**Meeting with Michael Madnick**

**Re: Water.org board meeting**

April 20, 2015

* The work you hired us for led to these results and these recommendations
* But the work you hired us for led us to this whole other discovery about an opportunity of a different magnitude – realization in this market gap that Water.org can fill across the sectors
  + Thoughtful civil society organization who has relationships across the sectors to look across the horizon and see how it all ties together.
* Disruptive moment: Modi opportunity
* What does that mean for Water.org? - Fork in the road moment
  + Fork A: Stick with knittings: Show associated problems WaterCredit challenges
  + Fork B: Add to the model by becoming national finance broker
* What do we know?
  + This many people need to be reached
  + This is Modi’s commitment
  + X billions of dollars
* What do we hypothesize
  + Entire supply chains will need to be created to meet Modi opportunity
  + State or federal level engagement won’t happen without coordinator
  + Water.org posseses knowledge, networks, inclination, to become leading public-private finance broker to accelerate capital achievement
  + All the fund flows are silos – they are not coordinated
* What does this mean for Water.org?
  + A: keep doing what we’re doing
  + B: Seriously consider evaluating viability of ourselves in water convener role
    - What are the data points to be credible?
* Next steps:
  + Listening and planning: Case for support
  + Concept that spells it out, take it around
  + Come back to the board in September in terms of what we found, fleshed out sense of what it would look like, piltong scenario.
  + Who is going to be looking for that different types of financing on different levels?
* Things to consider:
  + Go big or stay where we are?
  + Can WaterCredit and 100 million coexist?
* What we’re doing, we can quantify impact
  + Understand government’s numerical target
  + Known and anticipated costs to sustain it
  + Research on actors
  + Talk to actors and understand what levels, what way, under what terms they want to join the market
  + Mcro output:
    - landscape understanding of government needs, market environment
    - Gameplan, roadmap for
    - Outcome: promulgated deals that crowded in the capital
* Planning study to refine it to specific recommendations.
* 2-page preread to send to board beforehand.
* Walk Chev through case study
* DFID, AID, World Bank, Gates water budget for India

Times that would work:

Monday: 930-1030 or 10-11 or 1215-1 or 5

Tuesday: 8am – small chance 430 – 530