



PlayPumps
INTERNATIONAL



Social Entrepreneurship in the Water Sector: PlayPumps International
Presentation to Corporate Council on Africa

Dale Jones, CEO
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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!

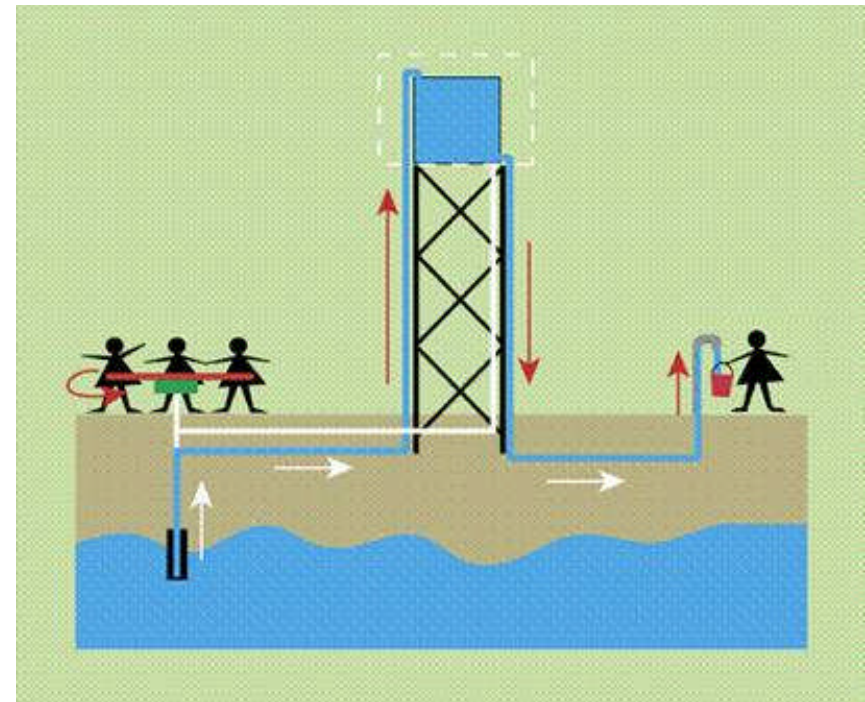
- Innovative
- Sustainable
- Environmentally Friendly
- Replicable
- Fun!





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.



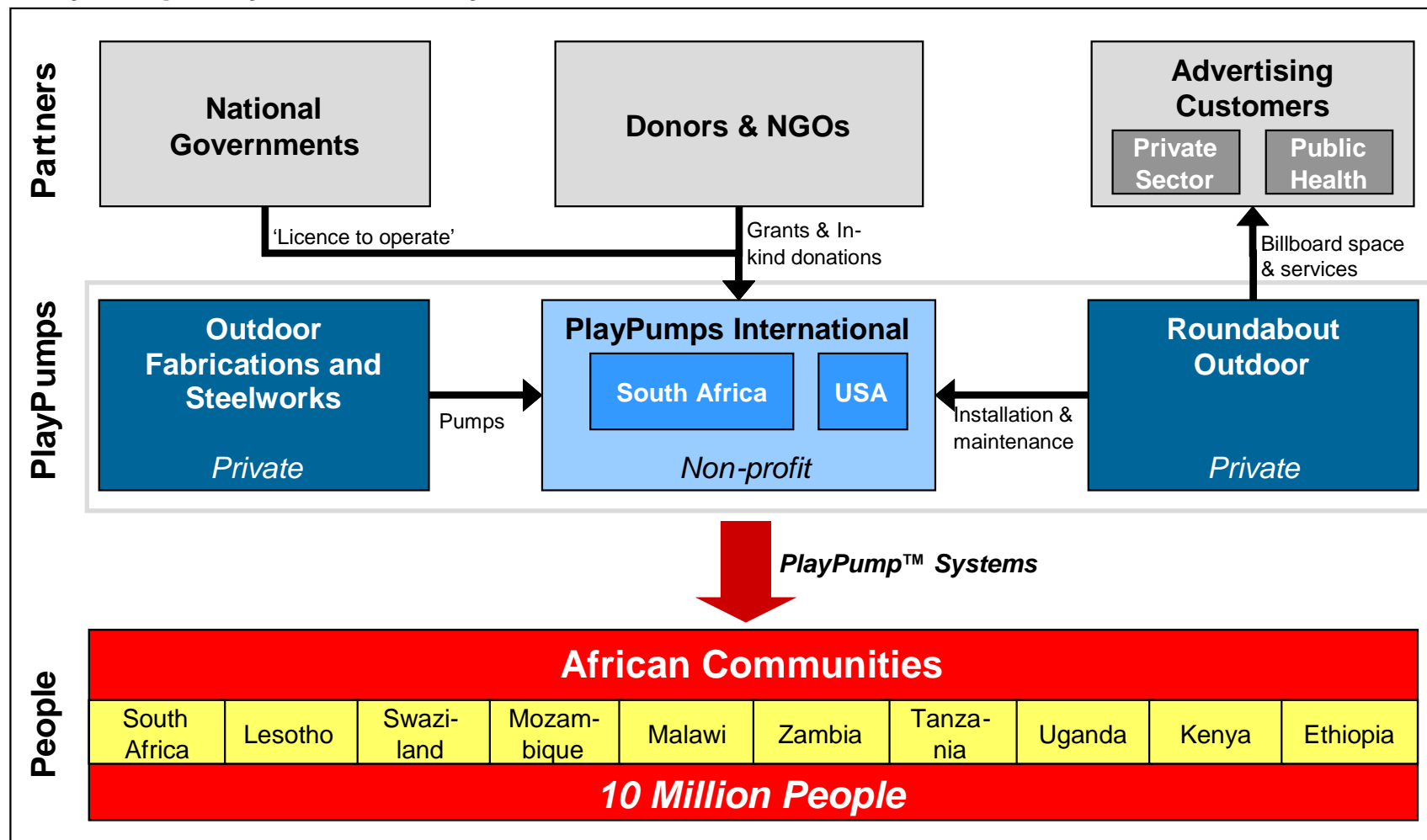
Community Impact of the PlayPump® water system:

