



# Clearwater

Accra Ghana 2026

# The Crisis in Accra

90M

**Gallon Water Deficit**

Every single day.

2.7M

**People in Accra (50%)**

Are left without water daily.

52%

**Of Treated Water**

Is lost or stolen every day.

# The Reality

Accra's water supply is reliant on a private fleet of over **2,000 tankers**.

Water truck prices represent an **81-104x "poverty premium"** over the public utility rate.

Estimated Annual Market (Gross Revenue):  
**GHS 1.46 Billion / Year** (Approx. \$146M USD) with significant unmet demand.

*\*Calculations on last slide*



# The Water Flow



## 1. Depots

Get water from the city (Ghana Water) or informal boreholes.



## 2. Trucks

Get water from depots.



## 3. Homes & Businesses

Trucks fill polytanks that supply homes and businesses

# The Problem



## 1. Depots

- Unreliable water from Ghana Water
- Poor systems for tracking actual usage from trucks
- Inconsistent cash payments



## 2. Trucks

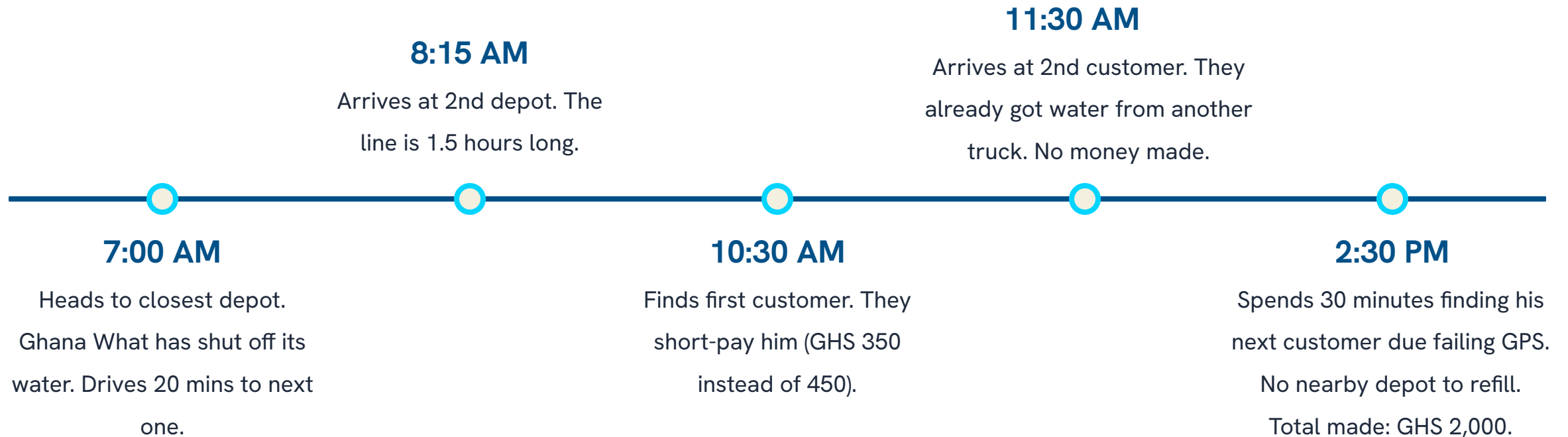
- Hard to find depots with water
- Depots with water have long lines
- High fuel costs and inefficient routes



## 3. Homes & Businesses

- Water from Ghana Water only on a few days / month
- Unreliable delivery
- No quality assurance
- Opaque pricing

# Day in the Life: Samuel the Truck Driver



# The Solution: Clearwater



**Non-Revenue Water Reduction (The Key)** We reduce water theft for Ghana Water Company by providing them with realtime data and profit sharing for the informal water market across Accra in return for them keeping water on for depots using our technology.



**The "Depot Finder" (The Driver's Hook)** The app shows **real-time depot status** (availability, queues, price) and includes a **fuel cost calculator**, saving drivers hours of wasted time and fuel by eliminating trips to dry depots.



**The "Driver's Manager" (The Core Product)** A "My Business" tab manages their existing customers (5% commission), while a "Marketplace" provides new, high-value commercial leads to fill their routes (20% commission).



**"Trust as a Feature" (The Buyer's Hook)** 1) **Clear pricing:** digital transactions ensures clear and consistent pricing for water. 2) **Clear water:** Daily depot and truck water testing and customer verification ensures clean drinking water.

# The Solution: Clearwater

# 76%

## More Daily Revenue

Samuel completes 8 deliveries (vs. ~4)

GHS 4,000 is collected from purchasers

GHS 480 goes to Clearwater (12%)

Samuel makes GHS 3,520 instead of 2,000

## Samuel's New Day

**7:00 AM:** Loads Clearwater, finds depot with water & 30 min queue.

**8:30 AM:** Starts 4 pre-scheduled deliveries. Adds 2 more from the marketplace.

**8:45 AM:** Arrives at first delivery. Route optimized.

**9:15 AM:** Fills tank. Payment processed in-app.

**10:15 AM:** Finishes 2nd delivery. Finds nearby depot on app to refill.

# Trust is an Engineering Challenge

The biggest bottleneck for this solution is Ghana Water Company shutting down water to depots because they don't know which depots are stealing from them.

