

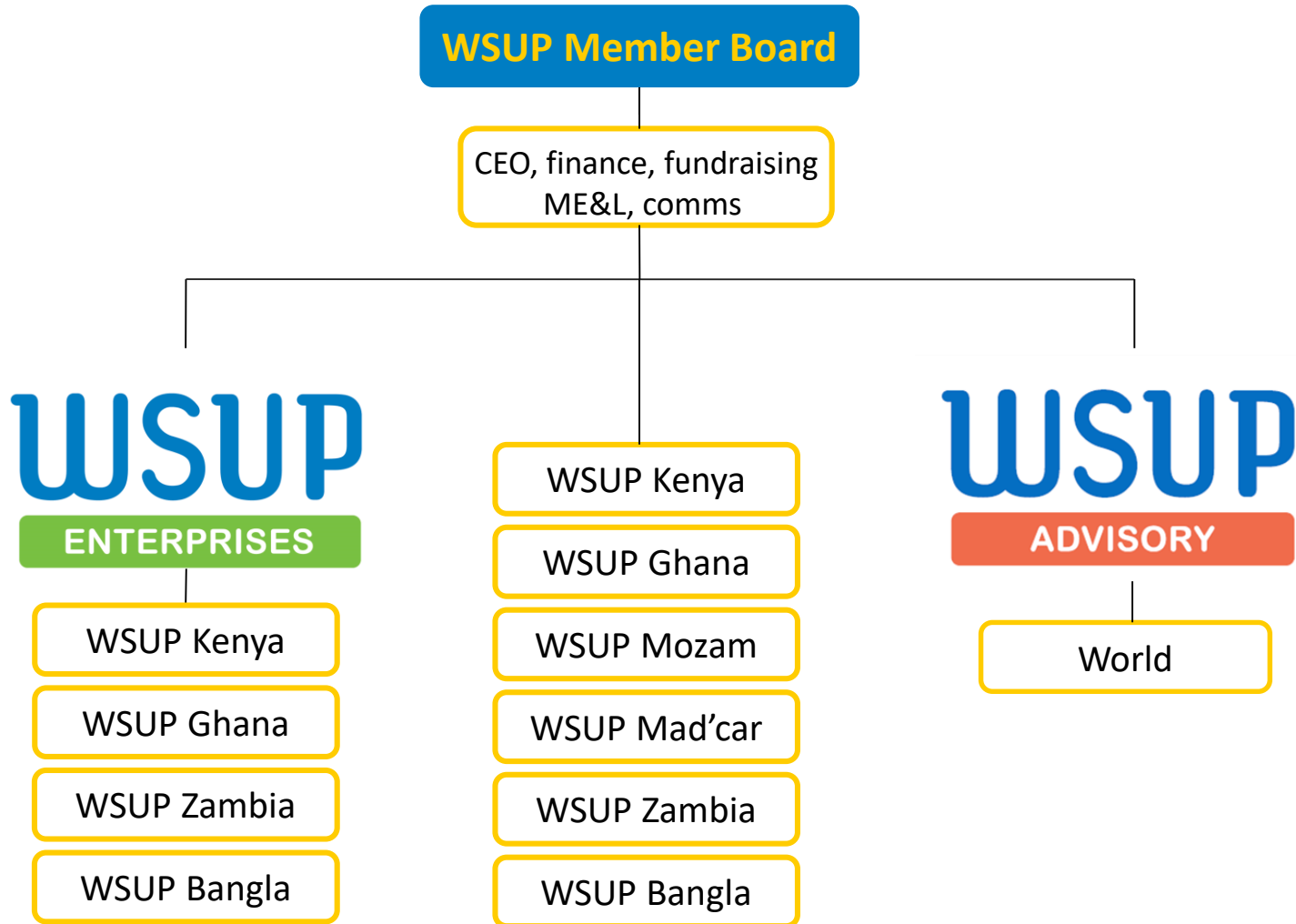


#Unclogit

Kampala 18 Feb 2014



# ONE OF THREE SERVICES LINES



# WSUP ENTERPRISES IS A SPECIALIST BUSINESS UNIT WITH 3 CORE AREAS OF EXPERTISE

## **Build Inclusive Businesses**

We create innovative new water and sanitation business models to better serve the BoP

