

The **Sanitation Innovation Accelerator 2016** is a unique nation-wide search for inclusive and sustainable solutions in the rural sanitation ecosystem in India. The 20-Week inaugural program will identify, start-up, finance, and scale early-stage entrepreneurial innovations across the sanitation value chain. The accelerator is a result of collaboration among Ennovent, IRC and TARU Leading Edge. The initiative brings together international and national technical expertise on Water, Sanitation and Hygiene with a specialisation in accelerating innovations for sustainability in low-income markets in developing countries.

Program Name	Sanitation Innovation Accelerator 2016 – Batch 1.0 <i>A search for inclusive and sustainable solutions in the rural sanitation value chain</i>
Background	India tops the list of countries where open defecation and unimproved sanitation problems persist. 67% of those who defecate in the open are in India and over 625 million Indians lack access to toilets (Census of India, 2011). Steps to tackle sanitation challenges started with the Central Rural Sanitation Programme in 1986, which was restructured into the community-led Total Sanitation Campaign in 1999. The Swachh Bharat Mission launched in 2014 is India's most ambitious response yet to sanitation challenges. With a US\$ 9.7 billion budget, the mission aims to make basic sanitation facilities available to all Indians by 2019 by mobilising different stakeholders – enterprises, investors, corporations and beyond – to address key sanitation challenges which include not only infrastructural improvements, but also awareness and behavioural change. The Government of India's renewed sanitation agenda is encouraging innovators to embrace market principles to achieve the Mission's objectives. The private sector has demonstrated sustainable for-profit models to tackle issues in the sanitation value chain including capture, transport, storage, treatment and disposal. The market demand for sanitation solutions is anticipated to present a business opportunity of US\$ 10-14 billion (Monitor Deloitte, 2013). Entrepreneurs, investors and corporations are increasingly interested in contributing towards improved sanitation. However, interactions with the private sector have highlighted systemic challenges in the ecosystem that impede the growth of for-profit sanitation innovations.
Objective	To attract, support and mentor “for-profit” innovation within sanitation ecosystem in rural India The first batch of the accelerator is a step towards a much larger program of providing an organised platform to identify, startup, finance and scale sanitation innovations in India.
Who Can Apply	An existing “for-profit” innovation seeking customer validation and business model tweaks to scale sanitation solutions in Rural India
Functional Focus	Level of Sanitation Innovation: Individual, Household, Community, Institutional, Public Spaces & Environmental Nature of Sanitation Innovation: <ol style="list-style-type: none"> Awareness: Unique approaches to increase awareness, demand, and drive behavioural changes Product: Creation of a new product or technology with a tangible social impact Process: Development of a new, effective and efficient innovations to improve lives of the people Service: Delivering a new service or an existing service in an innovative way or improving the supply chain Business model: Evolution or reinvention of a business through realignment of resources and processes Financing: Innovations in financing to scale up the sustainable sanitation solutions
What the accelerator offers	Applications opens in March for May 2016 intake for a 4 month of specially designed themes to get you investment-ready. The cohort will receive: <ol style="list-style-type: none"> Access to Community network: <ol style="list-style-type: none"> To refine your core value proposition and brainstorm with Industry practitioners from international agencies, public sector, government and academia To address gap areas and implement investment readiness initiatives with dedicated mentors To meet and pitch investors and grant providers who may support with funding To receive national media visibility across print and social platforms Access to Curriculum with hands-on support and deep technical expertise with individualized needs assessment, customized 13-Week capacity building program & 8-Day investment-readiness program Cash reward for the most innovative and effective solution (\$1,500 each for 2 winners) & eligibility for next round of extended support (introduction with national and international impact investors)
Evaluation Process	The applications will be reviewed and a long list of Top 12 applicants will be drawn. They will be required to submit further details under the Refinement phase. The expert panel will provide feedback and ask follow-up questions for a granular business review to select & shortlist Top-6 finalists. The shortlisted finalists will then go for our need assessment boot camp, 13-week technical mentorship, capacity building program, and investment readiness workshop. Top-6 Finalists will present in the Final Showcase event on 12th August '16.
Participation	The program is offered at no cost to participating entrepreneurs. Participants are only expected to pay for roundtrip airfare to Delhi & Mumbai for the 2 events (workshop & final showcase). Program staff time, in-residence meals, and accommodations are all paid for by the lead partners.
Capacity Building Program	Our 13-Week virtual capacity building program will be offered to all our Top-6 finalists. The program involves: <ol style="list-style-type: none"> Knowledge Lab (100 hours): Concepts, Frameworks, Tools, Skills e.g. marketing, finance etc. Experiential Lab (75 hours): Insights, Experiences e.g. expanding perspectives, personal development Application Lab (75 hours): Converting the knowledge and experience into the enterprise; entrepreneur/enterprise specific interventions
Timeline	<ul style="list-style-type: none"> Program Announcement: 18th Mar Application Launch: 22nd Mar Application Deadline: 15th Apr (EVENT #1) Jury Round & Cohort Selection: 24th-27th Apr (In-Person Need Assessment Bootcamp) (VIRTUAL) Capacity Building Program: 27th Apr - 31st Jul (13-Week Technical Mentorship) (VIRTUAL) Investment Assistance Program: 01st Aug - 10th Aug (8-Day funding readiness workshop) (EVENT #2) Final Showcase, Investor Meet, Demo Day and Winner Announcement : 11th-12th Aug

About Lead Organisers

ENNOVENT: Ennovent is a global innovation company for low-income markets. Ennovent works with its clients, partners and community to develop, fund and implement customized innovation solutions. These solutions discover, start up, finance and scale the best innovations for sustainability in developing countries. Since 2008, Ennovent has accelerated over 250 innovations in 15 countries through around 60 solutions.