## **Fortress Hardware**

Ultrasonic metering eliminates moving parts that grit destroys and magnets bypass.

## **The Kill Switch**

Motorized valves with Edge Logic enforce "No Pay, No Flow" even when internet is down.

## **Digital Lockbox**

Revenue flows via Mobile Money directly to restricted accounts. Zero cash handling.

## **God View Dashboard**

Show Ghana Water Company the exact water used and money collected to verify trust.



# Go-To-Market Strategy

## Phase 1: Pre-Launch & Foundation (Months -9 to 0)

- **Depots:** Secure **5-8 anchor depots** via the GWCL "transparency pilot." GWCL is actively shutting down depots to stop theft. The crackdown is our #1 customer acquisition channel. We are the only path to legality.
- **Drivers:** Recruit **10 launch drivers**, offering exclusive access to our pilot depots.
- **B2B:** Pre-sign **5-10 commercial clients** to guarantee high-value orders on Day 1.

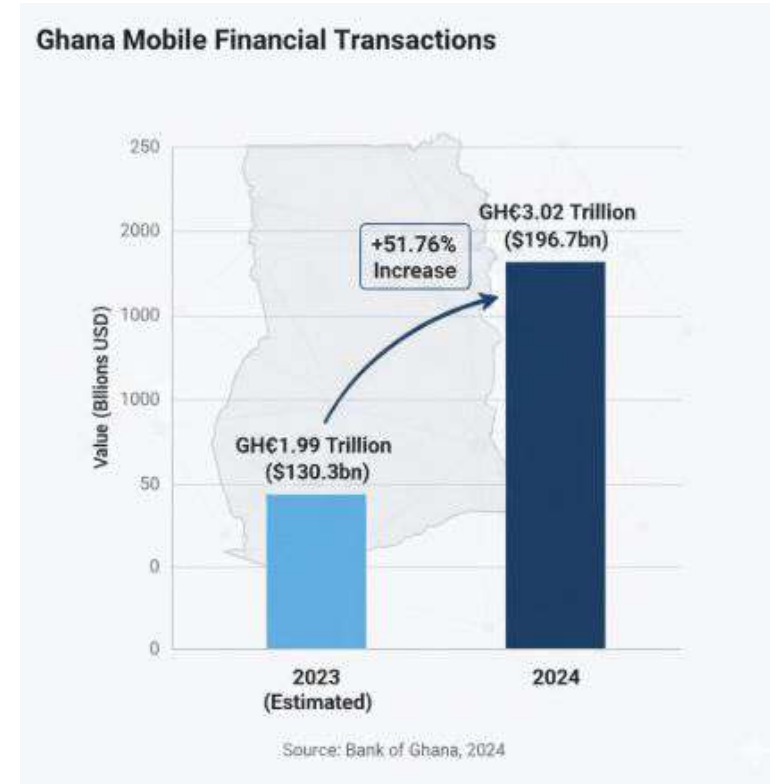
## Phase 2: Launch & Validation (Months 1-7)

- **Launch (Sept 2026):** Go live with 10 trucks and a **\$36,000 subsidy program** (\$12k/mo for 3 months) to drive rapid adoption.
- **Total Investment:** The raise covers all pre-launch costs and 7 months of operating losses for a total of **\$75,286**.

## Phase 3: Profitable Scale (Months 8-28)

- **Month 8: PROFITABLE.** We reach profitability in April 2027. The ~\$75k initial raise is the only capital ever needed.
- **Scale:** Self-fund all growth from cash flow, expanding from 10  $\rightarrow$  154 trucks.
- **Month 28 Goal:** 7.7% market share, \$2.66M cumulative revenue, and **~\$879k cash on hand**.

# Why Now, Why Accra?



**Crisis is Growing:** Illegal "Galamsey" mining is polluting rivers, forcing water plants to shut down despite staggering deficits.

**Utility is Failing:** Users report a 10x drop in water access, from 2–3 days/week to 1–2 hours/month.

**Ready for Tech:** Accra has widespread adoption of mobile technology and Mobile Money (MoMo) payments. Just not for water.

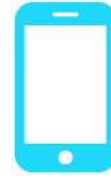
# Risks



## Ghana Water Partnership

**Risk:** Ghana Water regularly cuts off water to depots. If we can't get them to guarantee water to key depots, we're just organizing table scraps.

**Mitigation:** We will provide Ghana water the essential data needed to mitigate their 52% Non-Revenue Water crisis, bringing the informal market to the table.



## Slow Driver Adoption

**Risk:** There are no competing businesses, our competition is the friction of change from a cash and WhatsApp model.

**Mitigation:** We are charging a very low transaction fee for trucks existing customers, while bringing new customers to the table and better water source security.

