

A blue pitcher is shown on the left side of the image, pouring a liquid that creates a large, dynamic splash across the center and right. The splash is a vibrant blue color. In the center of the splash, the text "10 THINGS YOU NEED TO KNOW ABOUT" is written in a white, hand-drawn, uppercase font. In the lower right portion of the splash, the word "wello" is written in a white, lowercase, sans-serif font, enclosed within a white rounded rectangular border.

10 THINGS
YOU NEED TO
KNOW ABOUT

wello



ISN'T IT ABOUT
TIME WE MADE
HEADLOADING HISTORY?



#1

THE PROBLEM IS MASSIVE

The task of water collection consumes 25-40% of a person's day.

More than 75% of Indian households don't have access to piped water in their homes. **Globally, that figure skyrockets to upwards of 3 billion.**

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#2

WE DREAM BIG

Wello is a social venture with an ambitious goal: To deliver clean water to a thirsty world. We design products that people not only need, but want to use. We are motivated by both business viability and social impact.



#3

JUST ADD WATER...

The WaterWheel has an immediate positive impact; entire families benefit from better, more reliable access to water. And when the time burden of water collection is reduced, women and girls are able to spend their time in more productive ways, like work and school.

The WaterWheel is a low-cost tool that not only leads to "the Girl Effect"; it also helps achieve 7 of the 8 Millennium Development Goals!



**IMPROVED
ACCESS WITH 50%
MORE WATER**



**GREATER
PRODUCTIVITY
WITH TIME SPENT
ON WATER
COLLECTION
HALVED**



**BETTER HEALTH
DUE TO REDUCED
HEADLOADING**

**20-100%
INCREASE
IN INCOME**

#4

FROM IDEA TO IMPACT

Wello's goal is to impact over a million lives in the next 5 years. Here's some information about what we've accomplished to date and what's next.

2012

DESIGN:
CO-CREATED
DESIGN TO SOLVE
THE PROBLEM OF
RELIABLE ACCESS
TO WATER

2013

VALIDATION:
LAUNCHED DESIGN,
BUSINESS MODEL AND
IMPACT PILOTS IN 5
LOCATIONS
ON 2 CONTINENTS

2014

COMMERCIALIZATION:
BASED ON CONSUMER
FEEDBACK, WE MADE
PRODUCT
IMPROVEMENTS AND
FINALIZED THE
DESIGN OF THE
WATERWHEEL 2.5

2015

SCALE & INNOVATE:
- BUILDING THE
SYSTEMS REQUIRED
TO SCALE BOTH IN
INDIA AND GLOBALLY

- INTRODUCE NEW
INNOVATIONS

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#5

WHY WE SELL?

Simply put, we believe that offering products that people **want**, not just **need**, is the most efficient way to ensure that we're making an impact. Let's face it - when you get something for free, you're less likely to use it!

Consider the last time you made a significant purchase... how much thought did you put into the decision? How long did it take to save enough money to buy it? Are you still using it? The things you buy after careful consideration tend to be things you really want. You invest in these things, take good care of them, use them properly - and benefit from them.

Now, consider the consumers who need products like the WaterWheel. Just because they have limited economic resources doesn't mean that they want (or need) cheap things - in fact, we find the opposite to be true. However, these consumers have fewer options available. Take water containers: in India, options are limited to 20L plastic, steel or clay pots or repurposed plastic jerrycans. None of the available options meet consumers' preference for convenience, durability and affordability. So, in the long run, they end up spending more money and time - and still fail to meet their daily water consumption needs. This is where Wello comes in. We're turning the perception that the poor want cheap things on its head.

Wello designs products that people want to buy. We've spent years listening, co-creating, prototyping, iterating and validating the design of our products and business model. Our flagship product, the Water-

Wheel, is high quality, thoughtfully designed and affordable. Consumers make an investment in the WaterWheel because it reduces the time, physical and health burdens of water collection and introduces the possibility of spending more time on productive things like work and school.

Where people reveal a capacity to pay, Wello believes that most effective way to deliver WaterWheels is through sales. There are many examples of well-intentioned products that are misused or gather dust in a corner because the recipient doesn't want or need them.

