



THOUSANDS HAVE LIVED WITHOUT LOVE. NOT ONE WITHOUT WATER.

W.H. Auden (1907 – 1973)
www.theschooloflife.com

WATER WORKS FOR YOU

MPI Clean Water

Joint Venture partners, Investors, Financers, Tribe leaders, students, alliance partners, all work together with MPI Clean Water in a worldwide network organization, active in the business of water purification and sales of clean and safe drinking water almost anywhere in the world. Our organization was founded in 2004 and is a member of the privately owned company Multi Purpose Industries (MPI), with its headquarters in Oldenzaal, The Netherlands.

Our ambition

We are inspired by the idea of helping the under privileged in less developed countries by providing them with **clean and safe drinking water**. Result? Improved health (reduction of diseases transmitted by water), added employment, additional business opportunities and ultimately, happier people all around!

Our goal

*In the next 15 years **to provide 1 billion (less privileged) people** with clean and safe drinking water at a price they can afford.*

Our innovative and patented technology makes it possible to convert almost *any kind of polluted and contaminated water into clean and safe drinking water* which conforms to Dutch standards of quality as certified by the Dutch quality control organization KIWA®. **We create** Micro Water Companies (MWCs: 'water shops' or water stores) where local people work to produce, purify, sell and distribute clean and safe drinking water. The Micro Water Companies are organized locally so as to be independent stand-alone operations within a larger network of mutually supportive MWCs.



The technique is guaranteed by *MPI Group, The Netherlands*. The technical solution for water purification can also be used in developed countries by (multinational) companies to solve local issues of polluted water (even issues like water incidentally polluted with oil, manure, chemicals, and such like).

Our values

MPI's business philosophy is driven by resolving fundamental issues of the less privileged of this world. Our World. Your World. We strive to develop solutions rooted in *their* situation, primarily

using existing structures and values from the indigenous culture. Values such as Respect, Fairness, Inspiration, Innovation and Transparency are crucial to our company philosophy. And such essential human values fuel our perseverance in continuously looking for new ways to reach our goals.

Business Proposition

MPI Clean Water purifies and delivers clean and safe drinking water by developing Micro Water Companies. Each MWC acts as a decentralized and standalone operation. Ideally 8 – 10 MWC's work together to fulfill the needs of 120,000 people. A separate service and maintenance unit in every country is the crucial guarantee for virtually 100% continuous technical performance.

Business Proposition

- Clean and safe drinking water
- Dutch quality (KIWA®)
- Any source of water
- 60,000 litres per 24 hours
- 12,000 – 15,000 people
- 12 fte's employed
- Invest: payback within 15 months
- Business & Community Development



Every MWC is a cooperative venture with local partners. The ambition of every MWC is to realize several goals:

- to produce, purify, sell and distribute clean and safe drinking water
- to multiply the number of MWC's and the related number of employees
- to stimulate and increase related local businesses (such as agriculture) by delivering water
- to contribute to local communities by knowledge transfer and/or micro credits in order to improve social welfare.

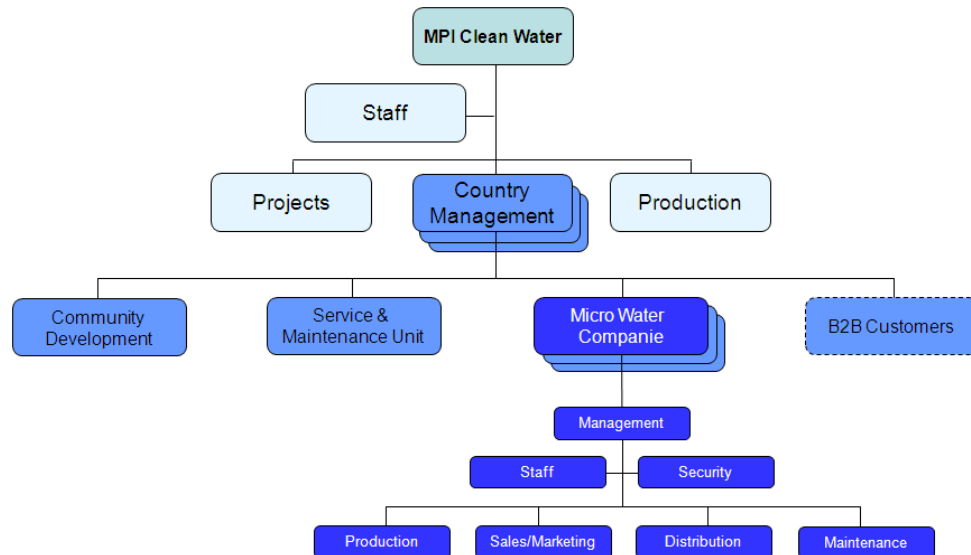
Organization

MPI Clean Water is a **worldwide organization**, with subsidiaries in several countries and headquarters in The Netherlands. MPI Clean Water acts like a network organization and seeks to work with people who are inspired by our ambitions, approach and values. Country holding companies will be established in the countries where MPI Clean Water is active. These holdings run and oversee the various independent MWCs, the separate service and maintenance company and manage both a community development department as well as a Business-to-Business marketing and sales department. All of which generate significant spin-off for additional local employment-opportunities. The Micro Water Companies act like water shops or water stores and work with



regular retail business models including franchising, pricing, location, service concept, advertising and marketing, training and so on.

