Scaling sanitation does not work...unless
Matchmaking: think global, act local

Problem analysis (1)
- Inadequate business models and value chains that provide access to sanitation for the BoP yet not enough incentives to capture scale
- "Keeping money out the billion $ market opportunity is not fully realized"
- Failing supply chains, fragmentation, capability and distribution challenges, firms from spin-offs to conglomerates

Problem analysis (2)
- The combination of circumstances is not so far, demand and supply-side enthusiasts, few observer brothers, operating individually and each looking for support from foundations, governments, etc., with little to no incentive for marketing sanitation
- For innovation (nonregulatory, ecosystem, policy, regulations, etc.) and business-related business models for in-use products scalable for value chain

Problem analysis (3)
How to bridge the funding gap for current small players, new players, and innovators

Investment Cycle

- Source: Aqua for All, 2014

Shaping the landscape (2)
Core sanitation activities involved in a value chain for sanitation to be delivered

To address the opportunities and gaps in the sanitation chain, three types of enablers are needed:

1. **Access to funding: empower facilitators for the sanitation chain**
   - Support the Matchmaking between potential businesses and potential businesses engaged in a sanitation value chain, including suppliers, infrastructures, operators, agents, suppliers, facilitators, advisors and "value organizers." Challenges: needs, costs, risk.

2. **Scale is the solution, not the problem**
   - Demand creation requires creating a critical mass of customers who trigger suppliers and service providers to expand.
   - Cost compression and ambition targets will decrease overall costs, will lead to a demand-driven sanitation market.
   - Investing in a portfolio of sanitation innovation funding, risk-funding, value chain development, and increased investment.

3. **Matching physical and virtual**
   - More use of matching market opportunities where innovators and financiers present themselves.
   - Investors will use the matchmaking events from chambers of commerce and start-up events.
   - Use of virtual matchmaking forums where entrepreneurs and financiers present themselves and profit before newsletter.