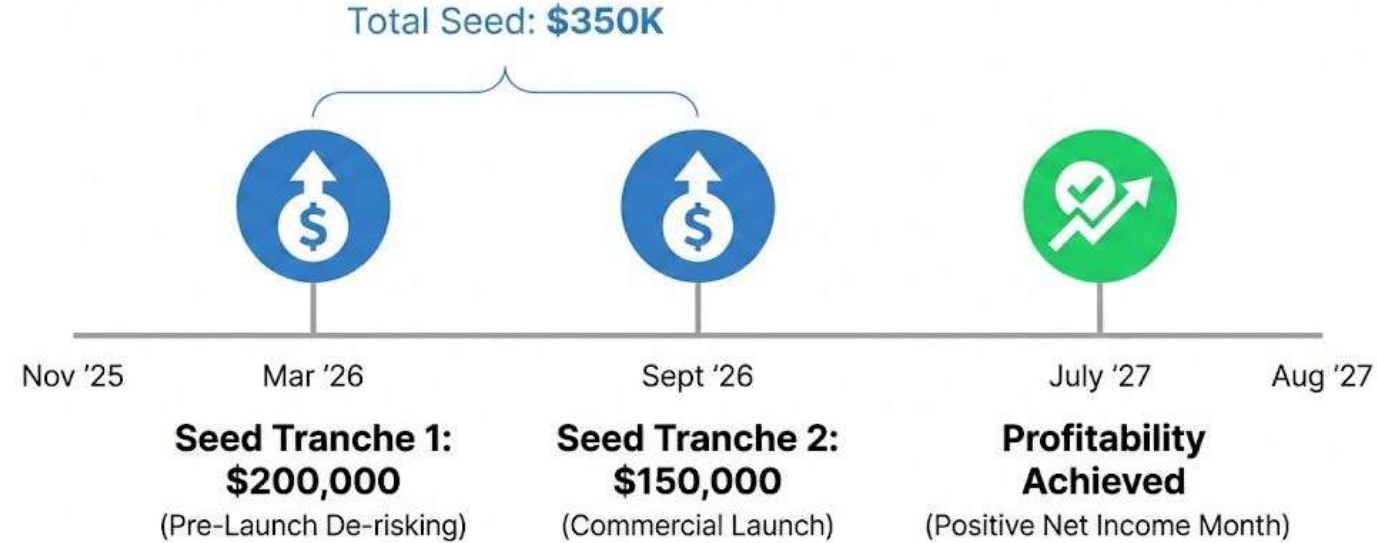


## Risk: Privatization Concerns

**Risk:** Ghana is very adverse to privatization of utilities. 15 years ago the World Bank commissioned a Dutch company to address NRW and the contract was terminated due to mismanagement and incompetence.

**Mitigation:** Deep user research to understand purchaser and driver pain points. Careful language around partnerships, not privatization. Ghana Water still controls 100% of the water.

# Financials



- **Regulatory Moat:** The \$200k tranche satisfies GIPC capitalization laws, securing our license and filtering out undercapitalized competitors.
- **Dual-Use Liquidity:** This deposit is capital, not a fee. It immediately unlocks to fund the entire 9-month pre-launch roadmap.
- **Funded to Profit:** The total \$350k investment covers the runway to profitability (Month 11), eliminating the need for a bridge round.

## Per-Driver Unit Economics

- Avg Daily Water Delivered: 10,000 Liters (2x improvement)
- Revenue / L = GHS 0.4
- Avg. GMV per Driver / Day: GHS 4,000
- **Our Blended Platform Take Rate: ~12%**
- **Platform Revenue per Driver / Day: GHS 480**

## Projections (12 Months)

- **Profitable in First Year (month 10)**
- **End of Month 12:** 42 active trucks on the platform
- **Month 12 Annualized Run-Rate:** Projecting \$665K in platform revenue
- **Total Investment Needed:** \$350,00 to profitability

# A Unique Team



## The Founder & Architect

- **The Operator:** Scaled a public charter network from \$0 to \$10M revenue and 200+ staff. Led complex infrastructure projects.
- **The "Integrity Stack" Builder:** Full-stack engineer building the entire platform solo (IoT + Edge Logic). No "CTO" bloat; capital-efficient execution.
- **The Commitment:** Relocating to Accra to execute. 100% all-in.



## The On-The-Ground Expert

- **The Research Engine:** 5+ years leading field studies with a Masters in Marketing & Research. She maps the "invisible" network of drivers & depots, turning informal market into actionable data.
- **The Inclusion Strategist:** Growing up in Accra, and having 3+ years working in government, Anna aligns her existing networks around the singular vision for Water OS.

# Let's Talk

Clearwater is Phase 1 of a larger vision: making water infrastructure investable across the Global South.

## I'm currently seeking:

- Pilot funding for Integrity Stack deployment at 5–8 depots
  - Mentorship on utility partnerships
- Introductions to West African water sector operators

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