

Sewage Management in Nairobi County.

Presented By:

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Problem Statement

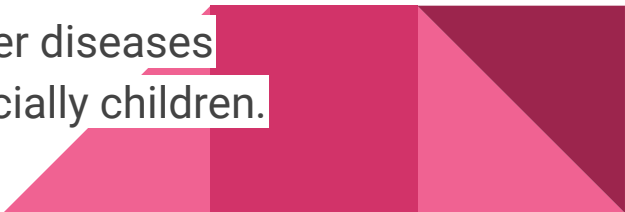
The Challenge:

- Inefficient sewage systems lead to environmental degradation and health risks in Nairobi.

Supporting Statistics:

- Over 60% of Nairobi's population lacks proper sanitation facilities.
- Approximately 50% of waterborne diseases in urban areas are linked to poor sewage management.

Impact:

- Contaminated waters and outbreaks of cholera and other diseases disproportionately affect vulnerable communities, especially children.
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Our Solution: NSMS

A Comprehensive Approach to Sewage Management

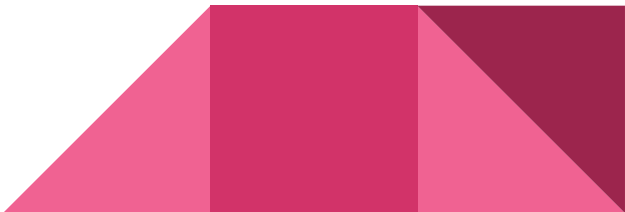
- **Overview:**

NSMS is a state-of-the-art monitoring system designed to track, analyze, and optimize sewage disposal operations in Nairobi.

- **Key Features:**

- Real-time monitoring of sewage disposal activities
- Predictive maintenance for sewage infrastructure
- Data-driven insights for effective planning

- **Benefits:**

- Improved public health
 - Enhanced environmental protection
 - Cost-efficient management
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How It Works

A Deeper Dive into NSMS

Technology:

- Utilizes IoT sensors for real-time tracking and mobile apps for user engagement.


Processes:

- Data Collection:** Gather data on sewage disposal frequency and sites.
- Data Analysis:** Use analytics for trend analysis and predictive modeling.
- Reporting:** Generate actionable reports for stakeholders.




Market Analysis

A Growing Opportunity

- **Target Market:**
 - Government agencies
 - Utility companies
 - Residential communities
 - **Market Size:** Estimated potential revenue of \$XX million in the Nairobi region alone.
 - **Competition:** Overview of existing methods and how NSMS stands out with innovative technology and user engagement.
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Business Model

Generating Impact and Revenue

- ***Revenue Streams:***
 - Software licenses for municipalities
 - Data monetization opportunities
 - Partnership contracts with government agencies
 - ***Pricing Strategy:*** Tiered pricing based on service level and community size.
 - ***Customer Acquisition Plan:*** Collaborate with local governments and NGOs to foster trust and integration.
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The Team

Experienced and Passionate

- **Team Members:**

- *Data Scientist:* [Joan Chepngetich, expertise in data analytics]
- *Environmental Engineer:* [Shadrack Kibet, expertise in sewage management]
- *Project Manager:* [Kevin Kirui, expertise in public health projects]

- **Experience:** Each member has over 5 years of experience in their respective fields.
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Financial Projections


Strong Financial Outlook

- ***Key Financial Metrics:***
 - Year 1 Revenue: Kshs 78,000,000
 - Year 5 Revenue: Kshs 75,000,000
 - Year 1 Expenses: Kshs 9,000,000
 - Profitability Timeline: Break-even by year 2023
- ***Funding Requirements:*** Seeking KShs 100,000,00 for development, marketing, and operations.



Impact and Sustainability

Creating a Lasting Positive Change

- ***Social Impact:*** Reduction in waterborne diseases and improved community health.
 - ***Environmental Impact:*** Cleaner rivers and reduced environmental degradation.
 - ***Sustainability Plans:*** Long-term contracts with local authorities for system maintenance and updates.
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Call to Action

Partner with Us to Build a Better Future

- ***Desired Outcome:***
 - Investment, partnership, or support for a pilot project.
- ***Contact Information:*** [+254722111222, nbms@go.ke, www.nbms.ac.ke]

