



Clean Team™

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MEET Clean Team

Clean Team is sanitation with a soul.

We are a smart in-home toilet service that sees ourselves not only as a sanitation business, but also as a social business. We are a team of toilet experts with a passion for people as much as product. Working together, we provide our customers with the engaged, reliable, and polished service we call Clean Team: a sanitation solution set on redefining the status quo.

- ① We're elevating the idea of sanitation.
- ② We're defining the best in customer service.
- ③ We're starting with the family.



SANITATION OVERVIEW

Imagine life without a toilet....Stinks doesn't it?

- 2.6 billion (40% of the world's population) do not have access to toilets.
- 1 billion (15 % of the world's population) still practice open defecation.
- Around 2,000 children die every day from diarrhoea caused by unsafe water and poor sanitation.

Abbana

Abbana works as a coal seller and was the mother of six children before two died from fever. **The deaths of her children have increased her awareness about sanitation and hygiene**, and she is adamant about teaching her children to wash their hands after they use the public toilet. Unfortunately, the only accessible public toilet is "very far away," and **with no running water at the toilet or in the home, sanitation and hygiene are always a challenge.**





Mohammed

Mohammed lives with his family in an upscale multi-family compound. His home is divided into four separate rooms: a kitchen, living room, bedroom area, and private bath (separate from the compound toilet). **His home does boast modern refrigeration and a television, but lacks an in-home toilet.** His compound is owned by several landlords so **reaching consensus to install and finance a permanent toilet is difficult.**

The Ghanaian Way of Life

- Communal living situations with shared spaces are very common in Ghana.
- About 79% of households in Ghana (both urban and rural) live either in rooms in compound houses or other types of rooms.
- Most people use public toilets. Five times as many people do open defecation rather than using a toilet in another house.
- In urban areas, 39% use a public toilet (flush, bucket, KVIP), 22% use a flush toilet, 16% use a pit latrine, 14% use a KVIP, 5% do open defecation, 3% use a pan or bucket, and 1% use a toilet in another house.

The number of urban residents without access to improved sanitation will increase from 661 million to 898 million by 2015. The majority of these people will be living in slums and peri-urban settlements which, globally, are growing by over a million per week.



Clean Team™

WHAT IS OUR MISSION

We want to stand for sanitation done right.

Clean Team is here to introduce comfort and convenience into in-home sanitation. Our goal is to make any trip to the toilet as enjoyable as it is incidental. We aim to offer a better alternative to open defecation, a more affordable solution than building a permanent household latrine and a more convenient, cleaner and safer toilet experience than that provided by unpleasant public toilets. We want to give people back control of their toilet experience and bring pride to millions of households.



