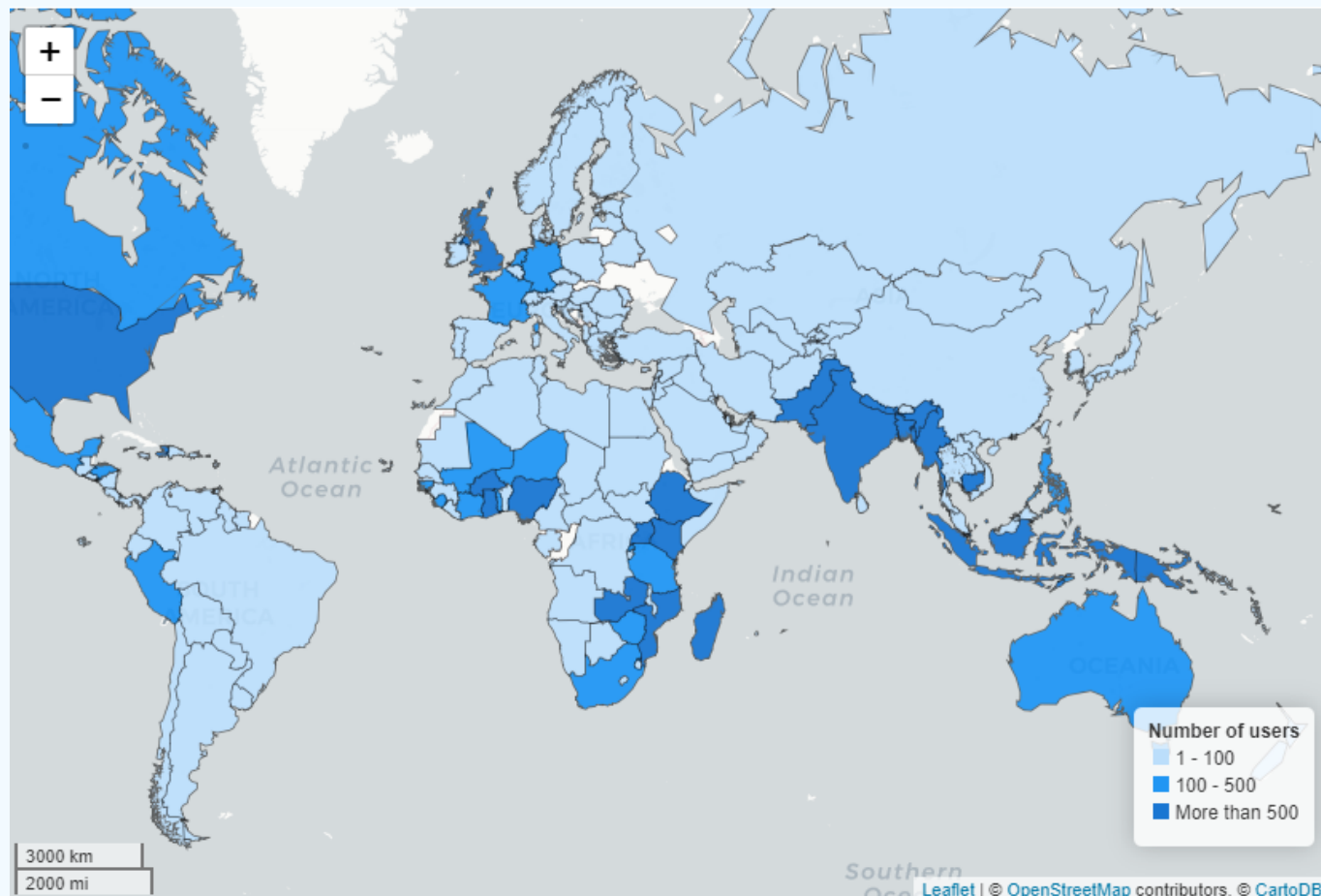