



LifeStraw<sup>®</sup> 

We make contaminated water safe to drink.

## **ABOUT US**

We are a global company innovating game-changing solutions that contribute to a healthier, more sustainable planet.

We are built on the foundation that doing good is good business and that we all have a role to play in improving the health and quality of life for people across the world.



## **WHAT WE DO**

LifeStraw is committed to redefining the safe drinking water space through technology innovation, product quality, design and programs that have measurable impact.

In doing so, our work is driving sustainable access to safe drinking water by engaging governments, donors, and individual consumers to understand the problem and become an active part of the solution.



## WHERE WE WORK



LifeStraw's  
global presence

We've had the privilege to partner with many renowned organizations. Today LifeStraw® is used in more than **64 countries around the world.**

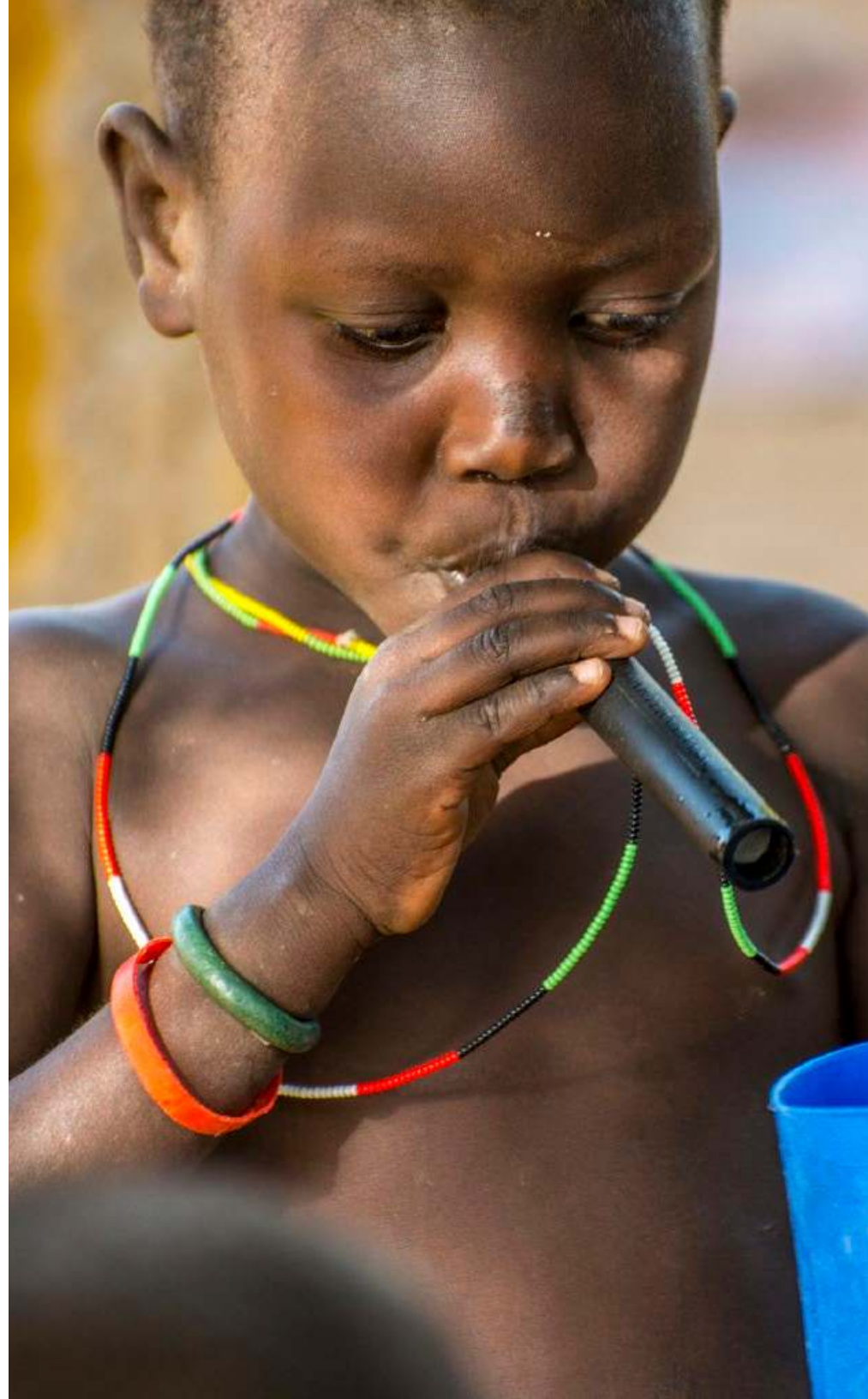
## WHERE WE STARTED

The evolution of LifeStraw started in 1994 through a partnership with the Carter Center to develop a filter that could remove Guinea worm larvae from water it was contaminating. In 1999, the original nylon filter we designed was integrated into a more effective pipe filter. Today, more than 37 million LifeStraw Guinea Worm filters have contributed to the near-eradication of the disease.

