

# ESSENCE SUM and WSF

Speeding up essentials by Strategy, Union, and Management

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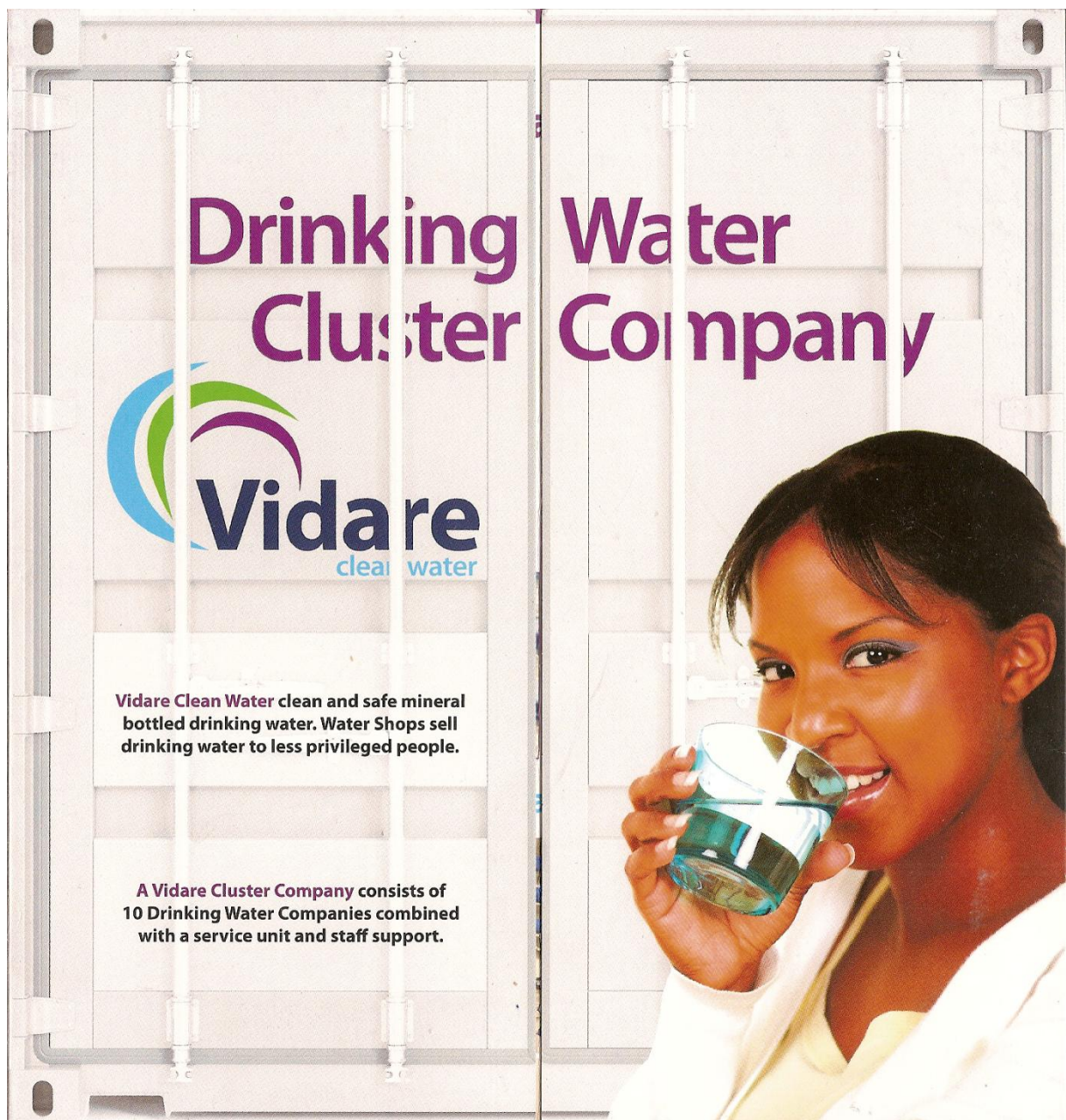
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Websites: [www.essence-admin.com](http://www.essence-admin.com) and [www.worldsustainabilityfund.nl](http://www.worldsustainabilityfund.nl)

## INVESTMENT PROJECT 2

### Vidare drinking Water Kiosk & LifeSaver Bottle



**Drinking Water Cluster Company**

**Vidare**  
clear water

**Vidare Clean Water clean and safe mineral bottled drinking water. Water Shops sell drinking water to less privileged people.**