## **Business Consulting Services**

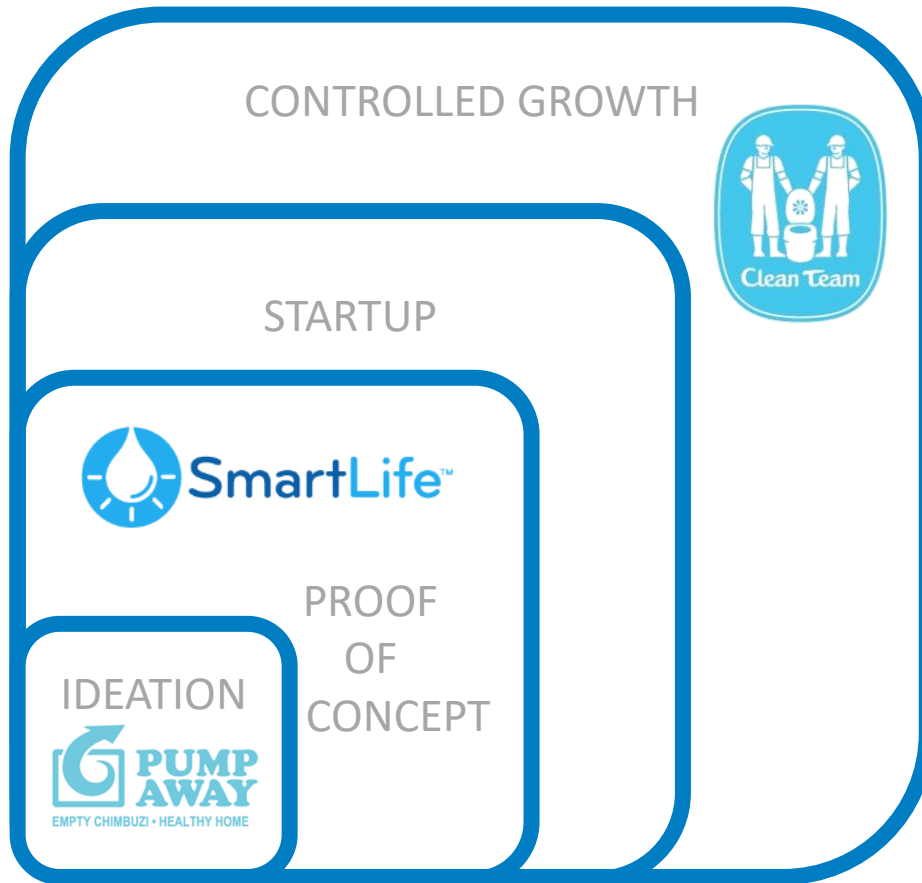
We work with the most promising SMEs through launch, growth and maturity to better serve the BoP

## **SME Impact Fund**

We work with banks, impact investors and funders to expand and maintain sustainable financing to SMEs serving the BoP

**Build  
Inclusive  
Businesses**

# OUR INNOVATION PATH



“HOW MIGHT WE CREATE A NEW  
SANITATION BUSINESS CENTERED  
AROUND THE NEEDS AND DESIRES OF  
LOW-INCOME CONSUMERS”



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# Process

Human Centered Design: Understanding people's needs and desires to identify new solutions that will be desirable, feasible, and viable.

In order to better understand the end-users' challenges and aspirations, our team conducted interviews on the individual, community, and civic level. We used research tools such as inspiration cards, observations, shadowing, and storytelling to gain a deeper understanding of their day-to-day lives and sanitation needs and preferences.