In 1986 more than 3.5 million people suffered from Guinea worm. Today there are only 22 cases. Once this number drops to zero, Guinea worm will be the first disease that will have been eradicated without the use of a vaccine.

Inspired by the impact of the LifeStraw Guinea Worm filter, we worked to develop a product that could filter out virtually all of the microbiological contaminants that make water unsafe to drink. The result was LifeStraw technology, introduced in 2005 as a personal “straw-like” filter that removes bacteria and protozoa.

Since then our portfolio of products has expanded to filters and purifiers that meet the needs of diverse market(s).



## HOW WE WORK



### Partnering with Donors, NGOs & Governments

Emergency relief  
Community programs  
School programs  
Household programs



### On the Ground: Implementing programs

Implementation of our own program for Follow the Liters

Implementation of school safe water and sanitation programs with Partner Funds / Foundations

Implementation of school and community safe water and sanitation programs with Partner Corporations



### Outdoor Sports & Recreation Retail

Empowering consumers to become and active part of global solutions



# Fit For a Purpose

All LifeStraw products use hollow fiber membrane technology.

While the technology is the same, our products are designed to be fit for purpose.

What a family in a developing country needs is different from what a school or clinic needs which again is different from what a trail runner or hiker needs. We design the highest quality filters and purifiers that meet the needs of the person that uses them.





## WHAT WE STAND FOR

Our technologies, products and programs are driven by evidence.

We take a comprehensive approach to safe water programs – it's not just about access to safe water, it is giving people the tools to use it.

It is not just about providing a water filter or purifier, it is about providing a safe water tool, training on how to use it, education on why safe water and sanitation is important and ongoing maintenance and support to ensure that a program has impact.





# Overview of LifeStraw's programs

## **SCHOOLS, CLINICS & COMMUNITY CENTERS**

LifeStraw implements programs delivering safe water and hygiene and sanitation education

## **HOUSEHOLDS**

LifeStraw also oversees programs delivering safe water at a household level

## **DISASTER RESPONSE**

LifeStraw is active in humanitarian disasters, working with partners to rapidly deliver long-term safe water solutions in disaster areas



# Overview of LifeStraw's products

## INTERNATIONAL HEALTH & DEVELOPMENT



LifeStraw  
**Family 1.0**



LifeStraw  
**Family 2.0**



LifeStraw  
**Community**

## OUTDOOR & RECREATIONAL SPORTS



LifeStraw



LifeStraw **Go**



LifeStraw  
**Steel**



LifeStraw  
**Mission**

# Overview of LifeStraw's products



LifeStraw **Go**



LifeStraw



LifeStraw **Steel**



LifeStraw **Family 1.0**



LifeStraw **Mission**



LifeStraw **Community**

<b>Use</b>	Individual	Individual	Individual	Group	Group	Community
<b>Ideal for</b>	Travel, Backpacking	Trail running Mountaneering	Travel, Backpacking	Emergency Prep.	Base camp, group excursion	Emergency Prep.
<b>Removes bacteria and protozoa</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Removes chemicals</b>	No	No	Yes	No	No	No
<b>Removes virus</b>	No	No	No	Yes	Yes	Yes
<b>Filter capacity</b>	1,000 L	1,000 L	1,000 L	18,000 L	18,000 L	100,000 L
<b>Filter Micron Size</b>	0,2	0,2	0,2	0,02	0,02	0,02
<b>Weight</b>	221 gr	59 gr	120 gr	725 gr	368 gr	8000 gr
<b>Flow Rate</b>	1.7 L/min	1.7 L/min	1.2 L/min	12 L/h	12 L/h	12 L/h



## THE TECHNOLOGY

Complies with the United States Environmental Protection Agency 1987 Guide Standard and Protocol for Testing Microbiological Water Purifiers

Removes:

>99.9999% of bacteria (>6 log<sub>10</sub> reduction)

>99.999% of viruses (>5 log<sub>10</sub> reduction)

