

Ideas at Work is a social enterprise that manufactures simple, affordable and durable hand water pumps and other water and sanitation products to the poor such as flexible Rainwater collection tanks, low cost water filters and a simple solar water pump.

Often people living at the bottom of the pyramid do not know what products are available that could make enormous improvements on their life. We believe that long term sustainability only can happen when awareness and availability are addressed.

- **Know what certain products can do for you and your family**
- **Availability of these products in rural areas**
- **Financial services assistance in purchasing**

These above describe directly the problems we encounter when promoting products in the rural areas.

Collaboration requested:

- Like Matt Damon's Water.org but than for Cambodia -> **water credits** to the poor
 - A family ROVAI water pump costs \$100 (with drilling well \$300)
 - This loan can be paid back in 6-12 months
 - Revolving fund
 - Minimum collaboration investment \$50,000
- (Social)Investor in a **rural sales and marketing company** with a focus on rural areas. Promotions, raise awareness and make products that can improve rural lives available in the rural areas.
 - Products such as water pumps, solar lights, solar pumps, water filters, (rain)water storage, improved cooking stoves and so on
 - Minimum investment \$100,000

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Ideas at Work

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