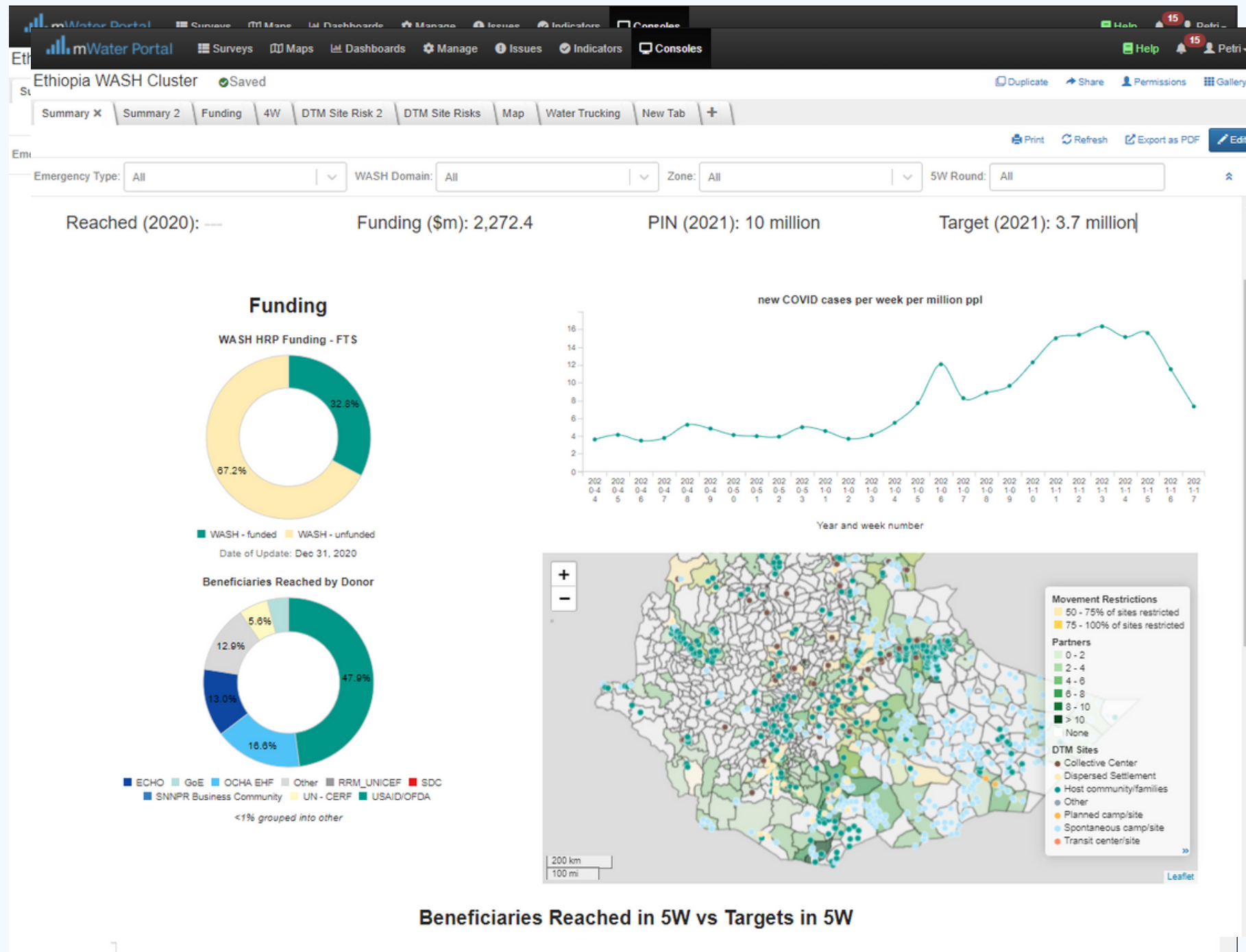# mWater introduction