**A Vidare Cluster Company consists of 10 Drinking Water Companies combined with a service unit and staff support.**

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## Vidare Rwanda Regio

<b>Total investment</b>	<b>€ 3,0M</b>	<b>Initial investment</b>	<b>€ 1,6M</b>
<b>Out of returns</b>	<b>€ 1,4M</b>	<b>Retrun on Investment</b>	<b>+50%/year</b>
<b>From bank loan</b>	<b>€ 0,8M</b>	<b>Payback time</b>	<b>4-5 year</b>
<b>From WSF/AI Seif</b>	<b>€ 0,8M</b>	<b>Cash flow</b>	<b>€ +1,5M/yr</b>

The Kiosks will be located in the city periferies without tap water.  
LifeSavers Bottle will be distributed in low populated area's.

### Our proposition

#### Mission

We are committed to help less privileged people with:

- clean and safe drinking water for an affordable price
- proper sanitation facilities
- clear awareness programs on hygiene

We create jobs for local people by establishing local Drinking Water Companies and Water Shops.

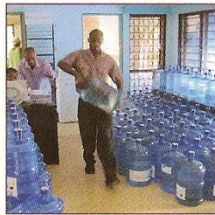
We improve local circumstances and economies by projects for community development.

#### We operate in

Urban and peri-urban  
- city solutions with home delivery

Rural areas  
- network of villages with local water shops

Slum/township area  
- water plants with taps  
- combined with a city solution



Technology Partner:  
Jotem Waterbehandeling,  
the Netherlands



### Organization

#### Drinking Water:

10 Drinking Water Companies (DWCs)  
Decentralized, stand alone drinking water production companies selling bottled water to less privileged people.

#### Service Unit:

- Vidare Academy
- Project Management
  - Maintenance & Service
  - Remote control (in The Netherlands)
  - Business & Community Development
  - Bottle Plant (optional)
  - PET Recycling Plant (optional)

#### Staff Unit:

- Finance, Tax, Legal, HR, IT, PR

#### Sanitation (optional):

- Vidare Sustainable Sanitation Facility  
8 toilets, 6 showers, 20 washing bowls

#### Water Shops

Drinking Water for some 1000 people a day  
Shop with water tank  
Daily refill with water tanker of DWC  
Franchise taker; micro credit



Clean and sa



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## Vidare Rwanda Regio

Vidare has experience in Kenia and India. Essence SUM will support and monitor the realization. WSF will support the financials, legal, and local commitment.

The project will have its own legal entity, giving jobs to 250 to 300 people. Producing 50.000 to 100.000 liter high quality drinking water per day. Good for 25.000 peoples need for drinking, food preparation and washing.

### Water Cluster Company

#### Impact

**Drinking Water:**  
50 - 100m<sup>3</sup> drinking water a day, per Drinking Water Company;  
WHO/KIWA® Quality.  
Bottled (chilled) water in 20l, 10l and 1,5l, 1l and 500ml bottles  
Price level: affordable for base of the pyramid.  
Consumers: people in developing countries.

**Employment:**  
Some 20 - 25 employees per Drinking Water Company  
Some 250 - 300 employees per Cluster Company  
Management coached by experienced entrepreneur

**Spin off:**  
15 m<sup>3</sup> a day per DWC flush water for irrigation, fish farms, sanitation.

Business and Community Development projects funded by profit of Cluster Company. Training local people, vocational schools.

**Health:**  
Improved local circumstances by awareness program hygiene, sanitation facility and Clean and safe drinking water for less privileged people. In cooperation with reliable (local) networks.



*safe - water - kiosk*

#### Return

**Funding:**

Investment:	€ 3.000.000,-
Initial investment:	€ 1,6 M*
Re-invested Cash Flow:	€ 1,4 M

**Return:**

To funder: ~ 10 - 20%\*\* per year, for 5 years  
Payback time: ~ 4 years

\* Final figures are based on local Business Plan and Business Case  
\*\* Returns are depended on area of application

#### Projects

Running business: Uzima Kenya Ltd, branch Mombasa, Kenya  
Starting business: Hollind Aqua Pvt Ltd, branch Nizamabad, India

**Preparation:**  
Cluster Company Accra, Ghana  
Cluster Company Mombasa, Kenya  
Cluster Company Jakarta, Indonesia  
Cluster Company Ica, Peru

**Orientation:**  
Philippines, Columbia and Nigeria



### Safe drinking water for less privileged people







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## LifeSaver Rwanda Regio

Distributor of LifeSavers bottles for low populated area's without normal drinking water infrastructure. Low investment, NGO, donation, and GO support. Sales to local shops, aid organizations, and on Vidare kiosks.