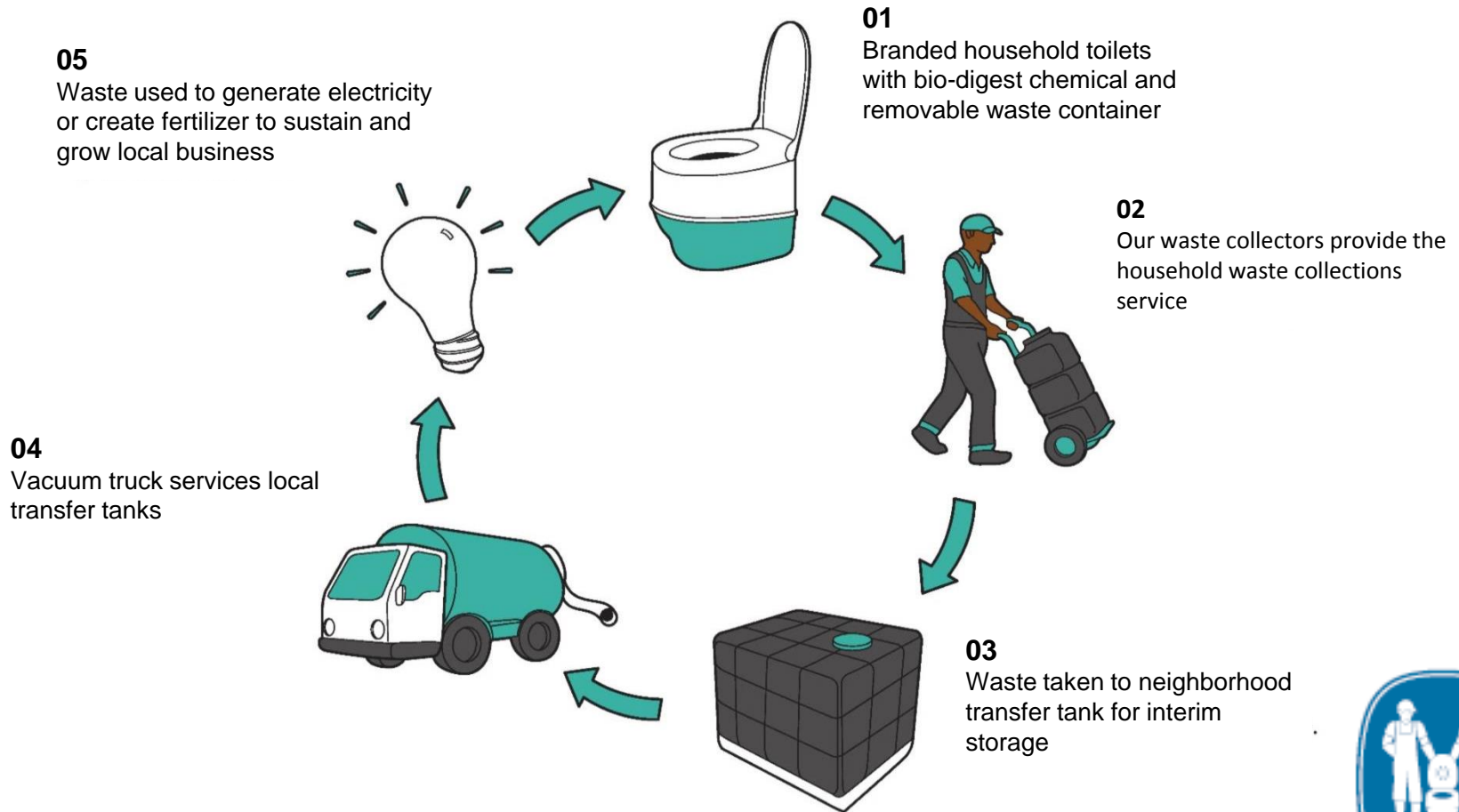
Clean Team™

Our Product

- Standard size toilet seat comfortably fits even larger users.
- Base allows room for feet.
- Urine diversion comes out back with flexible tube.



Clean Team Service Model





**HAVING A TOILET IN THE HOME
IS GREAT FOR EMERGENCIES...
YOU NEVER KNOW WHEN YOU
HAVE TO GO.**

-STELLA AND FAMILY, KOTEI



Clean Team™

OUR OPERATIONS

We currently operate in Kumasi and have identified that there is a tremendous demand for in-home sanitation facilities across Ghana. To date we:

....Are servicing over 3500 customers,

....Have removed 180 tonnes sludge from households,

....Have Created 27 jobs and counting,

....Have installed 500 toilets,



**Transforming lives
in the developing
world**



**THIS IS THE FIRST TIME I'VE
FELT COMFORTABLE SITTING
ON A TOILET SINCE GRADE
SCHOOL.**

-KAMAL, ALABAR



HOW MUCH IS A Clean Team TOILET?

Customers do not pay for the toilet facility, but pay for the service rendered to them. Clean Team has designed flexible payment plans for our customers; customers can pay the monthly fee in bulk or pay it incrementally. Our service associates visit customers each day to do the collection.

Service Level – No. of Collections per Week	Size of Household	Price per Month
2	5 and below	GHS25
3	6 to 10	GHS35
4	11 and Above	GHS45

We have observed in Ghana that the public pay between \$0.13 and \$0.21 per use for a public toilet. That means a family of 7 could spend up to \$40.00 per month on sanitation. Ghana's economy loses US\$177M (1.6% of GDP) each year due to poor sanitation.



**THIS TOILET HAS BROUGHT
HONOR AND DIGNITY TO OUR
FAMILY.**

-MOHAMMED, ALABAR

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WSUP
Water & Sanitation
for the Urban Poor

Clean Team™