

How do you know your WASH program is succeeding?

Introducing PotaVida's Smart Solar Purifier with built-in tracking of usage.



Problem

As many as 90% of current household water purification products go unused, or are misused, which is an incredible waste, and collecting even inaccurate self-reported usage data can cost \$150 per household annually.

A Solution That Works

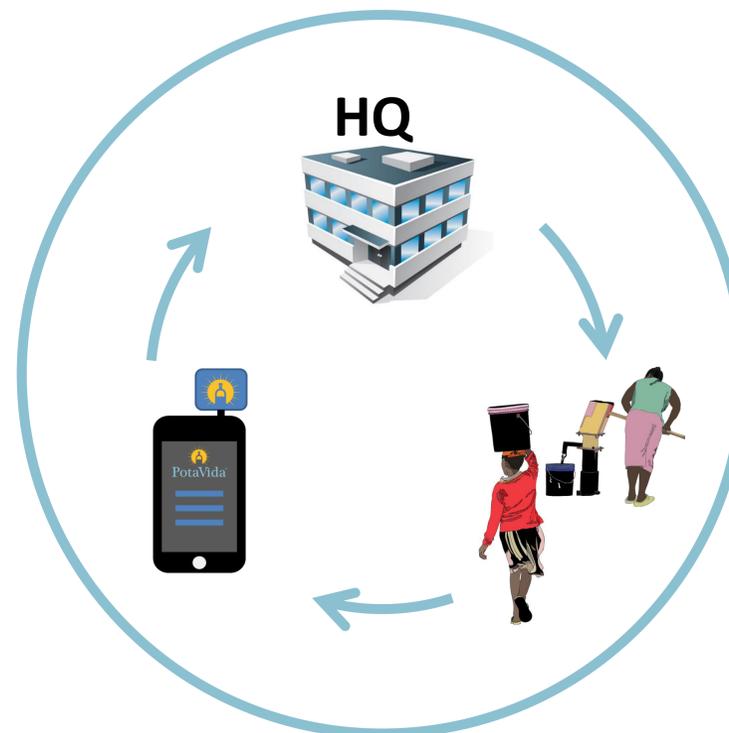
The PotaVida Smart Solar Purifier is a revolutionary new way to provide safe drinking water to those in need. It is easy to use, and best of all, automatically tracks its own usage.



- ✓ Easy to use
- ✓ No chemical taste
- ✓ 5 year shelf life
- ✓ 1 year use life
- ✓ Economical to ship
- ✓ Built-in usage tracking!

The Smart Solar Purifier was field tested with World Vision Uganda. It was so easy that actual usage rates were 3x standard chemicals or filters.

Directions: Simply fill the bag with water, leave it in the sun, and press the start button. A red blinking light confirms operation. After a few hours of sunlight, the green light illuminates, indicating that the water is safe to drink.



Usage Data Closes Feedback Loop

The PotaVida Smart Solar Purifier not only provides safe, normal tasting water to households, it also provides accurate usage data. With just a smart phone, you can easily download the data automatically recorded from each Purifier in the field.

Real-time Data

GPS Locations

Instant Feedback

Accurate usage data enables you to:

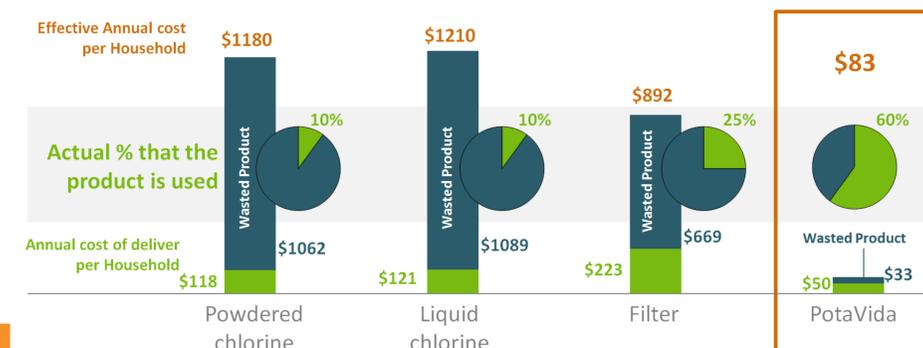
- Measure and improve outcomes, not just outputs
- Reduce data collection costs, while improving accuracy
- Learn what works, and fix what doesn't
- Provide compelling statistics on safe water to donors
- Access data on total water treated
- Identify the GPS location of each unit

6X More Cost Effective Than Current Options

Abysmally low usage rates, not the price of supplies, is the main cost driver in delivering safe water.

Chemical tablets and powders for water treatment are only used by their recipients in acute emergencies 20% of the time, and only used correctly 10% of the time. Most of the cost for purchase, shipment, distribution, and training is wasted.

In contrast, the Smart Solar Purifier has such a great user experience that it was used 90% of the time, and correctly used 60% of the time in a recent field trial with World Vision Uganda – and we know that because we have the data from the purifiers.



By coupling data on cost with data on usage rates we can find the effective cost of providing safe water to a single household.

PotaVida's effective cost of providing safe water to a single household, when coupling direct costs with usage rates, is less than 6X the costs of current solutions – so you can help 6X more households with the same budget

Summary

The PotaVida Smart Solar Purifier drives down costs of effective WASH implementation by:

- Providing accurate usage data in near real-time
- Offering a much lower effective cost per household
- Lowering shipping costs and eliminating resupply costs



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