



UNTAPPED
Unlock the Potential of the Next Billion

UNTAPPED

Unlocking the Potential of the Next Billion

Project:

Water ATM Technology for Property Owners

Project description

Untapped developed a program with Dutch Water NGO, Aqua for All, and Kenyan Water Equipment Provider, Maji Milele, to lease Automated Water Dispensers to equip water kiosks for water entrepreneurs and Kiosk managers.

How does the atm work



- Connect water source to the water ATM



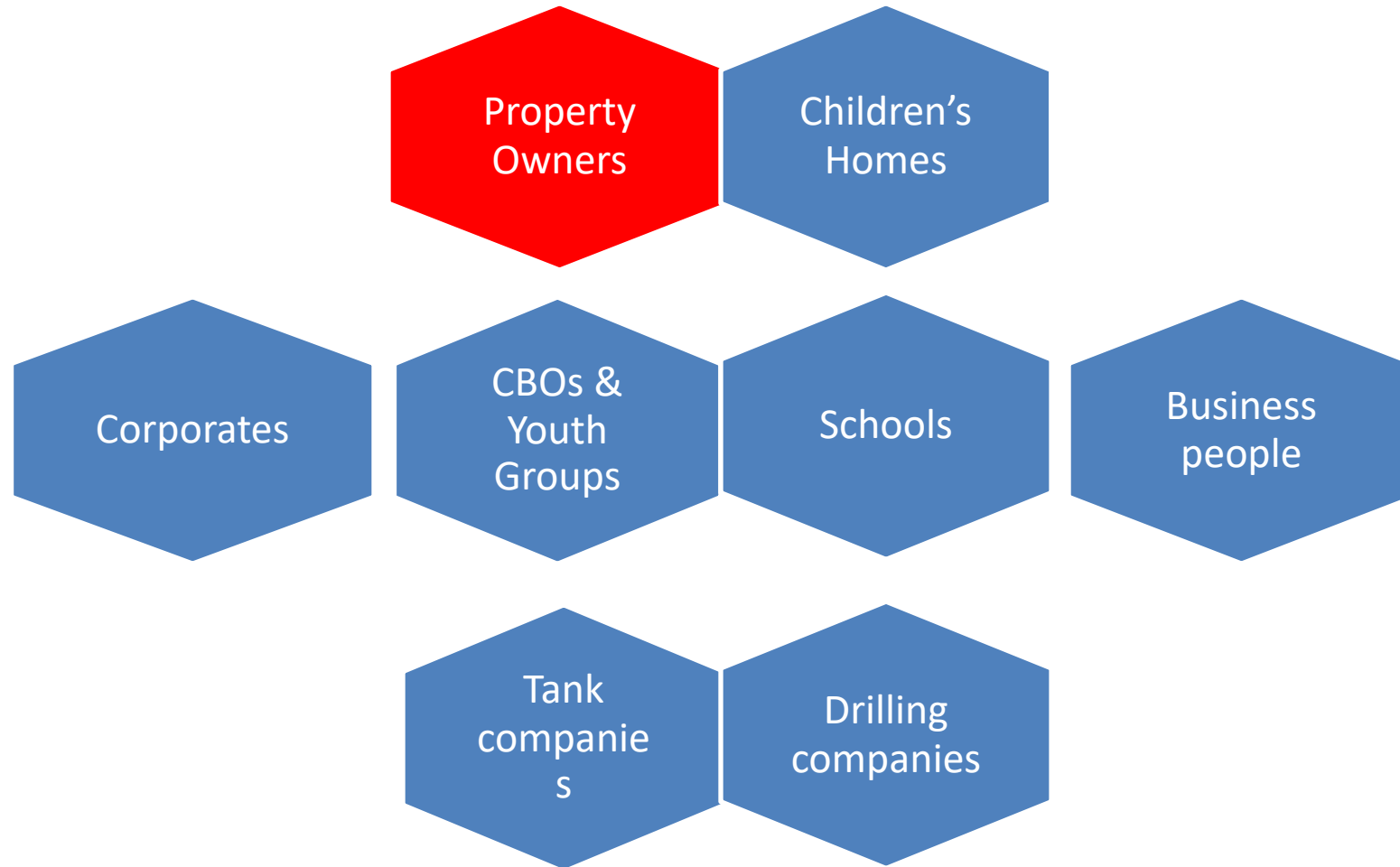
- Dispense water through the ATM



- Sell Water to generate revenue



Who do we work with?