On the WSF website we will create a donation page for special actions.

**LIFESAVER®** Shopping cart is empty. Search... [in](#) [g+](#) [twitter](#) [f](#) [DONATE NOW](#)

[HOME](#) [SHOP](#) [PRODUCTS](#) [WHAT WE DO](#) [PRESS/MEDIA](#) [WORK WITH US](#) [CONTACT US](#)

## THE GIFT OF WATER

We are working together to end water poverty, supporting those throughout the world to access clean, sterile drinking water - give the gift of water today, be a LIFESAVER

[DONATE](#)

**WE NOW SHIP GLOBALLY - LAUNCHED IN THE USA** [BUY NOW](#)

**WHO ARE WE?**  
We produce portable technology that filters dirty water sterile

**WHY LIFESAVER**  
We can filter water instantly & cost effectively for less than 0.01p per litre

**HOW?**  
We are the world's first product that filters down to 15 nm or 0.015 microns

### Filtration on demand


Filters water on demand rather than on collection, resulting in rapid scavenging of water in the field. With LIFESAVER bottle there is no time wasted filtering water at the point of collection or waiting for chemicals to work. Simply 'Scoop and Go'. Just give it a few pumps and that's it, as soon as you open the teat clean drinking water begins to flow.

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## LifeSaver Rwanda Regio


The LifeSaver bottle cleans water and is fitted with a replaceable cartridge, with a service rating of up to 6000 litres of water. The cartridge will remove bacteria, viruses, cysts, parasites, fungi and all other microbiological water-borne pathogens. LIFESAVER bottle does NOT use any chemicals.



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## LIFESAVER BOTTLE

The perfect accessory when camping, hiking, fishing, travelling or even for your gap year!

[BUY NOW](#)

SEE THE LIFESAVER BOTTLE IN ACTION



WE NOW SHIP GLOBALLY - LAUNCHED IN THE USA

[BUY NOW](#)

LIFESAVER BOTTLE

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LIFESAVER JERRYCAN

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LIFESAVER DISASTER PACK

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LIFESAVER CUBE

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LIFESAVER C2

LIFESAVER bottle - PRICE: FROM £99.00 + VAT / \$159.99

The LIFESAVER® bottle is the World's first water bottle to remove all bacteria, viruses, cysts, parasites, fungi and all other microbiological waterborne pathogens without the aid of any foul tasting chemicals like iodine or chlorine or the need for any power or UV light.

LIFESAVER® technology filters down to **15 nanometres**, that is **0.015microns**. We are the world's first and only portable technology that is patented worldwide, to filter down to this level. With the smallest virus known being Polio at 25 nanometers, you are safe in the knowledge that LIFESAVER® filters all bacteria, viruses, cysts and all waterborne pathogens from your water.

The LIFESAVER® bottle 4000UF is used by Military customers all over the world, with over 30,000 in active service since 2007. LIFESAVER® complies with all **British, US and European Drinking Water Regulations** for Microbiological Reduction as tested and certified by the London school of Hygiene & Tropical Medicine. The LIFESAVER® bottle is fitted with a replaceable cartridge, with a service rating of up to 6000 litres of water. To find out more about its performance information, please see [performance data here](#)

FEATURES


- Ultra portable ✓
- Up to 6000 litres ✓
- Instant purification ✓
- No chemicals ✓
- Easy to use ✓

[DATASHEET](#)

[TECHNICAL INFO](#)

PRICE: FROM £99.00 + VAT / \$159.99

BUY NOW



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## LifeSaver Rwanda Regio

LIFESAVER also comes with an activated carbon filter which reduces a broad spectrum of chemical residues including pesticides, endocrine disrupting compounds, medical residues and heavy metals such as lead and copper. It also eliminates bad tastes and odours from contaminants such as chlorine and sulphur. It is designed to last approximately 250 Litres.

**LIFESAVER®** Shopping cart is empty. Search...

in g+ t f **DONATE NOW**

HOME SHOP PRODUCTS WHAT WE DO PRESS/MEDIA WORK WITH US CONTACT US

### LIFESAVER CUBE

The low cost, easily deployable, humanitarian aid solution producing 5000L of clean, sterile water

**MORE ABOUT THE LIFESAVER JOURNEY**

**WE NOW SHIP GLOBALLY - LAUNCHED IN THE USA** **BUY NOW**

- LIFESAVER BOTTLE
- LIFESAVER JERRYCAN
- LIFESAVER DISASTER PACK
- LIFESAVER CUBE
- LIFESAVER C2

**LIFESAVER cube**

The LIFESAVER® cube™ is the latest addition to the LIFESAVER® family, developed for humanitarian crises and natural disasters. The LIFESAVER® cube™ is a compact and robust product optimised for the humanitarian sector because of its simplicity of manufacture, transportability, and ease of use. Each cube is able to produce 5 tonnes of sterile drinking water, where you need it, when you need it.

