

## BUSINESSES

- A. Vital Participants in a successful sustainable business model (Addressing Water and Sanitation/Hygiene Issues)
  1. Businessman to build, distribute, and implement water technologies
  2. Community Steward to build awareness about business, relate to community, understand local issues regarding community health and relations, ensure that neediest have access to products, and generally tend to local issues within community.
  3. Local Financial Institution/ Credit Union to manage “microcredit” loans or grants to business for purposes of ensuring viability in local market.
  4. Trainer (NGO or Cup of Hope International “CHI”)
  
- B. Roles of Participants in successful sustainable business model (Addressing Water and Sanitation/Hygiene Issues)
  1. Businessman:
    - a. Works closely with Community Steward and CHI to identify local need and best response to local need.
    - b. Works with Community Steward and CHI to develop ability to manufacture/obtain response technology. (BioSand Filters, VIP Latrines, etc.)
    - c. Develops working relationship with local suppliers of materials/resources to be used in order to leverage the business for future transactions.
    - d. Develops necessary resources to run business.
    - e. Manufactures/obtains technologies.
    - f. Distributes and implements technologies.
    - g. Conducts follow up visits in a timely manner to ensure proper technology usage/ maintenance. (With help from Community Stewards)
    - h. Works closely with Community Steward to develop marketing ideas for technologies if applicable.
    - i.
  
  2. Community Steward:
    - a. Must have a keen understanding (or willingness to learn) of local water issues, needs, and health concerns, as well as a complete awareness of local cultural concerns and poverty issues.
    - b. Works with Businessman and CHI to identify local need and appropriate response.
    - c. Works with businessman and CHI to develop ability to obtain resources and technologies.

- d. Works closely with Businessman to develop marketing strategies.
  - e. Works with Community leaders, community elders, local pastors, etc. to educate community about water, sanitation and hygiene issues.
  - f. Develops awareness within community of availability of technology to ensure availability of technology to everyone in need. (Also works with community leaders to ensure that even the poorest in community have access to response technology)
  - g. Works with Businessman to conduct follow up visits to ensure proper usage and maintenance of technology.
  - h.
3. Local Financial Institution/Credit Union:
- a. Works closely with CHI to ensure the availability of “microcredit” loan money.
  - b. Makes a loan to Businessman to provide startup costs for business.
  - c. Works with Businessman to make the loans available for business needs.
  - d. Must have a working knowledge of local needs, and costs associated with proper and adequate response to them.
  - e.
4. Trainer (CHI)
- a. Works with Businessman and Community Steward to assess and identify needs within community.
  - b. Works with Businessman and Community Steward to develop/obtain appropriate response technology.
  - c. Trains Businessman to manufacture, obtain, and maintain appropriate technology.
  - d. Develops funding for entire project from Grants, Contributions, or other monies.
  - e. Works closely with all participants throughout the start-up phase, then acts as consultants afterwards.
  - f.

C.