Of course, ability to pay varies across populations and geographies. This is why we believe that partners who understand the local context are the most appropriate distribution agents - in some cases, this might be an NGO, a government program, a microfinance institution, or even a traditional distributor. In short - the WaterWheel was designed to be flexible enough to adapt to a range of uses, and we designed the distribution strategy to be just as flexible.

Wello believes that selling WaterWheels will empower our consumers, and deliver social impact in the most efficient way possible.

The Wello logo is located in the bottom right corner of the page. It consists of the word "wello" in a lowercase, sans-serif font, with a white outline around the letters. The background of the logo is a light, rounded rectangle.



#6

WHO WE SELL TO

We work with high impact local partners to distribute our products in the most efficient, effective way possible.



SOCIAL
ENTERPRISES



MICRO FINANCE
INSTITUTIONS



NON
GOVERNMENT
ORGANIZATIONS



CORPORATE
SOCIAL
RESPONSIBILITY
INITIATIVES



AID AGENCIES



GOVERNMENTS

#7

PEOPLE BEFORE PRODUCT

Meet Narmada - a young, working mother who was always rushing in late to work. She was one of the first few in her community to invest in the WaterWheel. The result? Spend a day with Narmada here: <http://bit.ly/1oW5bLi>

2x INCOME

INCREASED EARNINGS & SAVINGS PER MONTH BY REACHING WORK ON TIME.

REDUCED STRESS & PAIN

HAULING WATER IS LABOR INTENSIVE. NARMADA DOESN'T SUFFER FROM CHRONIC BACK, NECK AND SHOULDER PAIN ANY MORE. AND SHE'S NO LONGER STRESSED ABOUT WHERE THE NEXT DROP OF WATER WILL COME FROM.

50%

ACCESS TO 50% MORE WATER AS A RESULT OF THE WATERWHEEL. NOW HER FAMILY HAS ENOUGH WATER TO MEET THEIR BASIC NEEDS (ACCORDING TO UNICEF + THE WHO)

365

HOURS FREED FROM WATER COLLECTION IN ONE YEAR.

THIS IS ONLY ONE STORY

now I'm on
time for work

Narmada, Asha
(village nurse)

wello

#8

EMPATHY, EMPATHY, EMPATHY

We get into our consumer's socks and shoes! We do what we do with a brilliant team. A bunch of multidisciplinary thinkers and doers who love to design and deliver thoughtful innovations.

CYNTHIA KOENIG, Founder & CEO

Spent the last decade living and working on four continents, and has incubated and consulted on the launch of ventures of all shapes and sizes. (read more at <http://bit.ly/1EhhQkP>)



SHRADHA RAO, Strategist

With a strong background in strategic design, Shradha actively brings in consumer insights to solve design challenges.



दिनांक
21/6/2018
बुधवार

- 1) मोदु हासु आनम
- 2) नमोराव कापु चौधरी
- 3) श्रीम हासु सुरपम
- 4) नारायण भादुसकरे
- 5) श्रीराम प्रसाद वाखुरे
- 6) अनुष्ठा जगदीश शेडे
- 7) विधीप रामकु आनुभव
- 8) नमोराव गणपत कुलकर्ण
- 9) मेरीबाई इचिनु केठम
- 10) विनायक हासु केठम
- 11) सुनीलकां श्रीम हासुम
- 12) श्रीम नम आनम
- 13) केराव भापु चौधरी
- 14) नमोराव कापु चौधरी
- 15) मोदु मोदामी कावडे
- 16) कापु नमोराव चौधरी
- 17) हासु हासु मोडे
- 18) सुमिता गणपत चौधरी
- 19) पारवता कीताराम किनाडे
- 20) नमोराव कापु आनम
- 21) पोनीराम हासु आनम
- 22) कापुल अशुता पेंडोर
- 23) नमोराव मोदामी केठम
- 24) हासुम आनम हासु

#9

NEED + WANT = DEMAND

Wello's design philosophy is simple - create products that people not only need, but want... we realized how true this equation was when we met Manohar, a local village school teacher. He braved 49°C (120°F) heat and an 8-kilometer trek from his village to deliver to us a list he compiled of 54 families who wanted to purchase WaterWheels after they saw the WaterWheel in use in the neighboring villages.



#10

WE ♥ PRESS

For further requests, permissions and questions feel free to contact hello@wellowater.org or +91 7045 052 920



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