Benefits of the water ATMs

 Customers can access water from the ATM 24/7 even without an operator


 Customers make payments via M-PESA and hence no more cash handling

 Water consumption and sales data are recorded in real time on a dashboard making management very easy remotely

Benefits of the water ATMs

 The Non Revenue Water is reduced since every drop is accounted for by the dispensing unit

 They can easily be deployed to expand coverage to areas with no piped connections

 They allow low income customers who cannot pay for an on-premise household connection to access clean and safe water at a very affordable price



Benefits of the Water
ATM to property owners

- **Repayment of bank loans.** Construction can be costly leading to property owners seeking additional funds from financiers. The water ATM can generate up to Kes100,000 monthly that can be used to repay financiers.



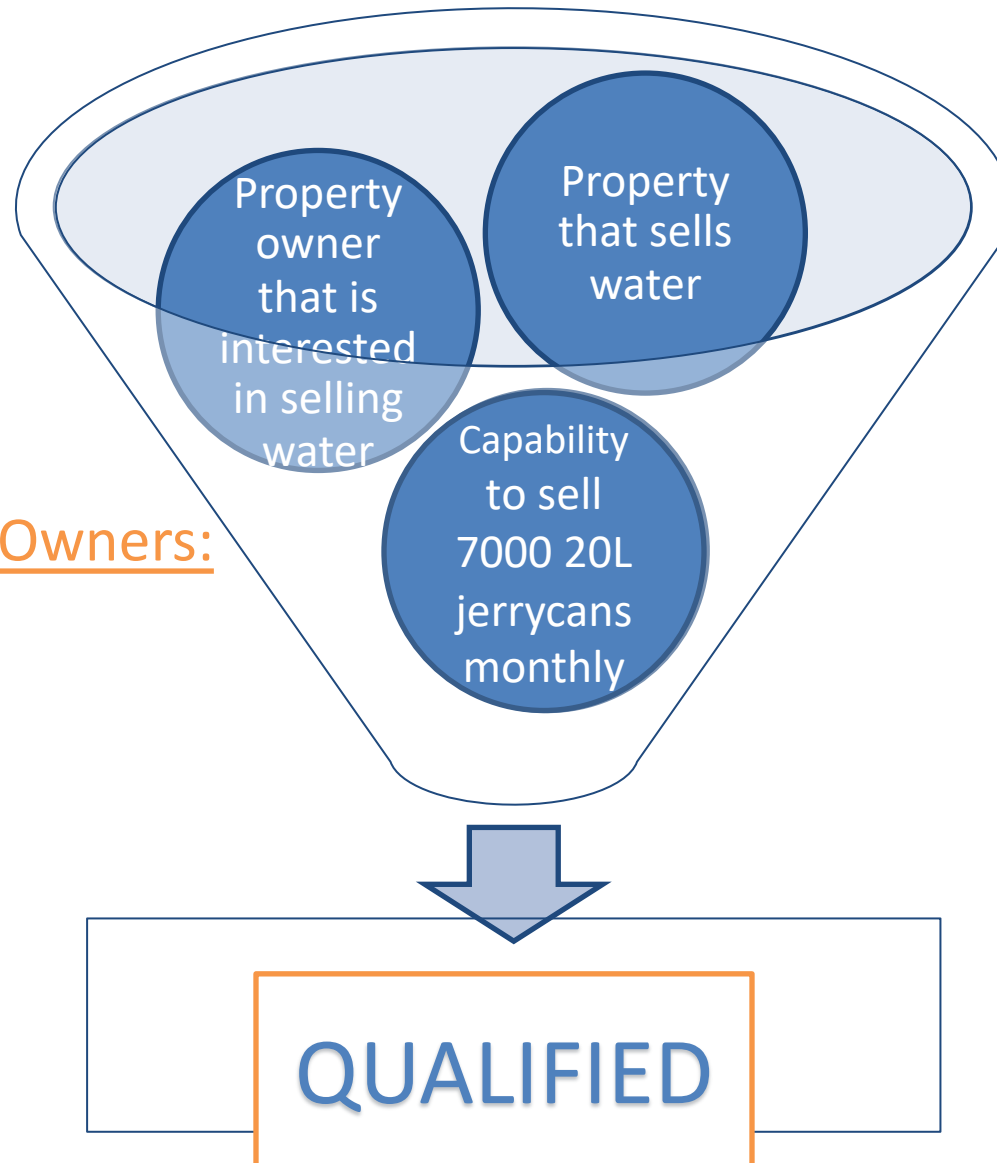
Benefits of the Water
ATM to property owners

- **Sell water to the tenants.** Instead of your tenants paying for city council water, using a smart meter, they could purchase water from your borehole guaranteeing a consistent supply of clean water for your tenants and income generation for you.