LIFESAVER® technology filters down to **15 nanometres**, that is **0.015microns**. We are the world's first and only portable technology that is patented worldwide, to filter down to this level. With the smallest virus known being Polio at 25 nanometers, you are safe in the knowledge that LIFESAVER® filters all bacteria, viruses, cysts and all waterborne pathogens from your water. The LIFESAVER® cube™ incorporates the patented and proven LIFESAVER® technology – being the only portable water filtration technology to remove all microbiological waterborne pathogens including bacteria, viruses, cysts, parasites and fungi from water without the need for any chemicals or the need for power or UV light.

**FEATURES**

- 5000L water ✓
- Low cost ✓
- Portable solution ✓
- Stackable ✓
- No chemicals ✓

DATASHEET

BROCHURE

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## LifeSaver Rwanda Regio

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The screenshot shows the top section of the LifeSaver Systems website. At the top left is the **LIFESAVER®** logo. To its right, a shopping cart icon indicates "Shopping cart is empty." Next to it is a search bar with the placeholder text "Search...". Further right are social media icons for LinkedIn, Google+, Twitter, and Facebook. A yellow button labeled "DONATE NOW" is positioned at the top right.

Below the header is a navigation menu with the following items: HOME, SHOP, PRODUCTS, WHAT WE DO, PRESS/MEDIA, WORK WITH US, and CONTACT US.

The main content area features a large image of yellow LifeSaver water containers on the left. To the right of the image, there are two promotional sections:

- Become a distributor & change the world**  
LIFESAVER® Systems is expanding very rapidly and looking for distribution partners around the world to join us in helping end water poverty. Our growing network of distributors allows us to hold stock in different countries and as such, react to Humanitarian Emergencies and Natural Disasters in a faster, more efficient manner.  
If you would like to discuss working with LIFESAVER® and becoming a Distributor, please contact us at: +44(0)1206 580999 or email [sales@lifesaversystems.com](mailto:sales@lifesaversystems.com)
- Become a reseller**  
LIFESAVER® Systems is looking for global resellers of the LIFESAVER® products. If you own a retail outlet and would like to stock LIFESAVER® products, we would love to have you on board. We are looking for outlets that specialise in outdoor pursuits and emergency/disaster preppers. More more information, please contact us today at [info@lifesaversystems.com](mailto:info@lifesaversystems.com)

At the bottom of the page, there are four columns of partner information:

- Supporting the Tag Rugby Trust**  
Includes the Tag Rugby Trust logo.
- Humanitarian**  
Working with Governments and NGOs to support people in need around the world.
- Lifesaver World**  
Working alongside the London School of Hygiene & Tropical Medicine
- Supporting GapPak**  
Includes the GapPak logo.

The footer contains the copyright notice: © 2007 - 2013 LIFESAVER SYSTEMS LTD. | CONTACT US and the text: Website by [TomatoNetwork](#)

### NEW DISTRIBUTOR QUESTIONNAIRE

Dear Madam/Sir,

Thank you for your interest in becoming a LIFESAVER® distributor/reseller/partner. We would like to know more about your organization. Please take a moment of your time to answer the questions below. We value the time you spend on this form and you will be contacted directly by a regional specialist for your area as soon as we process this information.

#### General Information

<b>1</b>	<b>COUNTRY OF OPERATION</b> _____
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<b>2</b>	<b>YOUR NAME/COMPANY NAME</b> _____
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<b>3</b>	<b>FOUNDATION YEAR</b> _____
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<b>4</b>	<b>OFFICE / PHONE NUMBER</b>	
	ADDRESS	_____
	PHONE NUMBER	_____

<b>5</b>	<b>COMPANY PROFILE/NUMBER OF EMPLOYEES- PLEASE ATTACH ADDITIONAL SHEET IF NEEDED</b> _____ _____ _____ _____ _____
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#### Market Overview

<b>6</b>	<b>DESCRIBE YOUR PLAN FOR POSITIONING LIFESAVER® PRODUCTS TO YOUR CUSTOMERS</b> _____ _____ _____ _____ _____
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