# OVERVIEW
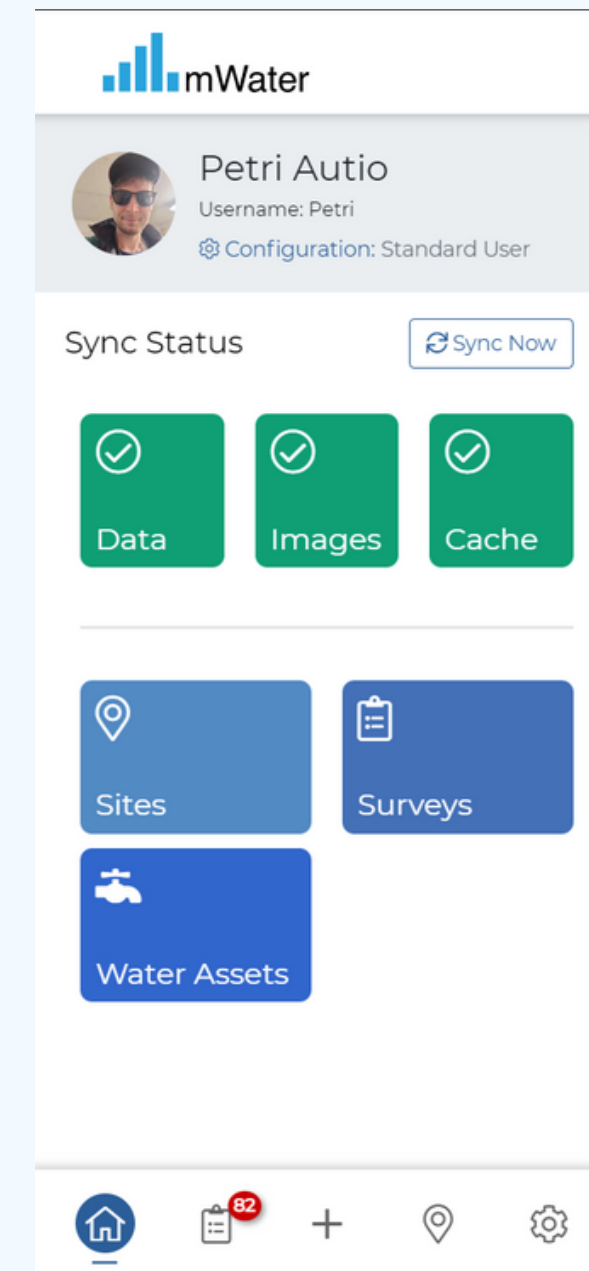## Where are we today



**Users by country**

- The leading free solution for WASH data collection and management
- Free to use turn-key data management platforms
- 190,000+ users in 200 countries
- Used by governments, utilities, local and international NGOs, businesses and academics
- Designed by WASH experts = mWater
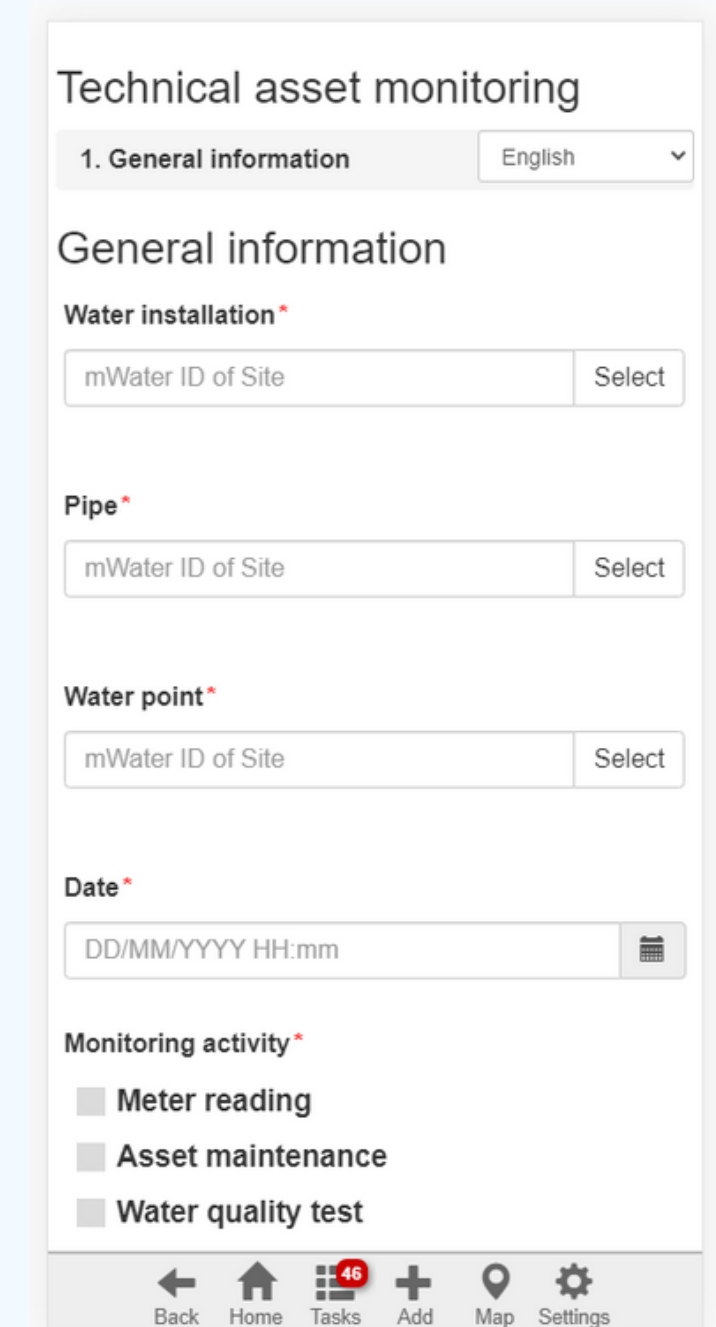- Expanded to cover all sectors = Solstice

