

# STeP accelerates innovations in sanitation by connecting partners, facilitating field testing, and supporting commercialization

## The Problem We Address

**Over 2 billion people across the globe lack access to basic sanitation facilities, such as toilets and latrines.<sup>1</sup>**

This is a staggering reality given the scope of technological advances the world has experienced, even in the last decade.

**Novel sanitation solutions—reinvented toilets, omni processors, omni-ingestors, and others—offer potential to radically improve sanitation access** at household and community levels through a decentralized approach. These technologies represent a whole new class of sanitation products, the likes of which the world has never seen.

**Commercializing new products in emerging markets represents a complex, challenging undertaking**—even under the best conditions. Developing a sound business model, securing a reliable supply chain, adhering to established rules and regulations—these are just some of the many risks that threaten to derail promising sanitation technologies and enterprises before they’ve even had an opportunity to reach the market.

## Our Holistic Response

**STeP serves as a platform to de-risk and accelerate novel sanitation solutions.** We help partners—technology developers, commercial partners, and financing partners—navigate this challenging terrain. STeP leverages our expertise and in-country networks to identify potential risks, opportunities, and partners early and often in the commercialization process.

### We focus on more than just technology development.

We take a holistic systems approach to commercialization support that integrates market, user, and technology insights. Specifically, we help partners accomplish the following:



Develop strong business models



Field test products in real-world contexts



Identify and nurture the partnerships needed to achieve impact

### At STeP, we fully embrace the complexity inherent in taking new sanitation technologies to market.

We face this reality head-on and help partners do the same—all in an effort to improve sanitation access and deliver impact in the places that need it most.

<sup>1</sup>The World Health Organization. (2018). Sanitation Fact Sheet. Retrieved from <http://www.who.int/news-room/fact-sheets/detail/sanitation>.

STeP is a collaborative platform that brings together global experts and organizations to help partners succeed along the path to market. Our full range of services includes field testing, as well as logistics and management; marketing intelligence and business planning; commercialization and technology transfer; and user insights.

## Service Area

## What We Do

### Field Testing

Field test with local partners in the target markets to inform design and development.

- Study design, permissions, and consent
- Site selection, preparation, and training
- Shipping and customs
- Safety and operations testing
- Data collection and analysis
- Troubleshooting
- Installation and decommissioning

### Market Intelligence and Business Planning

Design a strong business plan for your idea using market intelligence.

- Quantification and segmentation
- Business model design
- Value proposition and use case
- Value chain analysis

### Commercialization and Technology Transfer

Make critical connections to support technology transfer and business launch.

- Global access and IP strategies
- Go-to-market strategies
- Partner searching
- Direct partner support

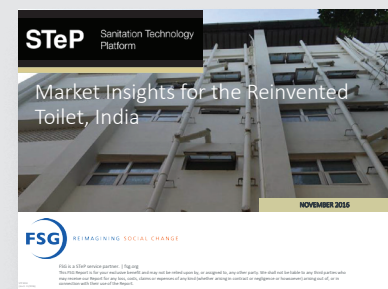
### User Insights

Gain user insights to support data-driven decisions and inform design.

- Stakeholder mapping
- User studies and insights
- Tech-user assessments
- Design-led innovation support

The **STeP Resource Center** is the living library of STeP research conducted to help de-risk and accelerate launch of new transformative sanitation technologies. Since its inception in 2015, STeP has published more than 25 reports targeting questions associated with building a business case for a new product—including market-, user-, and technology-focused insights and recommendations.

Explore our resource center at [www.stepsforsanitation.org/resource-center/](http://www.stepsforsanitation.org/resource-center/)



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