

DEFINITION IMPACT METRICS



- METRIC 1** Increased Access to Clean Water
- METRIC 2** Reduced Water-Borne Disease
- METRIC 3** New Women-Owned Businesses
- METRIC 4** Reduced Unemployment

This report is intended to provide an analysis of the impact Janajal's products have generated for people in India, compared to baselines provided. Trained ImpactableX analysts have guided the JanaJal team through each step, and reviewed each citation before calculating the analytics below, which are intended to reflect averages across all geographies and products in the 7yrs preceding 2020, and in the coming 5yrs to 2024. Investors should note the Summary Data in particular, which articulates the projected total impact value of JanaJal's work over the next 5 years, the impact value created per dollar of earned revenue, and the Impact Multiple of Money (IMM) invested.

ATTRIBUTION PROJECTED OUTPUTS

2020
70%

People in India who lack access to clean water

755

ATMs & safe water points deployed

1,000

Served per ATM & safe water point per day, 10% new people each day

28.2M

People provided with clean water daily across 755 ATMs & safe water points

5%

Increased daily access to clean water

2024
10,000*

ATMs, WOWs, WATMs, & Ohiyas deployed

*Assumption
1,000

Served per ATMs, WOWs, WATMs, & Ohiyas per day, 10% new people each day

374M

 People provided with clean water **annually** across 10,000 ATMs, WOWs, WATMs, & Ohiyas

136.8B

 People provided with clean water **cumulatively over 5 yrs*** across 10,000 ATMs, WOWs, WATMs, & Ohiyas

25%

Increased daily access to clean water

2020 @ 755 ATMs & Safe Water Points

2.5%

Contract a water-borne disease

28.2M

 People served per year, **reducing number of people exposed to waterborne diseases by 5%**
505,900

 Fewer cases of water-borne diseases **annually**
670

 Cases prevented per ATM & safe water point **annually**
\$43.50

Medical Costs of water-borne disease

\$154M

Saved in medical costs cumulatively over 7yrs

3.7%

Fewer cases of water-borne diseases per year

2024 @ 10,000 ATMs, WOWs, WATMs, & Ohiyas

2.5%

Contract a water-borne disease

374M

 People served per year, **reducing number of people exposed to waterborne diseases**
4.4M

 Fewer cases of water-borne diseases **annually**
440

 Cases prevented per ATMs, WOWs, WATMs, & Ohiyas **annually**
\$191M

Saved in annual medical costs

\$957M

5yr cumulative medical costs saved

32%

 Fewer cases of water-borne diseases **annually**


ATTRIBUTION
 PROJECTED OUTPUTS


VALUATION
 PROJECTED VALUE

2020 @ 755 ATMs & Safe Water Points
40% **300**

 JanaJal businesses
are women-owned

\$2,500

 Annual Revenue per woman-
owned business

\$17,500

 Annual Revenue per
women-owned business
cumulatively over 7 years

\$5.25M

 Total revenue earned
cumulatively over 7
years

2024 @ 10,000 ATMs, WOWs, WATMs, & Ohiyas
50% **10,000**

 JanaJal businesses
are women-owned

\$2,500

 Annual Revenue per
woman-owned business

\$25M

 Total annual
revenue earned

\$125M

 Total 5yr cumulative
revenue earned

2020 @ 755 ATMs & Safe Water Points
15% **120M**

 Unemployment in rural
India

2.5 **1,887**

 Employees per ATM &
safe water point

+\$3,672

 Increased annual wages for
JanaJal-enabled jobs
compared to wages for
same skilled level

\$25,704

 New wages unlocked
per job cumulatively
over 7 years

\$48.5M

 Total new wages
unlocked over 7yrs
cumulatively up to 2020

2024 @ 10,000 ATMs, WOWs, WATMs, & Ohiyas
2.5 **250,000**

 Employees per ATMs,
WOWs, WATMs, &
Ohiyas

.25%

 Reduced
unemployment
over 5yrs

\$918M

 Total new wages
unlocked annually

\$4.6B

 Total new wages unlocked
cumulatively over 5 yrs

SUMMARY DATA

Social Impact (up to 2020)	\$207.8M
Social Impact Projection (Annual 2024)	\$1.1B
Social Impact Projection (Cumulative 2024)	\$5.7B
Revenue Multiple (100M)	56.8x
Capital Multiple (\$30M)*	189.4x



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*<https://hbr.org/2019/01/calculating-the-value-of-impact-investing>

DATA VALIDATION

Definition: Social Impact Metrics

Social Impact Category

Increased Access to Clean Water	% Increase access to clean water in rural areas
Reduced Water-Borne Disease resulting from metric 1	% reduction in water-borne diseases
New Women-Owned Businesses	# Woman-owned business enabled by JanaJal
Reduced Unemployment	% Reduction in unemployment in rural areas

