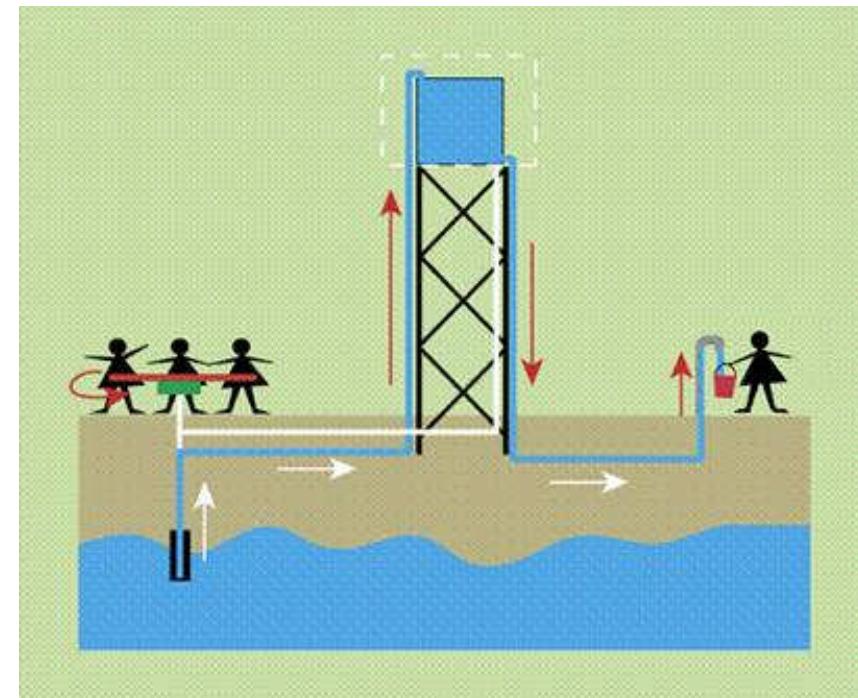
The PlayPump® Water System: Kids Play, Water Pumps!

- Innovative
- Sustainable
- Environmentally Friendly
- Replicable
- Fun!



How The PlayPump® Water System Works

- As children spin, clean water pumps into a 660-gallon storage tank.
- A simple tap makes it easy to draw water.
- One pump can generate up to 370 gallons of water per hour from a depth of up to 330 feet.
- Excess water is diverted from the water tank back down into the borehole.
- Four sides of the tank are leased as billboards: two sides for consumer advertising and two sides for educational or public health messages.
- Advertising revenue pays for pump maintenance.



