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Xylem Essence of Life

Keith Teichmann

Director of Innovative Networks and Marketing

Upping Traditional Models

- Agriculture contributes >50% towards poverty reduction
- Farmers make up $\frac{1}{3}$ of the world's population (~2.3B)
- ~1.5B are 'small holders' (<1 acre)
- Substantial under-utilized arable land
- Addressing just 1%, touches 2.9M potential families

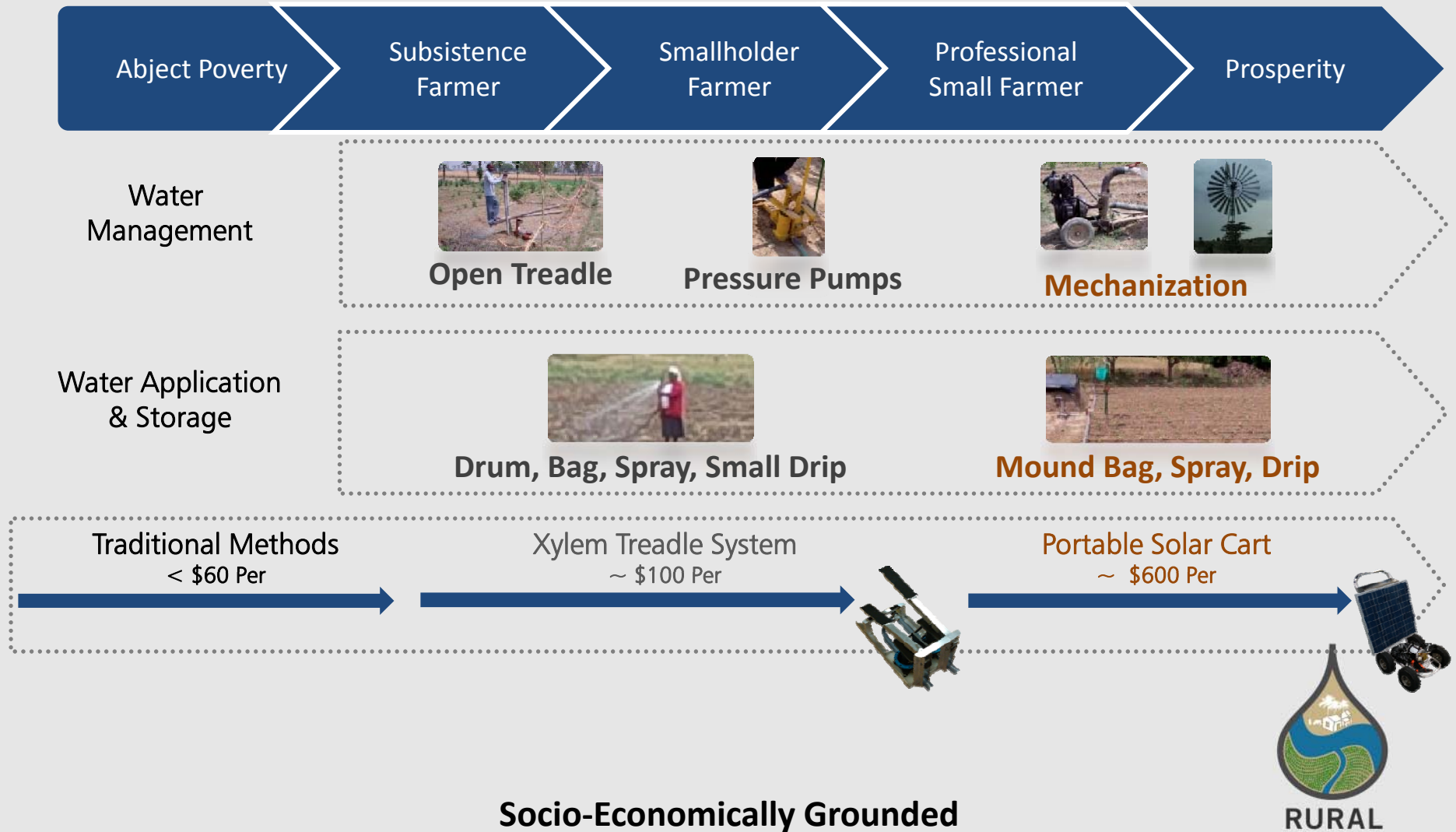


Base of the Pyramid

Compelling Market for “Solving Water”



Where Do We Begin?



