



SaafWater

Providing affordable clean water to the urban poor

Across the developing world, unsafe water and poor sanitation cause 4 billion episodes of diarrhea each year – over 2 million of these are fatal.

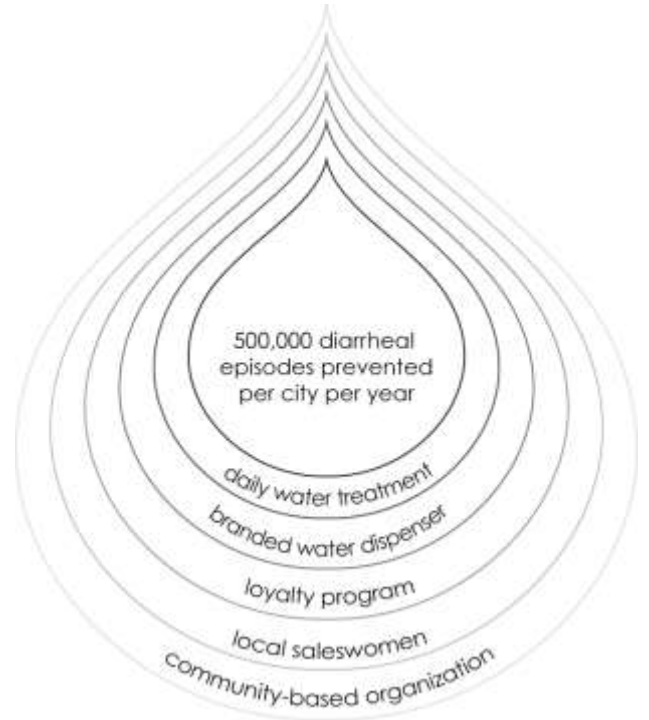
But **low-cost, effective solutions exist today.**

The U.S. Center for Disease Control's (CDC) Safe Water System has already been proven to reduce diarrhea by up to 84%. This simple solution consists of a plastic container designed to prevent re-contamination, and a dose of chlorine which people use to treat their water.

SaafWater has developed a new distribution model and selling format that takes this life-saving technology and makes it profitable and rapidly scalable.

Our high-quality service is provided by our SaafWater ladies. These independent saleswomen go door-to-door educating and selling the SaafWater product to their friends and neighbors, whilst earning a good income for themselves.

Our partners include the Safe Water System team at CDC who are "excited to see the new model for delivery of safe water options being proposed by SaafWater."



The SaafWater model

SaafWater was founded in June 2007, and our pilot was launched in Karachi, Pakistan in November 2007. As of July 2008, we are operational in 3 areas of Karachi and are expanding to two more with over 2000 SaafWater Daily Capsules sold. We plan to scale to be in two major cities in Pakistan in the next 3 years. Our goal is profitability and the prevention of 500,000 diarrheal episodes per city per year.



Mashall Chaudhri (left) promoting SaafWater in Karachi, Pakistan.

SaafWater's management team comprises Sarah Bird and Mashall Chaudhri whose diverse experience includes sales and marketing, water and sanitation, and start-up management. They are backed by dedicated advisors and a board of directors who have worked in over 50 developing countries, started and run numerous successful companies and have extensive technical expertise. Our chairman is David Kyle (former COO of Acumen Fund) and our pilot is funded by private angel investors from both Pakistan and the US, as well as seed capital won in the MIT 100k Entrepreneurship Competition.

For further information on SaafWater, please contact us at info@saafwater.com.