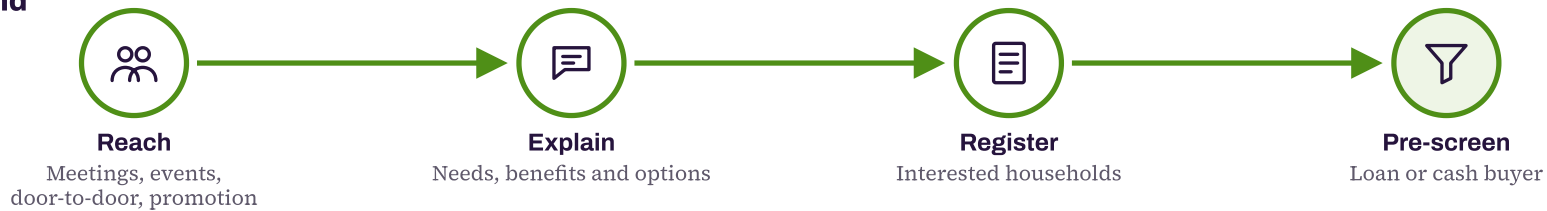


From interest to an installed toilet

Every household moves through three connected steps. We design each one so as few buyers as possible drop out along the way.

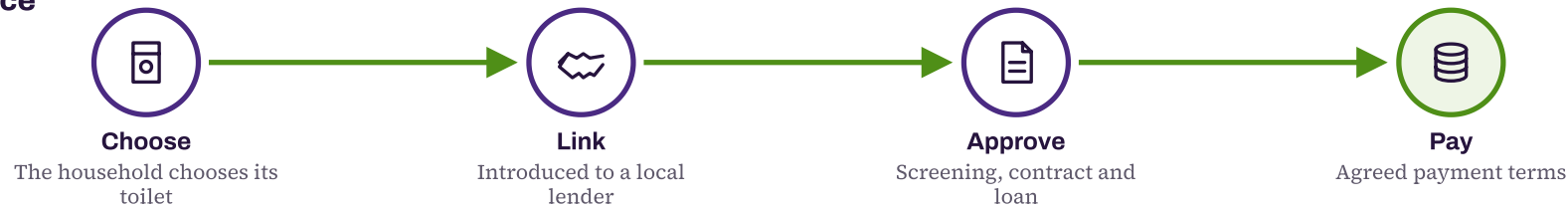
H2E

1 Demand



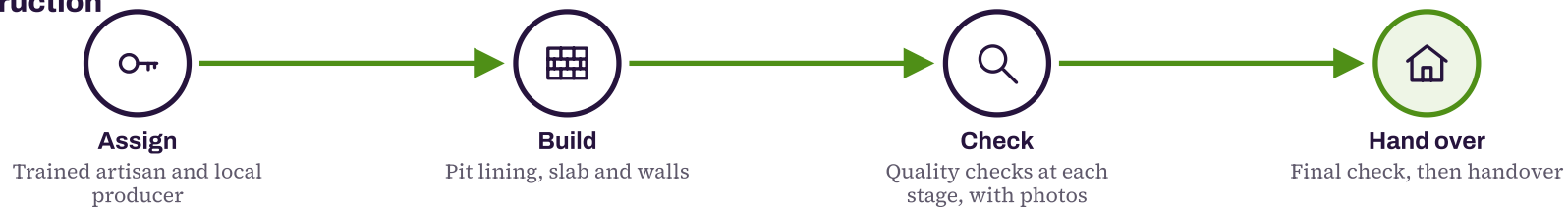
● **Where buyers drop out: not interested after the first visit.** How we reduce it: follow-up visits with a clear offer and a choice of options.

2 Finance



● **Where buyers drop out: not eligible for an individual loan.** How we reduce it: group loans and cash payment in instalments.

3 Construction



● **Where quality slips: steps skipped on site.** How we prevent it: payment is tied to passing each quality check.

Who pays for sanitation?

Lasting sanitation needs money from the right source for each actor, not a permanent subsidy.