>99.99% of protozoan parasites (>4 log<sub>10</sub> reduction)

turbidity by filtering particles larger than 0.02 microns

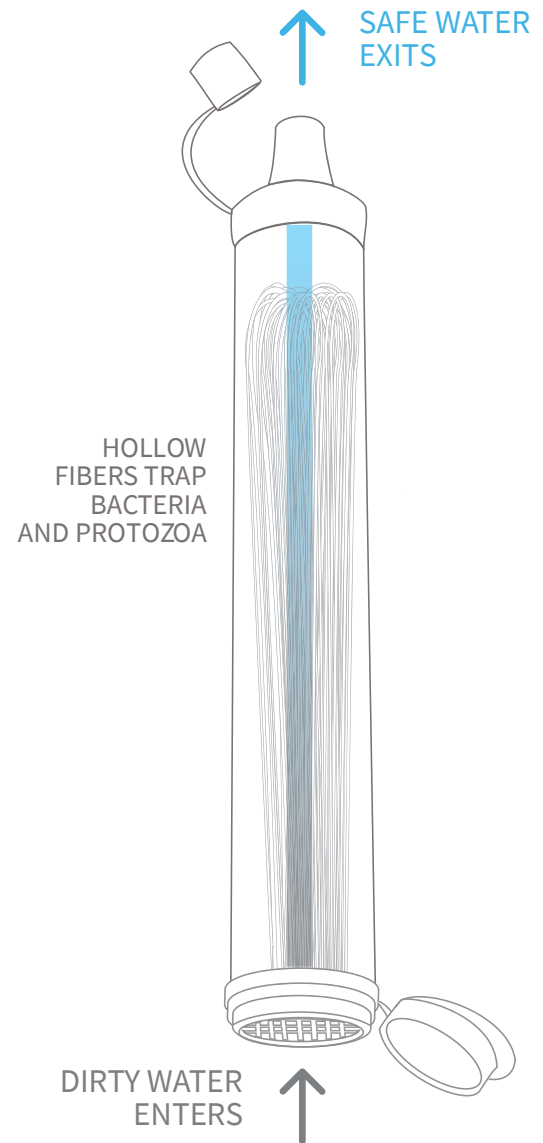
Requires:

NO electrical power, batteries or replacement parts

NO running water or piped-in water supply

NO lifetime indicator (product is functional until water can no longer pass through the filter)

Uses raw materials which are United States Food and Drug Administration compliant



# School Programs implemented by the Lifestraw team



30 MILLION  
LITERS OF SAFE  
WATER



1,400 PRIMARY  
SCHOOLS



800,000  
SCHOOL  
CHILDREN



10,000  
FILTERS  
DELIVERED

Over 1,400 primary schools supported with safe water

More than 10,000 LifeStraw Community filters delivered and installed

Over 800,000 school children currently receiving safe water in school

Over 30 million liters of safe water provided

# How School Programs Work

One filter (LifeStraw Community) lasts 3-5 years, capable of filtering approximately 100,000 liters of water.

Each filter serves 75-100 school children; number of filters allocated according to school population.

Comprehensive safe water, hygiene and sanitation education is provided to the school at the time of installation and during follow-up visits.

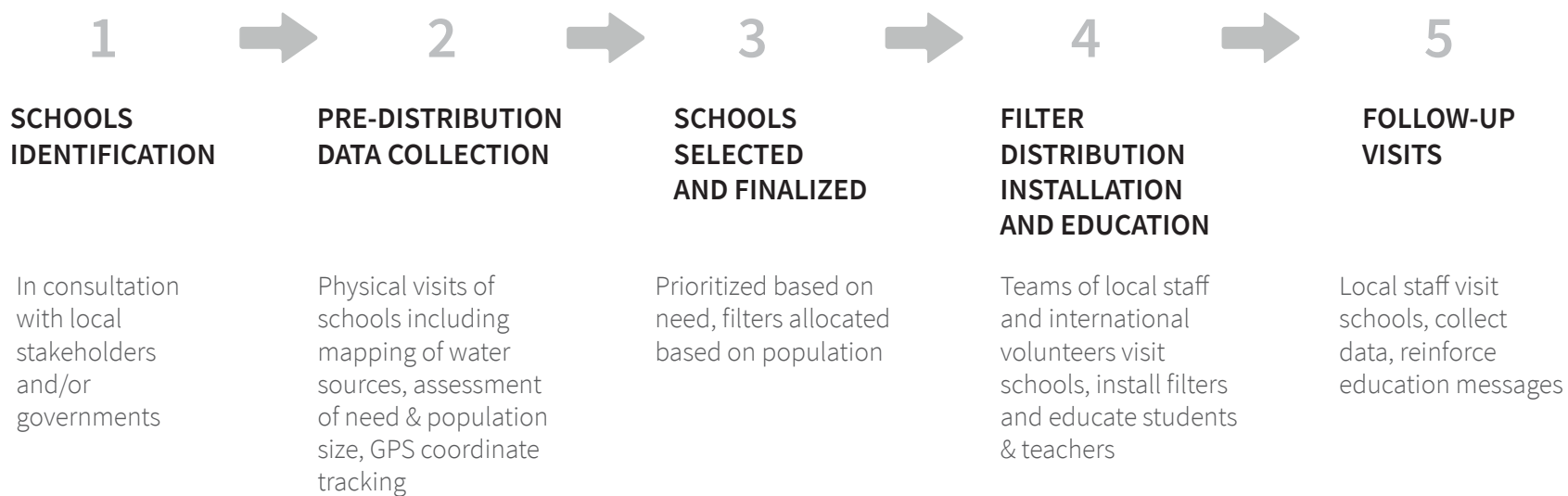
Curriculum is designed to cover filter specifics but also includes messaging about the importance of healthy behaviors such as handwashing, use of latrines, brushing teeth with safe water, making water safe at home etc.