Social Impact Unit (SIU)

Sustainable Development Goal #6: Clean Water & Sanitation

Attribution: Impact Outcomes

Cumulative revenue, 2020	\$2,000,000
Unit of growth: One ATM.....	755 ATMs & safe water points over 7 years
Increased Access to Clean Water (+5%)	678,500 people served per year
Reduced water-borne diseases (- 3.66%)	3.5M Waterborne diseases prevented over 7 years
New woman owned businesses (40%).....	300 Woman-Owned Businesses over 7 yrs
Reduced Unemployment in India	1,887 new direct & indirect jobs created
Projected 5-year cumulative revenue	\$100M
Unit of growth: One ATM.....	100,000 ATMs over 5 years
Increased Access to Clean Water (5%)	37,400 people served per ATM per year
Reduced water-borne diseases (- 32%)	4.4M Waterborne diseases prevented , 2024
New woman owned businesses (50%).....	10,000 Woman-Owned Businesses, 2024
Reduced Unemployment in Rural India (.25%)	250,000 new jobs created, 2024

Metric 1: Among the 800M people living in rural India, 70% or 560M lack access to clean water. Each JanaJal ATM serves approximately 1000 people daily. 900 of those are expected to be the same people everyday. 100 are new. $900 \times 755 \text{ ATMs} = 678,500$ same people served daily; $100 \times 755 \times 365 = 27,557,500$ new people served per year. $27,557,500 + 678,500 = 28,236,000$ total people served per year. $28,236,000 / 560M = 5\%$ reduction in access to clean water. In 2024, JanaJal will serve 374M people, creating a 25% increase in access to clean water.

Metric 2: Of the 560M without access to clean water, 2.5% (13.8M) will contract a water borne disease [<https://www.indiaspend.com/diarrhoea-took-more-lives-than-any-other-water-borne-disease-in-india-58143/>]. By providing access to clean water for 28,236,000 total people, JanaJal reduces the number of people without access to clean water to 531.8M people. $2.5\% \times 531.8M = 13,294,100$ cases of water borne disease or $13.8M - 13.3M = 3.66\%$ (505,900 fewer cases) decrease in water borne diseases. In 2024, JanaJal will provide clean water for approximately 374M people. $560M - 374M = 186M$ people without clean water * 2.5% = 9.4M people with waterborne diseases, a 4.4M or 32% case decrease. $4.4M / 100,000 \text{ ATMS} = 440$ waterborne diseases prevented. per ATM

Metric 3: Data on the number of woman-owned businesses (300 by 2020) enabled by JanaJal was pulled from 2020 company internal data. Projections were supplied by the company.

Metric 4: Data on unemployment rates in rural India was pulled from Trading Economics: [<https://tradingeconomics.com/india/unemployment-rate>]. Assumes that for each ATM, 2.5 jobs are created. JanaJal projects selling 100,000 ATMs over the next 5 years.

Impact Valuation: Projected Value

5yr Outputs	\$ Value per SIU	Projected Value	
		Annual, 2024	5yr Cumulative
4.4M water-borne diseases prevented	\$43.50 per case	\$191.4M Saved	\$957M
10,000 new woman-owned businesses	\$2,500 1yr Revenue	\$25M Total Revenue	\$125M
250,000 New Jobs Created	+\$3,672 new 1yr wages	\$918 New Wages	\$4.6B
		TOTAL: \$1,134,400,000	\$5,682,000,000

Metric 1: No value has been assigned to accessing clean water itself.

Metric 2: Data on the \$43.50 medical costs of contracting a water-borne disease was pulled from a World Bank report which states that "The economic costs of waterborne diseases are an estimated USD 600 million annually." $\$600M / 13.8M \text{ Cases per year} = \43.5 per case

Metric 3: Annual revenue generated per woman owned business was supplied by JanaJal.

Metric 4: According to JanaJal, the average pay for low skilled workers in Rural India is \$0.30. JanaJal employees are paid \$2/hour. Each job offers \$15.30 more in wages per day than alternatives $\$15.30 \times 20\text{days/month} \times 12\text{ months} = \$3,672 \text{ new income annually}$

SUMMARY DATA: Total social impact projections were calculated by summing each impact valuation per metric. The revenue multiple was calculated by dividing the total projected 5yr cumulative social impact value by revenue projections over the same term, estimated at \$100M at the time of this report. The capital multiple or IMM was calculated by dividing the total projected 5yr cumulative social impact value by expected capital requirements, estimated at \$30M at the time of this report.