



# Fresh, Filtered Water

a business plan for bringing new life to Pakistan

# The demand is critical

**Water is not a renewable resource.** There is a limited supply, and no one on earth is able to either expand or diminish that amount. The water currently available is all that will ever be available. It will be re-cycled, re-used, over and over. It can never be replaced.

Though water covers more than 70% of our planet's surface, the supply is not as immense as we think. More than 97% of the world's water is salty. And of the remaining 2.5% that is not salty, 70% is frozen, in glaciers, permafrost, or icy tundra. That leaves less than 1% of the world's water for land-based

life forms to live on. And at a minimum, humans need two liters of water each day, in food or drink, just to survive.

Pakistan has some of the lowest per capita water availability in the world, says Michael Kugelman, program associate for South and Southeast at the Asia Woodrow Wilson International Center for Scholars in Washington. Kugelman describes the situation as "a raging water crisis" that could lead to mass starvation and possibly war. Even now, 30,000 Pakistanis die from unsafe water each year just in Karachi, Pakistan's largest city.

By making fresh, filtered water widely available, you can bring new life to Pakistan—in ways that meet physical needs but also bring life to whole families and communities.



The physical needs are the most critical: An estimated 90% of all diseases in the world result from unsafe water. And drinking contaminated water results in 2.2 million deaths worldwide every year. Children are among the most vulnerable. In Pakistan, water- and sanitation-related diseases can be blamed for 60% of children's deaths every year. A 2006 United Nations Development Program report says, "Clean water and sanitation are among the most powerful preventive medicines for reducing child mortality."

By participating in this project and addressing the critical physical needs—particularly of children—you are restoring families and bringing new hope. Unsafe water consumption and poor hygiene practices not only cause physical illness, but also contribute to poverty. Income that must be diverted to medicine instead of nutrition, hours spent in water collection rather than in school or at work, and illnesses that impair learning and working—such factors keep people trapped in poverty. Not only will our business product alleviate these poverty factors,

but the business process (that is, employment) will enable people to support their families and contribute to community life. This is a level of hope Pakistani families have not had before. The project will give them more than a chance to survive; it will give them a means to thrive.

And because the business is indigenous to the community, it gives us opportunities to work side-by-side with local Pakistanis, sharing their lives, strengthening their families and enriching their community.



## The opportunity is yours

We are looking for a few significant partners to turn this business plan into reality.

Our ideal partner will have not only the financial resources to purchase the filtration equipment, install it, and train the necessary workers, but also an interest in good business that goes beyond revenues and profits.

This table offers a summary of the costs associated with getting this business started.

*\*In a 24 hour period, approximately 14,000 gallons of water can be filtered, which will provide safe, clean drinking water for 28,000 people every day.*

Water filtration	
Filtration Equipment, Lab and Construction*	\$40,000
Office Operations	\$21,000
Marketing and Awareness	\$20,000
Operational Reserve	\$10,000
Operations Staff	\$9,000
<b>Total Investment</b>	<b>\$100,000</b>

## The results are measurable

Within the first year of operation, you will begin to see three specific impacts from your investment:

### local water filtration worker

Having freed this small businessman from the burden of start-up debt, you'll ensure that he can operate profitably right away. In much of Pakistan, water is accessible, but it is polluted by agricultural and industrial use. A trained filtration worker can reclaim water that is currently being wasted, purifying it for human consumption instead.

### professional management

The entire water filtration program we are proposing is a self-contained model of business, an island of trust and quality amid a culture of bribes and fraud. Owning and controlling the entire process, from production through distribution, eliminates layers of middle-men that can drive up costs, allowing us to provide a quality product at a cheaper price.

### the community

Cheaper prices mean more people can afford clean water, without having to devote hours each day to collecting it. The time they save can be used to meet other family needs, to advance their education, and to improve community life.

**Few business opportunities can promise such dramatic returns in so short a time!**

## The time is now.

Pakistan's federal government has set a goal of providing "equitable, efficient, and sustainable" access to drinking water for the entire country by 2025. There is an urgency surrounding this goal, and Pakistani leaders are looking for workable strategies. Our business plan for bringing fresh, filtered water is exactly what they are looking for.

## What role will you play?

Whether you purchase the necessary filtration equipment, contribute to the operational expenses, or cover the cost of the entire start-up phase, you are making an investment that will have a significant return. These capital items will become interlocking pieces of a system that meets needs, empowers local entrepreneurs, and opens doors for a richer community experience. This simple business plan has the potential to eliminate physical and economic poverty in an entire nation.

**Can we count on you to bring new life to Pakistan?**

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# Questions and answers

## Why is water so scarce in Pakistan?

Pakistan actually has abundant water resources, including rivers, rainfall, and groundwater. But without basic filtration processes, Pakistanis are subject to a variety of water-borne diseases. In addition, population growth has led to increased demand for drinkable water, as well as increased need for irrigation for crops. (source: Civil Service of Pakistan website forum)

## What do you mean by “water-borne diseases”?

Cholera, typhoid, shigella, polio, meningitis, and hepatitis are all diseases carried by water that has been contaminated by human or animal waste. Certain cancers have also been caused by toxins such as agricultural fertilizers, pesticides, and other chemicals draining into the water supply.

## Isn't it expensive to provide clean water to a country as expansive and remote as Pakistan?

A report from the John Hopkins School of Public Health says, “While the cost of building freshwater supply systems and sanitation facilities is high, the costs of not doing so can become staggering. In Karachi, Pakistan, for example, a study found that poor people living in areas without any sanitation or hygiene education spent six times more on medical care than people who lived in areas with access to sanitation and who had a basic knowledge of household hygiene.”

Moreover, the financial investment is actually quite small for a project that can have such a dramatic impact physically and economically.

## How would the “Fresh, Filtered Water” plan impact economic life in Pakistan?

Having clean water to drink will free Pakistanis to (1) lead healthy, economically productive lives, and (2) leverage their earnings to support their families and send their children to school.

## How can this business plan have an impact on the people in Pakistan?

While the “Fresh, Filtered Water” project will be indigenous to Pakistan—both customers and employees will be nationals—the operation will be developed and supervised by cross-cultural entrepreneurs. The entrepreneurial teams who come to Pakistan can be hired into the company, giving them opportunities to work side-by-side with national Pakistanis, sharing their lives and building relationships. Local Pakistani government leaders will welcome business ventures that create jobs and spur economic development.

## What are the start-up costs?

Detailed expense statements can be provided separately, but this table offers a list of the capital items needed and their costs:

Water filtration	
Filtration Equipment, Lab and Construction*	\$40,000
Office Operations	\$21,000
Marketing and Awareness	\$20,000
Operational Reserve	\$10,000
Operations Staff	\$9,000
<b>Total Investment</b>	<b>\$100,000</b>

*\*This equipment will allow a trained worker to filter 14,000 gallons of water in a 24-hour period, enough for 28,000 people each day.*

## What can I do?

You can choose to fund any of the items listed. We are looking for a few significant partners who have not only financial resources, but also an interest in good business that goes beyond revenues and profits.

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