# How School Programs Work

## Process



## LIFESTRAW COMMUNITY

The product used for schools, clinics and community centers is LifeStraw® Community. This is an instant microbiological water purifier with a built in safe storage container that provides safe drinking water for up to 100 individuals per day. Ideal for use in community settings with no access to safe drinking water.

- Capacity:
  - Dirty water tank: 25 litres
  - Safe storage container: 25 Litres
- Removes:
  - 99.9999% of bacteria
  - 99.999% of viruses
  - 99.99% of protozoan parasites
  - turbidity to <0.5 NTU by filtering particles larger than 0.02 microns
- Capacity: 70,000–100,000 litres
- Filtration rate: 12 L / hour
- Dimensions when assembled:
  - Height: 850 mm<sup>3</sup>
  - Width: 550 mm<sup>2</sup>
  - Length: 550 mm<sup>3</sup>
- Doesn't require electrical power, batteries or replacement parts



## HOW WE MEASURE OUR IMPACT

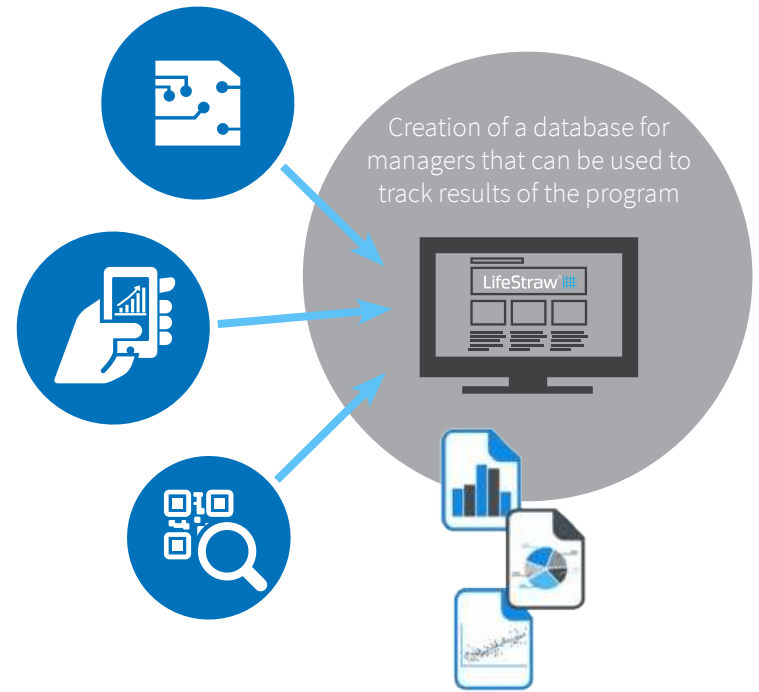
### Data

We are all about data – generating it, visualizing it and then using it to improve what we are doing.

We are committed to transparency and accountability in our programs.

LifeStraw operates a sophisticated data collection platform that utilizes mobile phones to collect, scan and report program data in real time on a program database.

Data collected can be modified according to needs.





## Real Time, Real Life stories

There are no better people to tell the story of what we do than the children themselves.