Travel, Discussions, Observations

Voice of Customer

Over
750
Farmers
Interviewed

Evaluation

Quantitative
Qualitative
Competitive



Extensive and Personal Customer Intimacy



Stepping to prosperity

VOC Preferences

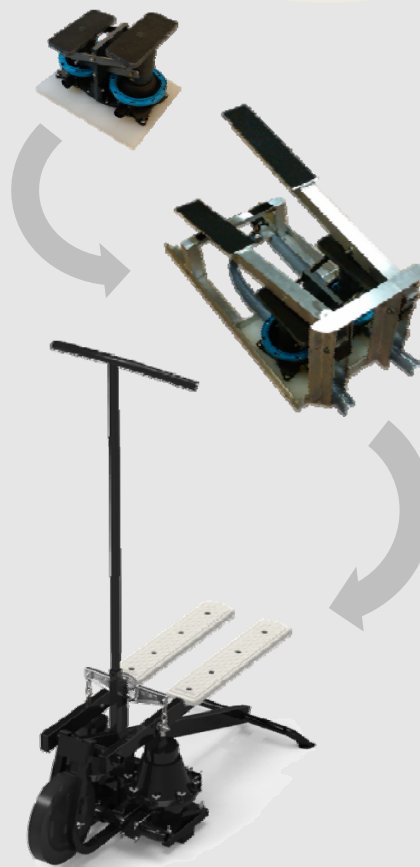
Design & Performance:
80% Exertion

Price & Value:
89% Quality

Channels:
57% Availability

Rural Marketing:
72% Fellow Farmers

Preto-Typing



Value Propositions

Farmer Income

3X

Labor & Time

25%

Water Consumption

40%

50% Smaller!

50% Lighter!

Better Performance

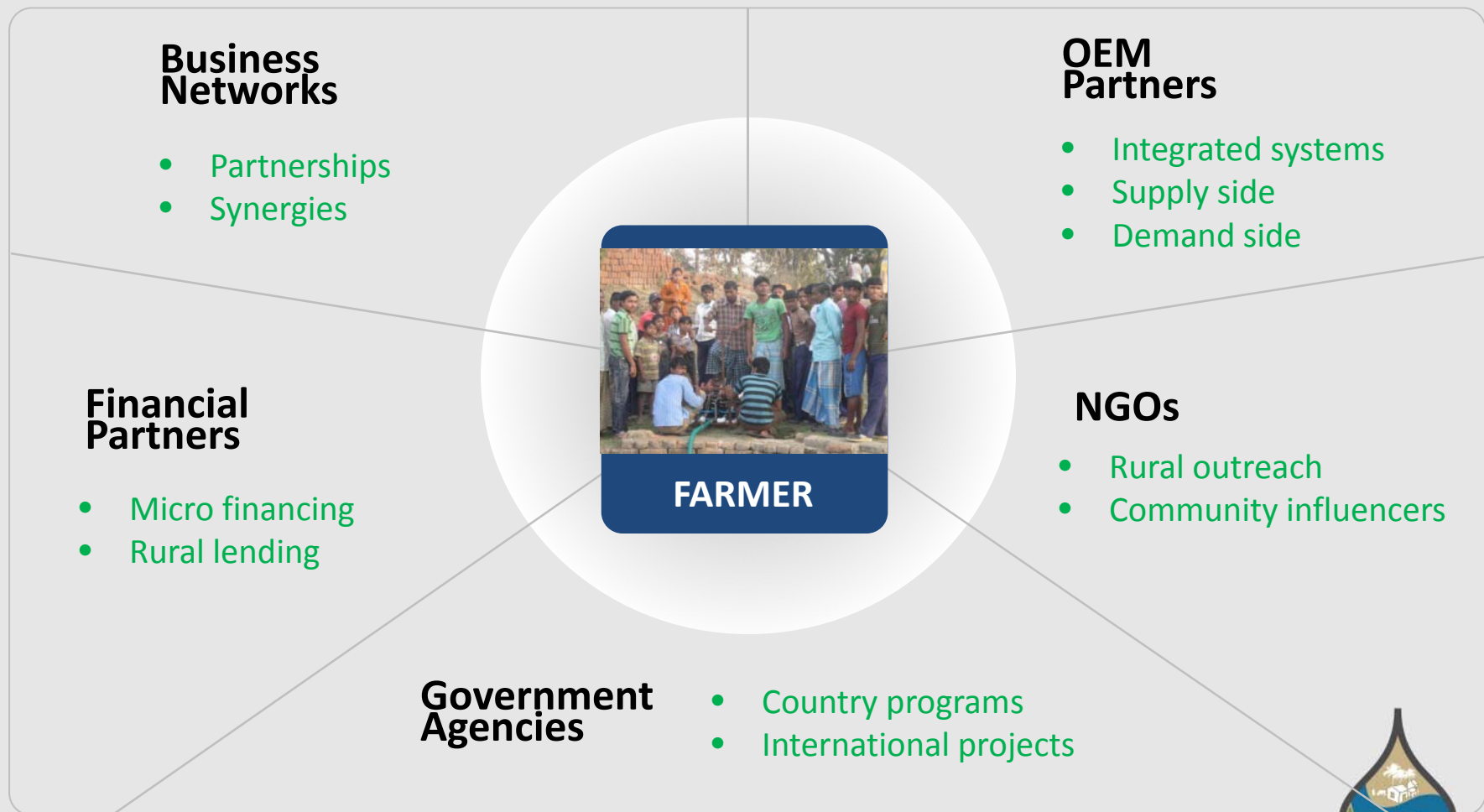
Field Serviceable



RURAL

Differentiated Value Proposition

Hybrid Value Chain



Credible --- Scalable --- Defensible --- Sustainable



Reason to Believe...

Xylem

Innovation Incubation

VOC & Preto-Types

Thought Leadership

Government Credibility



Rural Communities

*“Don’t underestimate the **aspirational** quality or **entrepreneurial** nature of those in **rural communities**”*



Compelling --- Differentiated --- Sustainable

xylem

Let's Solve Water