IRC: IRC is an international think-and-do tank that works with governments, NGOs, entrepreneurs and people around the world to find long-term solutions to the global crisis in water, sanitation and hygiene services. The key ethos behind the work of IRC is sustainability, in order to create viable, lasting water and sanitation services. With over 45 years of experience, IRC runs large-scale programs in seven focus countries in Africa, Asia and Latin America and projects in more than 25 countries. A team of around 80 staff supports its operations across the world.

TARU Leading Edge: TARU has 20+ years of advisory experience in addressing India's development challenges with deep expertise in India's WASH space. It has implemented 200+ projects on institutional, financial, economic, social and technical issues across diverse public systems, cultures and corporate formations. TARU has worked with innovators, corporations, multilateral agencies and government on rural and urban WASH issues including policy analysis, strategy development, action research, program design, project management, assessments and evaluations, campaigns and training.

About the Lead Team

	<p>Vipul Kumar <i>Director- Clients (Ennovent)</i></p>	<p>15+ years of experience in management consulting and as an entrepreneur. He co-founded and setup the Indian operations for a US-based research and consulting firm, EmergiSphere Inc., which helps clients enter and grow in emerging markets through conceptualization and pilot operations of innovative business models. Prior to this, Vipul co-founded PiVOT Consultants, a boutique management-consulting firm advising clients across corporate strategy, investments and turnaround management. He has advised several companies in building business plans and to raise investments at early and growth-stages. He also spent over 7 years working with Infosys in USA, Germany and Japan. Vipul holds a B.E from the National Institute of Technology, Trichy and a post graduate degree in Management from ISB, Hyderabad</p>
	<p>Manu Prakash <i>Director & Practice Head- Policy & Public Services (TARU Leading Edge)</i></p>	<p>16+ years-Experience in designing and implementing large scale water and sanitation programs in India and worked closely with institutions like TARU, World Bank, WSP, UNICEF, UNDP, and Ministry of Drinking Water and Sanitation. One of the key architects of 'Global Handwashing Campaign' in India, he also served as an Advisory Committee Member on Slum Sanitation of Delhi Urban Shelter Improvement Board. He is also the initiator of 'Sanitation for Transformation Approach' (SfTA) with vision to improve the sustainable sanitation outcomes. A sanitation passionate, he has contributed in many sector documents; ranging from sanitation programming and technologies, solid and liquid waste management, to communication and monitoring systems.</p>
	<p>Shubho Broto Das <i>Manager – Startup Services (Ennovent)</i></p>	<p>6+ years experience in consulting and entrepreneurship. Currently, leading the overall strategic development and operational management of Ennovent's Startup Services, including new service development and proprietary innovation processes, facilitating entrepreneurs with know-how on business modelling, financial planning, go-to market strategy, capacity building and investment readiness programs. Shubho has also co-founded TruLEAP Ventures & The Little Food Factory where he currently serves as a Board of Advisor. He has previously worked with McKinsey & Co. in M&A Banking and subsequently with Essex Lake Group, a NYC based profit enhancement consulting. During his corporate tenure, he has managed several re-engineering initiatives and driven implementation of near-term profit enhancement projects for multiple strategic engagements in Fortune 500 businesses.</p>
	<p>Ruchika Shiva <i>Country Coördinator (IRC)</i></p>	<p>12+ years experience of working in the development sector on child rights and WASH at varied capacities, with an interest in WASH with a gender and child rights perspective. Ruchika is the Country Coordinator for India, IRC and is involved in initiating and managing partnerships, conceptualizing projects with partners to develop the India Country Program of IRC. She is also presently involved in the Community Water Plus project and WASH IT project – a Dutch strategic partnership on WASH. Prior to IRC, Ruchika has worked with the India Chapter of Plan International for seven years in varied capacities. She played a crucial role in managing programs in Bikaner (Rajasthan) and urban slums in Delhi. She actively managed large grants specifically on School WASH in 7 states (Uttarkhand, Uttar Pradesh, Bihar, Odisha, Rajasthan, Delhi and Andhra Pradesh). Ruchika, in the early stages of her career, has also worked with grassroots organizations focusing on children in difficult circumstances.</p>
	<p>Ingeborg Krukkert <i>Sanitation & Hygiene Specialist (IRC)</i></p>	<p>15+ years of experience in sanitation and hygiene space, Ingeborg is currently leading the Asia and India Country as a Program officer. In last 5 years, she has led IRC support for the WASH program of BRAC in Bangladesh has provided technical assistance on behaviour change communication, supply chain strengthening; monitoring (using smartphones, QIS and ActivityInfo) and documentation for BRAC WASH in Bangladesh. She has also led hygiene effectiveness study, a part of the Sustainable Sanitation and Hygiene for All Programme – Phase 2 in Bhutan and Nepal. Most recently, she is working with local partners in India to support the Swachh Bharat Mission with a focus on (practical) capacity strengthening of government and WASH sector players and sanitation businesses. She has a Post Graduate Diploma in Public Health from the London School of Hygiene and Tropical Medicine, an MA in Anthropology, BA in Psychology and training in information technology.</p>