

WHW

WORLD HEALTHWORKS

About Us

World HealthWorks (WHW) specializes in the marketing and distribution of health-related products to low-income consumers in emerging economies. Our extensive experience serving our target market – households that earn US\$1.50-\$5.00 per day – enables World HealthWorks to excel at developing demand-driven products at affordable cost and forging the partnerships necessary for their successful sale and distribution.

The bottom-of-the-pyramid health market is estimated at US\$158.4 billion dollars.

Source: World Resources Institute, 2007

WHW is a for-profit company with a double bottom line. Our goal is not only to ensure substantial financial returns for our shareholders and partners, but also to achieve significant health and economic gains for our consumer clients. World HealthWorks is a spin-off of EnterpriseWorks/VITA (EWV), a Washington, DC-based development organization. EWV conceived the model based on its 40 years of experience working with emerging market private businesses and entrepreneurs to implement market-based business solutions in over 60 countries.

Based on demonstrated demand and extensive research and development, WHW has selected household *water filters* and *reading glasses* as its initial product offerings.

Water Filters

More than one billion people around the world still lack access to clean drinking water. Unsafe water results in health problems that lessen productivity, increase debt, and cause death. It is estimated that 80% of all illnesses among low-income populations in the developing world are waterborne.

WHW, in response to this huge market demand, has introduced a low-cost, highly-effective household water filter, named *CrystalPur™*. This filter removes virtually 100% of all waterborne contaminants and is extremely affordable at US\$7-\$10 retail, which is up to 75% less than competing filter products.



Reading Glasses

Presbyopia, a common health problem that causes blurry close-up vision, is a considerable economic detriment by reducing an individual's ability to perform close-up and detailed work. Despite the importance of reading glasses to productivity and economic wellbeing, low-income consumers rarely have access to them and struggle to afford their high cost.

WHW is introducing high quality reading glasses at extremely low cost. Constructed from durable plastic, the glasses retail for about \$1.50. Customers additionally save by avoiding an expensive trip to the eye-doctor. The reading glasses are sold through local basic-goods stores, where clients test different strengths against an eye-chart and self-select a pre-made pair to their liking.



Countries of Operation

World HealthWorks has selected India and the three East African countries of Kenya, Tanzania, and Uganda as the initial markets for these products.

- » *Target Market Size* – The number of households earning US\$1.50-\$5.00 per day in these four countries is 186 million.
- » *Market Potential* – In the four countries combined, an estimated 93 million households lack clean water solutions; an estimated 282 million individuals need glasses.
- » *Distribution Networks* – The private sector is more fully established in these four countries than many other emerging markets.
- » *Established Partners* – WHW will benefit from relationships already forged by EnterpriseWorks/VITA, which has operated in India for three years and East Africa for over 20.



Low Cost:
US\$ 7-10

High Flow-Rate:
4-6 liters an hour

Small Size & Weight: Easily transportable

Long Lasting: 2-3x longer than other ceramic filters

Effective: Removes 100% of bacteria