

Section I

A.

Vuwa Enterprise

Kenya

Earlham College

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<http://www.dellchallenge.org/projects/vuwa-enterprise>

B.

Project Goals: Vuwa Enterprise's goal this summer was to expand to 250 customers. We also hoped to start financing our new product the Shower Water Irrigation System.

C.

We did fundraise other money through the UC Berkley Big Ideas Competition (\$1,000) and the Bonner Foundation (\$1,000), however we are planning to use some of those funds for expenses that arise for the USA team as we move forward with the incorporating the project, setting up the Board of Directors, and creating a website.

D.

Vuwa Enterprise was able to grow this summer. We were able to provide over 140 customers Rain Water Catchments Systems to new customers. We were able to upgrade 10 of our old customers' Rain Water Catchments Systems by increasing the size of the storage tank from 100 liters to 500 liters. In addition we now have 5 branches that employ a total of 15 people. While setting up the 4 additional branches in new communities, we were able to provide around 500 people training on how to treat water using local resources, such as Waterguard. One of our biggest successes was that the project will continue to grow. By creating a steady flow of revenue from customer payments, registering the project and creating a bank account which I can transfer money into, the project manager Sahihi will be able to create more branches. As of now, he is in the middle of creating the 6th branch. Every branch hires 3 employees and provides at least 20 rainwater catchments systems. With these tools, I do not see a limit to the number of branches he can create.

Despite Vuwa Enterprise's success we did run into some challenges. Not a single Shower Water Irrigation System was bought due to cultural differences. Our potential customers did not like the idea of using used water to irrigate their food. Although I tried explaining that is not harmful to irrigate the crops using this method, I eventually had to drop the product. This made it impossible to reach my goal of implementing 250 water management technologies this summer. Another difficulty was renting a car. Because the area I was in had horrible roads, the provider increased the daily price. The car was necessary in order to set up the five different branches. To overcome these barriers, I used the allotted funds for the Shower Water Irrigation System to buy more Rain Water Catchments Systems and the car rental.

Vuwa Enterprise still faces some problems becoming a self-sustaining project. Our employees are only able to be part-time, because there str not enough customer in each branch. Their salaries rely on the payments customers make on the product over a 6-

month period. The only product we have is the Rain Water Catchments Systems, which only works if the customer's roof is made out of tin. However, most houses have roofs made out of palm tree leaves. This was anticipated and would have been overcome if the Shower Water Irrigation System were successful. In order to overcome this problem my team has started to work on two solutions. One is to create Credit Scores' Report Cards using the information we have on our old customers to increase their access to credit. Local banks and microfinance institutions such as Equity, Barclays, and Kenya Woman Finance Trust are interested in this idea, because they will be able to see which people in the community are safe for loans. By creating a credit score, we help the banks avoid bad investments and help our customers increase their access to credit. I have brought back the payment records of our old customers in order to create these cards.

Another solution my team is pursuing is to create a new water management technology. I am in the middle of creating a board of directors and I have targeted people with backgrounds in design thinking to join. A member from Thinkimpact has already confirmed joining. I am looking for one more person that will be able to help us innovate or implement a new product, which will help us create more customer depth.

My goal for Vuwa Enterprise is to be a self-sustaining and growing social business that will one day be independent of donations. Thanks to the Davis grant it is becoming a reality sooner than I thought. As I mentioned before Sahihi has started the 6th branch. Although I have to support him a little financially this branch has been mostly created through the project income. Vuwa Enterprise will continue to generate income and grow even without donations.

Section II

A.

Peace is not just the absence of violence, because it is also a state of society in which economic and social progress are prioritized in a community. Prioritizing can call for governments, community members, and institutions to sacrifice. Vuwa Enterprise is a social business. We have a double bottom line, social progress and profit. I constantly ignore the profit part unless it compromises the sustainability of the project. Rather than targeting communities that look the most credit worthy we target the communities that are most in need. Vuwa takes risks in order to bring water to families, which is social progress. This model does not make as much profit as it could. Nor does this model reach its full potential growth. Peace is more important than profit and growth.

B. "The Davis Projects for Peace made me realize how much potential I have to be a successful proactive agent of positive social change."



1st Team Training exercise!



Installing a rain water catchments system



A water treatment workshop in Chanagande