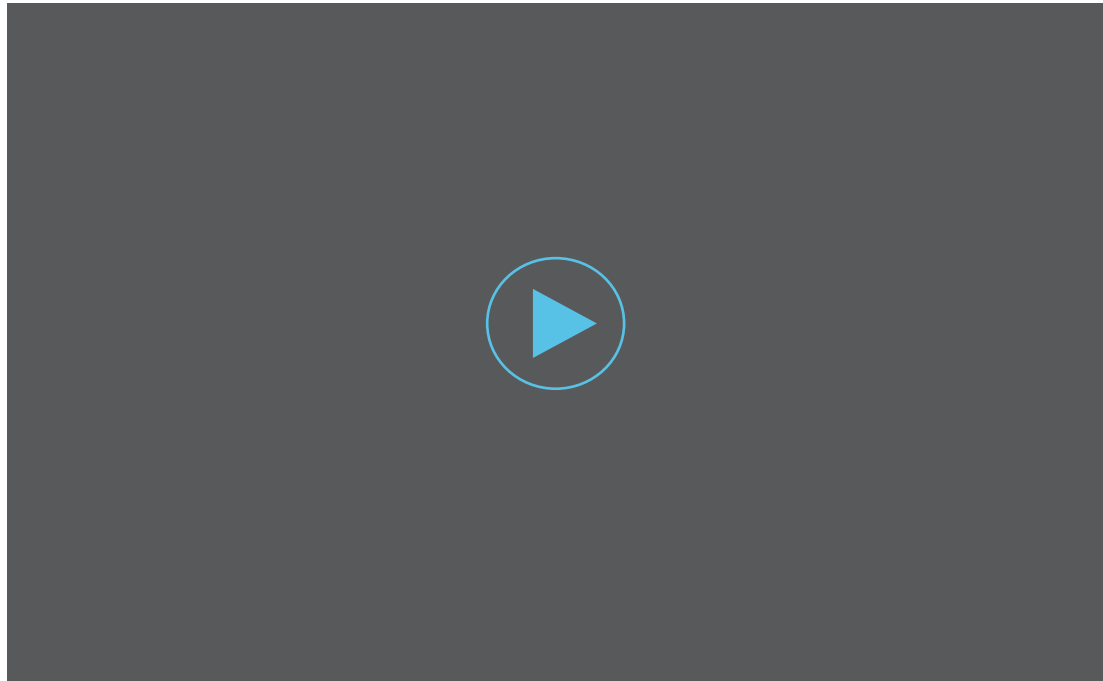


I live on a small farm in Kakamega where my parents grow maize and sugar cane. In school, my favorite subject is mathematics. When I grow up, I want to be a neurosurgeon and help to control diseases and save many lives. I know that to achieve my dreams, I must work hard, get good marks, join a secondary school, and attend a university. I am very grateful for the LifeStraw Community purifiers which are helping my school greatly. It reduces diseases like typhoid and cholera. When I was sick, I missed one week of school and had to go to the hospital. But now after the LifeStraw Community, I don't miss school.

I am the oldest of four. I help clean my siblings and keep them in good hygiene. My parents grow and sell sukumawiki, which is a popular vegetable. In school my favorite subject is science. I want to be a lawyer, so I can help get rid of corruption and help the people in this country. I am so happy to have the LifeStraw Community purifiers in my school. Before, many students had stomach aches, and they didn't have water to drink. Now they are able to drink clean water with no stomach ache. When I was sick, I was sent to the hospital for 2 days. I haven't been sick since the LifeStraw has come and I am hopeful I won't get sick in the future.



# Follow the Liters



**What makes Follow the Liters unique:** this program allows outdoor and sports enthusiasts in the US and Europe engage with children in other countries that need the same thing – safe water. The program is concrete, understandable, specific, measurable and implemented with the same technology and by the same company that consumers know and trust.

## OUR PARTNERSHIPS

LifeStraw partners with like-minded corporations and foundations to increase access to safe water globally.

Such groups have included Jaguar and Rover, and the Children's Environmental Literacy Foundation.

LifeStraw can implement programs on behalf of partners in a country of interest.

Our school programs deliver high levels of impact and transparency and allow for meaningful partner staff engagement.





## **FUNDING / PARTNERSHIP OPTIONS**

We love working with like-minded organizations that value social engagement and community engagement that has measurable impact!



A couple thoughts on how we could work together:

Partnering on design and implementation of a small to large scale safe water and sanitation program

Partnering on a brand partnership to drive safe water and sanitation programs in a region

For both of these options:

LifeStraw can provide the assessments, product and implementation services.

These can be implemented at schools, clinics, community centers, etc. We can provide the monitoring, personal stories, and follow up.

## PRESS AND AWARDS

LifeStraw has been recognized internationally for its innovation and design

Featured in:





[www.lifestraw.com](http://www.lifestraw.com)

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