10 THINGS YOU NEED TO KNOW ABOUT wello
Isn’t it about time we made headloading history?
The problem is massive.

1. 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.
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.
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
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.

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

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

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

**SCALE & INNOVATE:**
- BUILDING THE SYSTEMS REQUIRED TO SCALE BOTH IN INDIA AND GLOBALLY
- INTRODUCE NEW INNOVATIONS
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 WaterWheel, 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.
WHO WE SELL TO

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

now I'm on time for work

Narmada, Asha (village nurse)
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.
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.
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#10 WE ♥ PRESS

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hello@wellowater.org
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