

The basic elements of the business model

Partners	Key activities	Value proposition	Customers
Local toilet manufacturers	Rents out ~1'720 toilets	• Clean & hygienic	• Toilet users (two families sharing one toilet)
Ultrafiltration membrane manufacturer	20 collectors collect separated feces and urine	• Affordable (no upfront investments)	• Landlords and tenants
Local contractors for installing & repairing	Operates 20 RRPs	• Reliable collection of separated feces and urine	
Treatment equipment providers	Sells end-products	• Locally produced end-products	• Wholesalers
Mobile phone operators		• Competitive prices	

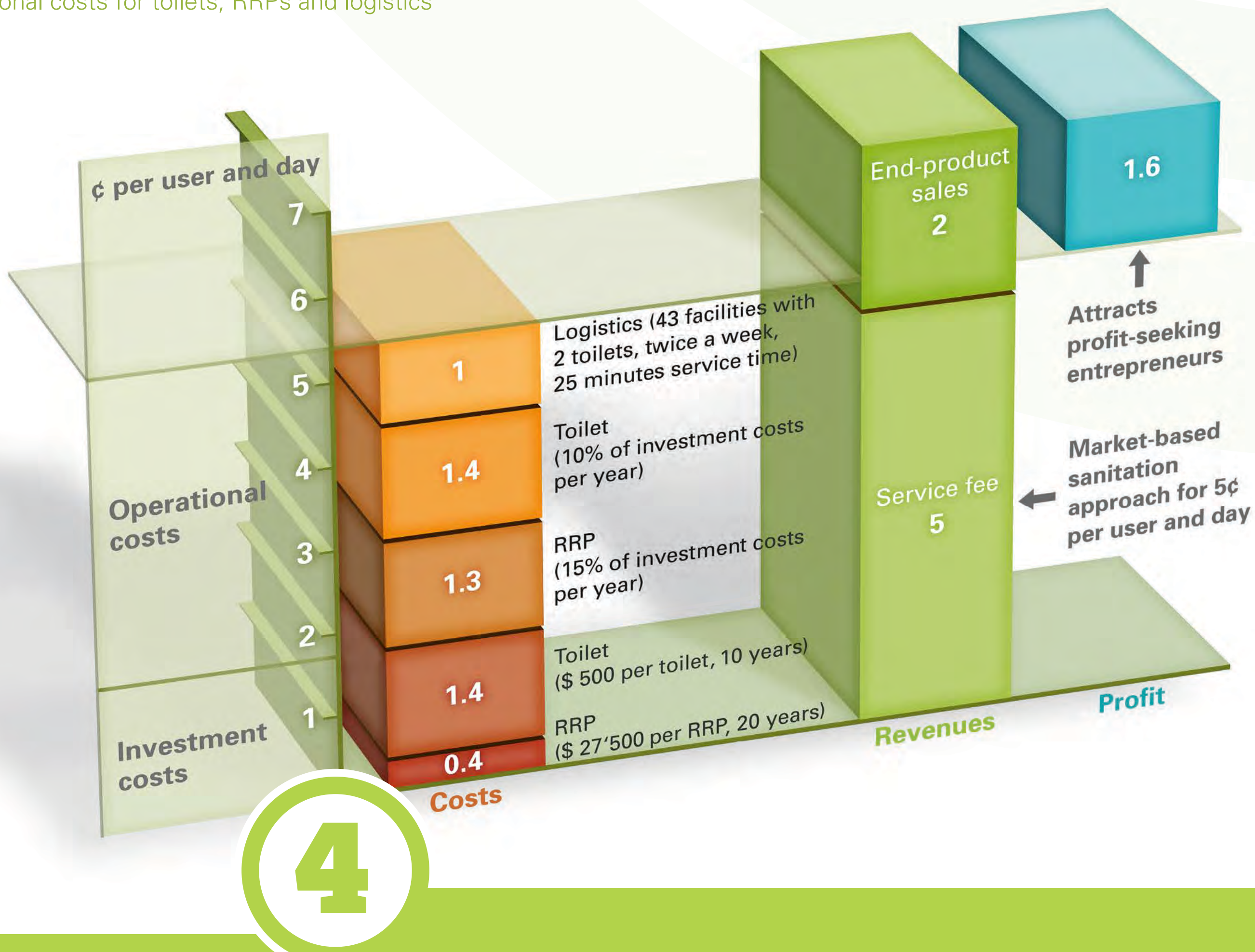
Cost, revenue and profit estimation

Costs

- Investment costs for toilets (total \$1.75 million) and RRPs (total \$0.55 million)
- Investment time horizon: 20 years (toilet replacement after 10 years)
- Operational costs for toilets, RRPs and logistics

Revenues

- Service fee for rental toilets
- End-product sales



diversion
for safe sanitation

Integrated Business Model

Profit-seeking local entrepreneurs and market-based sanitation approach

Design by EOOS