# PORTAL AND APP

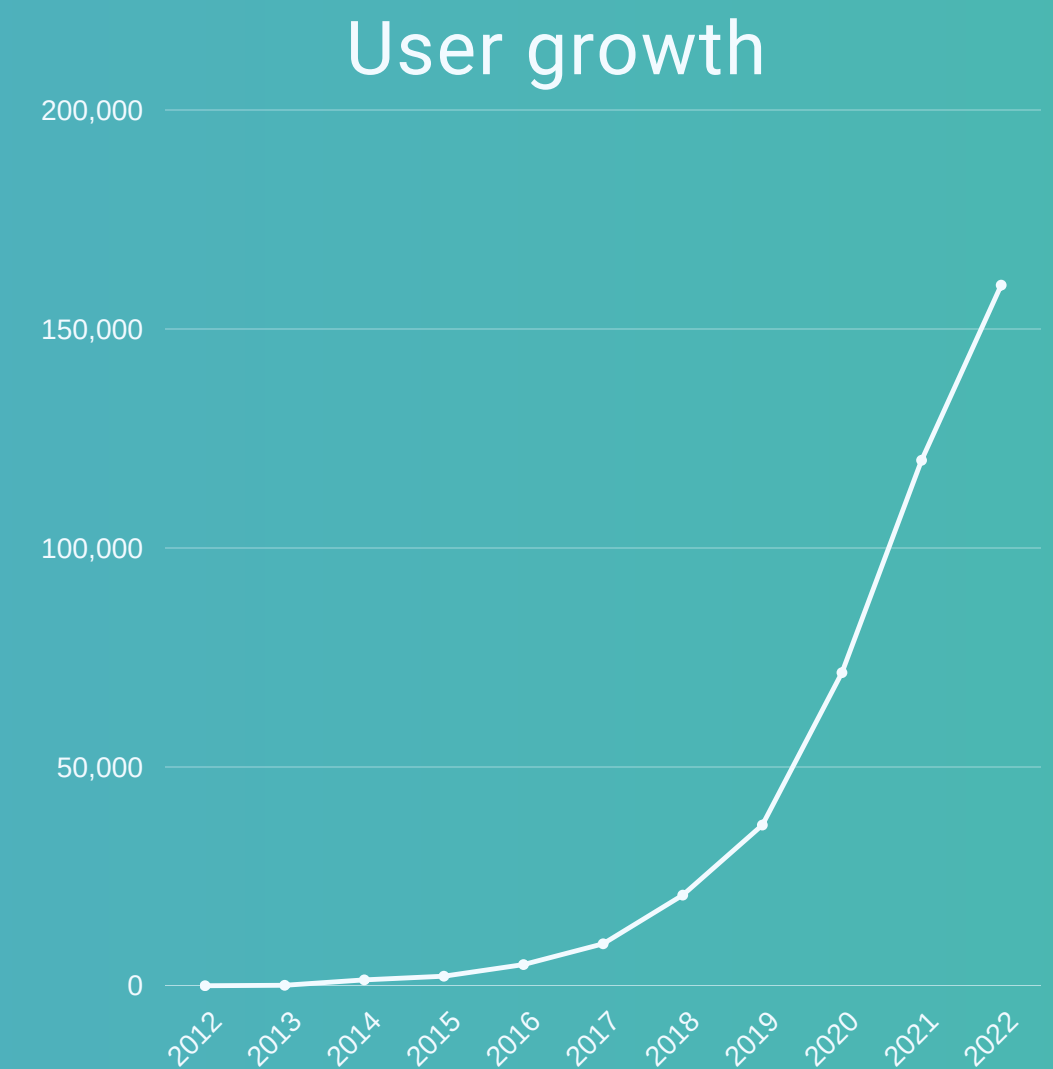

Portal: Survey design, data management, user management

App: Data collection, infrastructure monitoring, issue / ticket resolution

mWater & Solstice 2022

# Key Features

- **Design any survey,** in any language
- **Track infrastructure** as sites and asset systems
- Easy data collection over time
- **Free** to use, forever
- Shared server: **Safe, scalable, always available**
- Mobile data collection **online** and **offline**
- **Manage, Visualize and Map**
- Track organizational or global **indicators** such as SDGs
- **Import** and **export** data at any point

User growth

200,000

150,000

100,000

50,000

0

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

mWater & Solstice 2022

# BUSINESS MODEL

## 1% of paying users keep platform free for the rest

- A positive spiral: **Free, high quality software** contributes to strong growth
- Expanding user base attracts **R&D investment** from parties interested in sustainable solutions to data management problems
- **New features are generalized** to add value to all users
- **Platform stays cutting edge and free**, and user growth accelerates, drawing in more investment from parties who can pay

+ **Lean, highly skilled team** plus **robust cloud architecture** keeps costs low even as use expands strongly

+ Other sources of income: **Setting up partners for success, turn-key Management Information Systems**

# SETTING UP FOR SUCCESS

## Basic partner package: Custom config + Training + Consulting

- Training enumerators and administrators, including advanced features
- Collaborating on setting up surveys, data management, organizations, indicators, visualizations
- Unlock paid features: Custom app configs with your branding and many benefits

One off fee: $25k

## Management Information Systems

- As custom as the partner requires. Building on free mWater features with much more capability still.
- Can be a separate website

Starting $50k

# EXAMPLE MIS - CRS AZURE

# Who uses mWater?

| GOVERNMENTS | NGOs | UTILITIES | ACADEMICS |
|---|---|---|---|
| Local and national governments are making use of the platforms at scale in different parts of the world, for example in Guinea Bissau, Malawi, Papua New Guinea, Ethiopia and Haiti. | **Local** and **International NGOs** use mWater and Solstice to conduct some or all of their field data management, or operational tracking. | **Water utilities** are picking up mWater and making use to manage their assets and operations. | University departments and students use the platforms to conduct research and collect field data. |

# Connect with us

**FACEBOOK**

https://www.facebook.com/Solstice.World/

**TWITTER**

https://twitter.com/mwaterco

**LINKEDIN**

https://linkedin.com/company/solsticeworld