The organization structure of MPI Clean Water:



The Management Team of MPI Clean Water consists of the Managing Director, Chief Technical Officer, Manager Production, Manager Marketing, Manager Country Management, Manager Community Development and the Controller.

Production is managed and executed in close cooperation with to major partners: Jotem Water Treatment, Hengelo, The Netherlands and with Norit Water Purification, Enschede, The Netherlands.

WATER WORKS FOR YOU

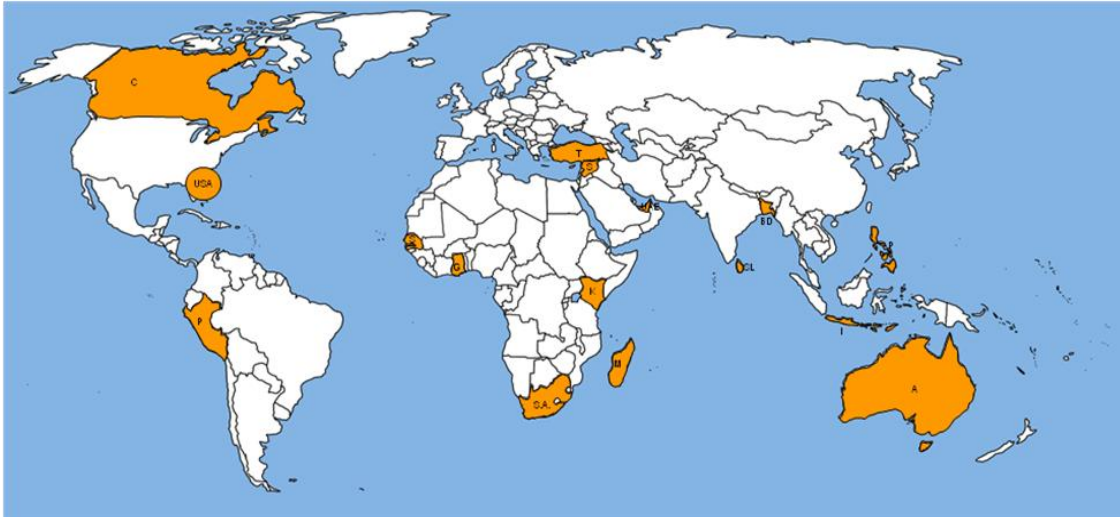
The business model of MPI Clean Water is based on the concept of “WATER WORKS FOR YOU”.

- *Water works* for the local customers: with better health prospects they will be able to work more days and earn more income.
- *Water works* for local businesses near the MWC: the flush water of the MWC’s ideally can be used for agriculture, fish farms and so on.
- *Water works* for investors: they can make a Return On Investment (ROI) of > 10%.
- *Water works* also for MPI Clean Water: many people are provided with work in the company’s network .

MPI Clean Water in business

As a totally new business, MPI Clean Water ‘s pilot MWC is in Mombasa, Kenya launched in November 2010. Currently we are working on projects for MWC’s in several countries. In order of priority: Kenya (roll out), Bangladesh, Philippines, Ghana and Haiti.

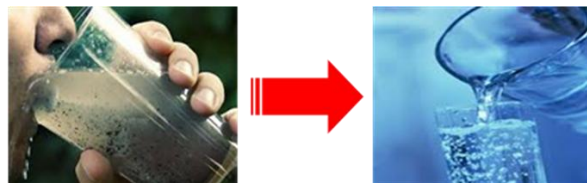
Leads are actively pursued in countries such as Turkey, Senegal, Indonesia, South Africa, Sierra Leone, and China.



Finally

Producing and selling clean drinking water for everybody on this planet is like a boy's dream. Combined with the creation of additional employment and supporting local community development, it's an unique sustainable solution of the highest value!

WATER WORKS FOR YOU



You Tube: [k24-mpi-nairobi-dam.VOB](#)

[www. 1we.com](http://www.1we.com)

Information

To find out more about how you can support MPI Clean Water, please get in touch with:

Multi Purpose Industries



it starts with water

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