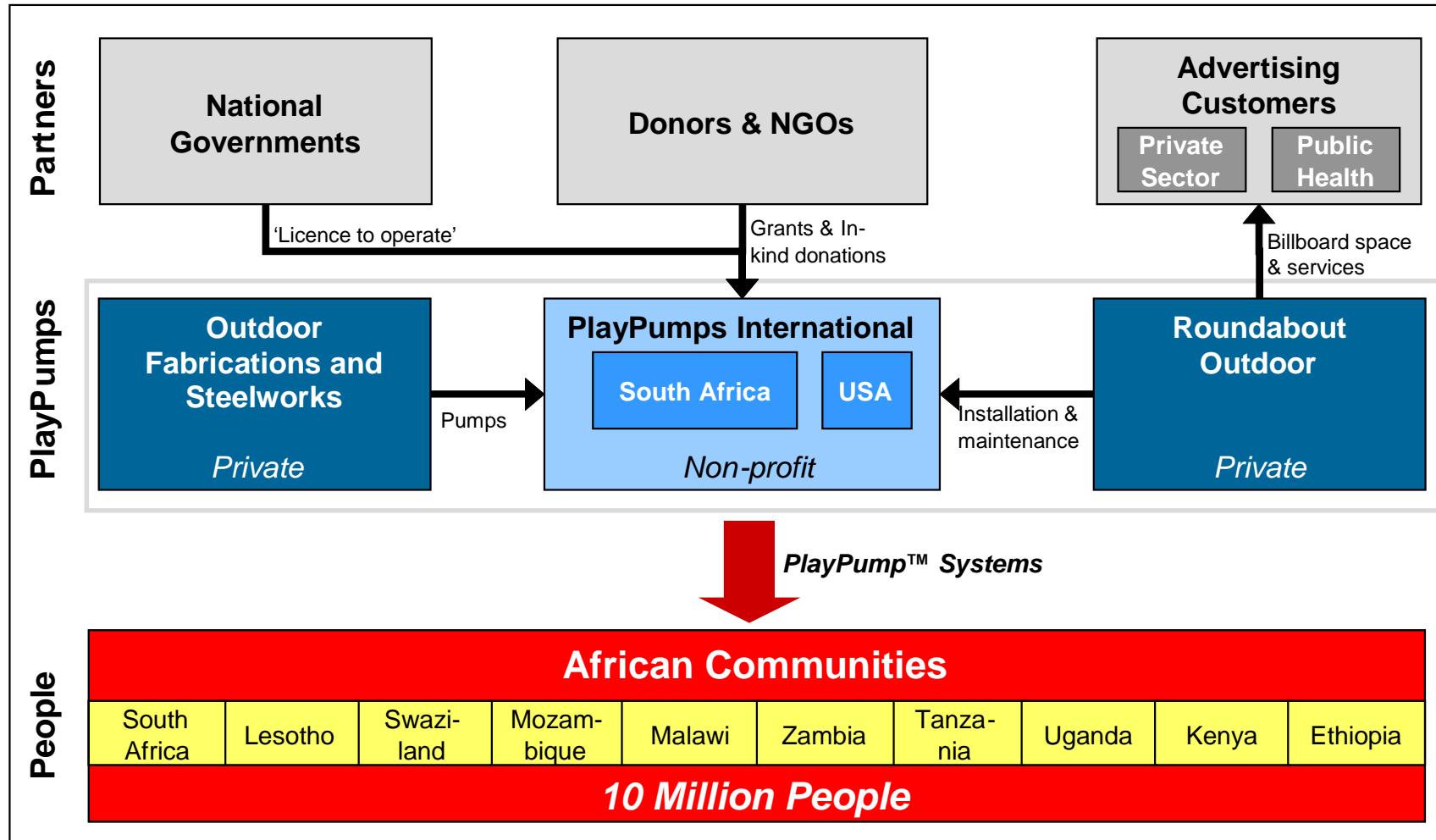
Community Impact of the PlayPump® water system:

- **Improving sanitation, health and hygiene** by providing schools with **access to clean water** for drinking, hand-washing, and cleaning
- **Raising awareness** of how to reduce the spread of HIV/AIDS and other diseases
- **Reducing barriers to education** as children no longer choose between collecting water and attending school
- **Increasing opportunities for women and girls** who can now spend their time on more productive activities
- **Spurring economic development** by creating local jobs and freeing up time dedicated to water collection
- **Promoting play** for children who otherwise do not have access to toys and play equipment



Blended Business Model

PlayPump™ System Delivery Model



Source: Accenture Development Partners

Financial Flows

Revenues/Inflows

- Donor funding

PlayPumps International (US) & Roundabout Water Solutions (South Africa)
Non-profit

- Sourcing & Installation Income from PPI
- Advertising revenues from commercial & public sector customers