- 💧 **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



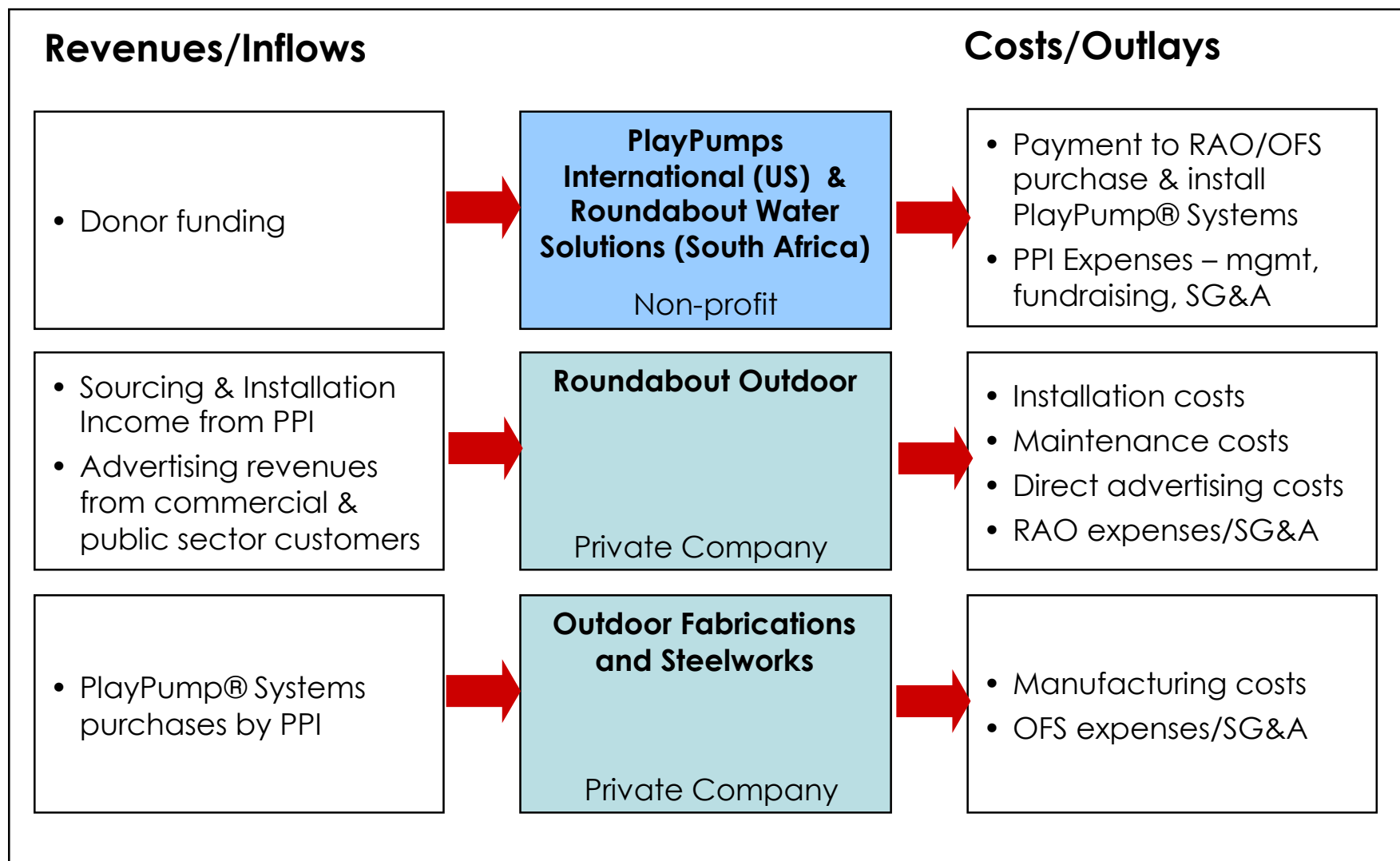
Blended Business Model

PlayPump™ System Delivery Model



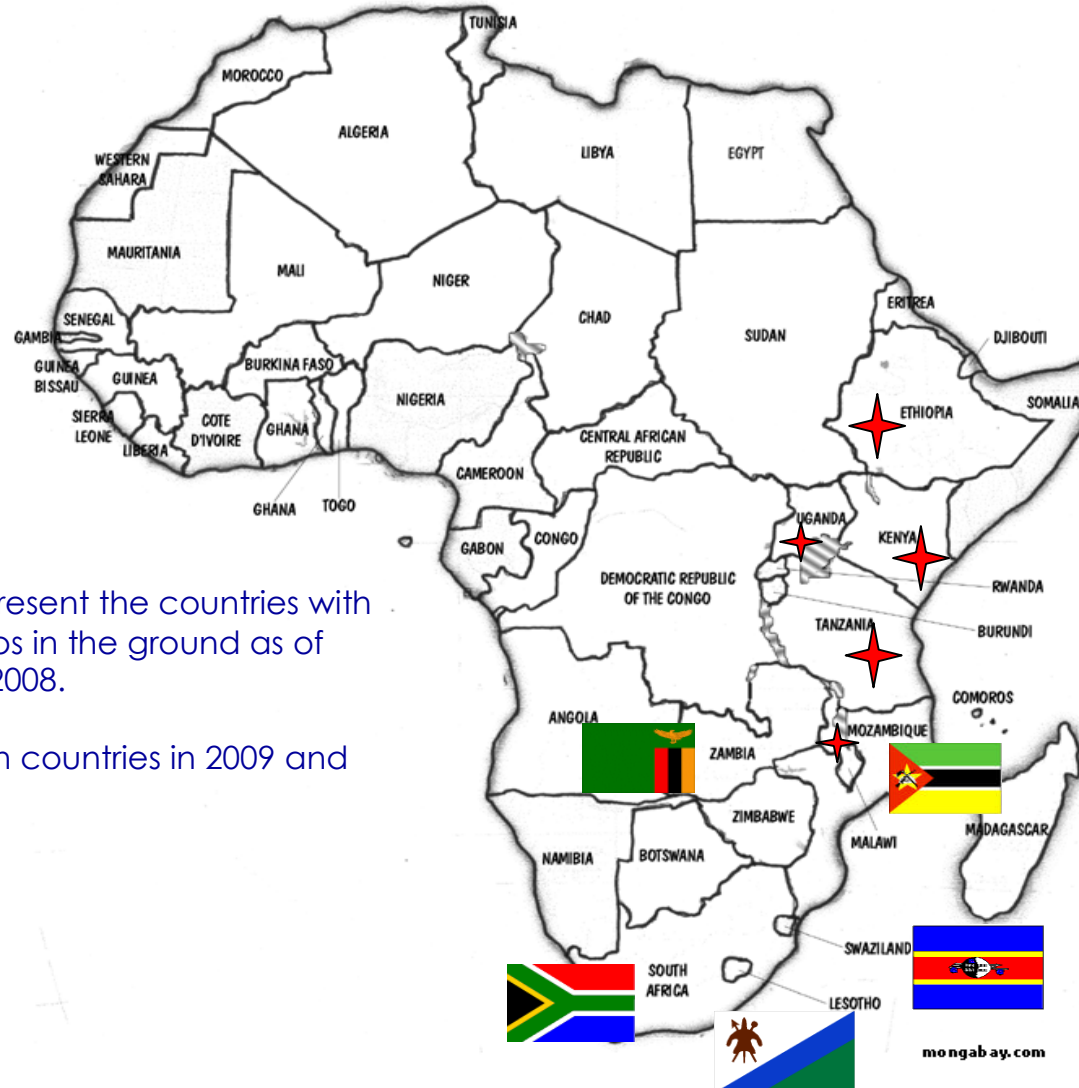
Source: Accenture Development Partners

Financial Flows



Source: Accenture Development Partners

Expansion Efforts



Flags represent the countries with PlayPumps in the ground as of April 15, 2008.

★ Expansion countries in 2009 and beyond.

Partnership Opportunities:

- 💧 Governments
- 💧 Multi-Laterals
- 💧 NGOs

- 💧 Borehole Drilling
- 💧 Donors
- 💧 Advertisers