Benefits of the Water
ATM to property owners

- **Additional income generation for the property.** Other than rent revenue, surplus water from boreholes can be sold to the neighboring households that lack water. Alternatively, this water can also be sold to water bowsers to generate additional income.



Qualification Procedure for Property Owners:

Sales Proposal: Example of property



Ng'ong View Apartments



Ongoing borehole drilling

Sales Proposal: Tenants

Item	Numbers
# of households	40
Consumption per household in litres	100
Cost for every 20L	2
Revenue per HH	10
Total revenue per day	400
Total revenue per month	12,000
Untapped recovery per month @1/- for every 20L	6,000
Property owner revenue per month	6,000
Property owner revenue per year	72,000

Sales Proposal: Water bowzers

	# of trucks	Recovery period in years	# of jerrycans sold per truck	Total # of jerrycans sold daily	Kiosk Price per jerrycan	Daily Revenue	Total Monthly Revenue	Untapped recovery per jerrycan	Untapped's revenue	Total Revenue per month for entrepreneur	# of jerrycans sold per month
Proposal 1	2	2	500	1000	2	2,000	60,000	0.6	18,000	42,000	30,000
Proposal 2	4	1	500	2000	2	4,000	120,000	0.5	30,000	90,000	60,000
Proposal 3	6	1	500	3000	2	8,000	240,000	0.4	36,000	204,000	90,000

Sales Proposal: Neighboring households

	# of HH	# of jerrycans sold per day per HH	Total # of jerrycans sold per day	Price per jerrycan	Daily Revenue from ATM	Total Monthly Revenue	Untapped's revenue @2/- for every 20L jerrycan sold	Total Revenue per month for entrepreneur	# of jerrycans sold per month
Proposal 1	50	5	250	5	1,250	37,500	15,000	22,500	7,500
Proposal 2	75	5	375	5	1,875	56,250	22,500	33,750	11,250
Proposal 3	100	5	500	5	2,500	75,000	30,000	45,000	15,000

HH = Household

Financial Proposal

→ 50 000 KES deposit

→ No commitment,
no risk.

→ {XX} KES / 20L
Jerrycan dispensed

→ After {XX} months
where more than 7 000
20L Jerrycans/month
has been sold the ATM
is yours!

→ Once ATM is yours,
0.5 KES/20L jerrycan
with full maintenance
and support for 36
month

→ If ATM sells less than
7 000 20L
Jerrycans/month for a
total of 6 months we
repossess it at no fee

Technical Proposal: Equipment

- 1 water ATM with 3 taps, for a lifespan of 15 years
- 1 PVC water storage tank of 10 000 L
- 1 Floating ball valve fitted on the tank
- 150 customer NFC Tokens
- 2 vendor NFC tokens
- 1 solar panel of power 10W width 24.3 cm and Length 36.7 cm

Technical Proposal: Services

- 5 Years Warranty service from Maji Milele in case any of the provided parts breaks down except if due to misuse or damages
- Scheduled maintenance of the parts
- Access to the ATM Dashboard for 5 years
- M-PESA integrations
- SIM Card top-up for 5 years
- Transport of all spare parts to sit
- Installation of all spare parts to site

Steps Upon Agreement

- Sign a Letter of Acceptance to begin the on-boarding process
- Provide MOU with a water bowser owner illustrating a projected sale of at least one truck twice daily, or two trucks once daily
- Sign a contract
- Pay deposit
- Site checklist
- Equip borehole
- Installation of the ATM
- Training on the dashboard and use of the ATM
- Marketing support by Untapped
- Commence use of ATM

THANK YOU

Business and innovation can make a tremendous impact on alleviating poverty. In fact – they're a necessary part of the solution.