- PlayPump® Systems purchases by PPI

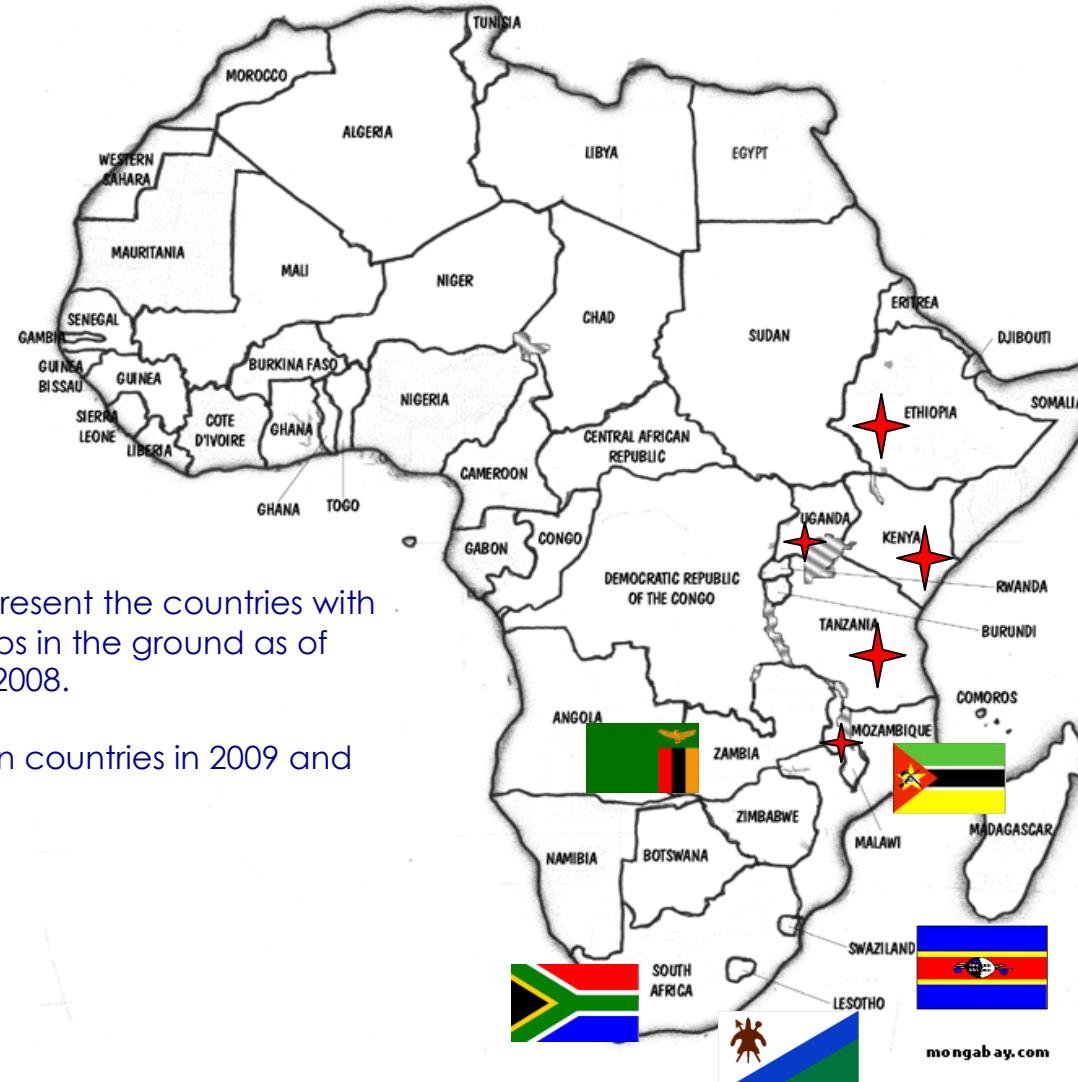
Costs/Outlays

- Payment to RAO/OFS purchase & install PlayPump® Systems
- PPI Expenses – mgmt, fundraising, SG&A

- Installation costs
- Maintenance costs
- Direct advertising costs
- RAO expenses/SG&A

- Manufacturing costs
- OFS expenses/SG&A

Expansion Efforts



Partnership Opportunities:

- Governments
- Multi-Laterals
- NGOs
- Borehole Drilling
- Donors
- Advertisers



