APPENDIX

Individual Case Chronologies

**WELLO**

* Prior to 2007, Wello founder, Cynthia Koenig, lived in Mexico and collected and transported her own water.
* 2007, Founder, Cynthia Koenig, spent time in rural South African village, saw the hardships associated with collecting and hauling water, witnessed people rolling water in barrels.
* 2008/ 2009
  + Established Wello as a US 501c3 non-profit organization.
  + Wello website went live, enterprise mentioned in the media and donations flowed in.
  + Initially, Wello sourced water transport tools from other organization and planned to educate people on the benefits of clean water but that was not successful, other transport tools too expensive.
  + Founder decided to manufacture water wheel, wrote a business plan.
* 2010, University of Michigan students Colm Fay and Christopher Mueller join Wello.
  + Wello water wheel designed, original prototype tested.
  + Developed "business in a barrel strategy", planned to sell water wheel to water entrepreneurs who could generate income by collecting and selling water to neighbors. Thought each water wheel sold could be funded by a micro-loan.
  + Designed modular manufacturing facility that fit in shipping container, switched to manufacturing water wheels in one city in Africa.
* 2010, Refined prototype of water wheel tested in India.
* 2011, Water wheel launched in Rajasthan, India.

**PLAYPUMPS**

* 1989, Founder, Trevor Field saw a merry-go-round that worked as a pump at an agricultural fair in Pretoria, worked with inventor to improve it.
* 1994, two prototype playpumps water systems installed in Masinga, South Africa with funding from Umgeni Water company, Colgate advertises toothpaste on storage tank billboards.
* 1995, Field left paid employment to pursue playpumps full time.
* 1997, Field convinced two business colleagues to invest and Roundabout Outdoor Ltd (RO), a for-profit company, was formed, began marketing playpumps.
* 1999, Playpumps entered public/ private partnership with South Africa's Department of Water Affairs and Forestry, obtained access to ground water across South Africa.
* 2000, Received funds from World Bank to install more playpumps.
* 2004, Field founded Playpumps international, a non-profit, to raise funds for the installation of playpumps water systems.
* mid 2000s, RO started installing playpumps outside of S. Africa (Swaziland, Mozambique).
* 2006, Laura Bush, US First Lady, announced $US1.4 million award to Playpumps to install more water systems
* 2007, Playpumps nominated for National Design Award (Smithsonian Cooper-Hewitt, National Design Museum)
* 2008, had installed more than 1,000 Playpumps in five countries in Africa.
* 2009, Playpumps international acknowledged publicly that it had challenges with the roll out of playpumps installations across Africa. In October, PPI website was taken offline and remaining inventory of playpumps was donated to a Denver-based charity called Water for People.

**WHI**

* 1993, Ultra-violet (UV) waterworks technology developed by Ashok Gadgil at Lawrence Berkeley National Lab (US), built a prototype device, tested the prototype in India.
* 1994, revised prototype based on feedback from India, Berkeley lab patented UV waterworks technology, licensed technology to WHI.
* 1996, Tralance Addy, founder, launched WHI while still working for Johnson and Johnson.
* 1998 Addy left Johnson and Johnson to work full time for WHI, Ashok Gadgill involved as chief technology officer
* 2002-2005
  + WHI filed for bankruptcy because it could not break-even selling UV filter devices as a product, Addy's enterprise management company, Plebys International LLC, initiated a buy-out and restructured WHI.
  + WHI raised US$16 million, revised business model to offer water cleaning services, partnered with NGOs to educate rural customers about the importance of drinking clean water.
  + WHI installed first community water system (kiosk) in Bomminampadu, India, a village of 3,200.
  + WHI negotiated an agreement with Bendix in the Philippines to enter the water service provider market in this country.
* 2006, ICICI Bank gave WHI US$865,000 to set up community water services in villages across rural India.
* 2008, WHI revenues estimated to be US$17.3 million.
* 2007, Addy profiled as "Do-Good Capitalist of the Year".
* December 2007, Manila in Philippines had nearly 50 franchisee water stores.
* 2009, WHI estimated to be providing safe water to more than 1 million people around the globe.

**TRP**

* 1993, founder Ted Reiff collaborated with Judy Bishop, relief worker for flood victims in Mexico, to send building material from US to Mexico, without tariffs. The materials helped rebuild thousands of flood damaged homes. 400 tons of donated building material crossed the border, largest private donation from US to Mexico ever.
* 1993, Reiff wrote a business plan for an enterprise that resold building materials to Mexican contractors, planned a for profit business, thereby founding the enterprise that ultimately became TRP.
* 1994/1995
  + Took over a US non-profit registration 501 (c)3 and named it TRP, re-conceived business plan to be non-profit with tax incentives for building materials donors.
  + TRP became a licensed contractor in California.
  + Secured Home Depot as first building materials donor, shipped donated materials to Mexico and started deconstructing homes in San Diego.
* 1995-2000
  + Moved TRP to San Francisco area because it was a larger market and had a more sympathetic municipal government.
  + TRP secured grant to open its first retail warehouse to sell materials salvaged from deconstruction, thereby offering the first comprehensive deconstruction/ materials reuse service in the USA. Offered deconstruction, shipping, logistics, and retail of salvaged materials.
  + TRP made an arrangement with CCC, trained at-risk youth in process of deconstruction
* 2006, The US Environmental Protection Agency issued a report, planned to regulate deconstruction, established goals to increase recycling of building materials and decrease waste in landfills.
* 2007
  + Started a ReUse contest in California, awarded prizes for best project that reuses materials normally sent to landfills.
  + Completed a deconstruction job in Chicago area, worked with Chicago-area developer to expand into this region, trained ex-convicts in deconstruction.
* 2009, TRP expanded geographically by starting a program to license for-profit contractors to perform deconstruction to TRP'S specifications.
* 2012
  + ReUse contest expanded outside of California to 8 other US States.
  + TRP was audited by the US Internal Revenue Service, their processes and tax incentive approach found to be satisfactory, Reiff said their policies served as a benchmark for other non-profits.
* 2012
  + Wall street journal reported TRP had 13 offices nationwide, did 250 deconstructions for the year, up 25% from 2008.
  + Started a legacy asset program to assist financial institutions to convert foreclosed, abandoned and condemned buildings into long term assets, piloted project in Chicago.