

Walid Khoury

is the General Manager of

Desalytics

Sub-Saharan Africa and South Asia are known as the two parts of the World the most desperately in need of improved Water and Sanitation services.



Yet, the way the Water Industry serves them totally differs.

Multinationals are more prone to go to Asia than Africa because they see it as easier to do business.

How to blame them when considering what we know of Africa?

The sub-Saharan region comprises 43 countries, with different languages, landscapes, currencies, political instability, payment risks, commodities risks...

(DON'T!)
**WASTE
WATER**



(DON'T!)

**WASTE
WATER**

I think there's a lack of understanding, driven by bias based on what you've seen when growing up.

Indeed, there are at least five pillars to support a rationale for investing in sub-Saharan's development:

1. The low infrastructure level: 42% of the population is served with safely managed water, 23% with safely managed sanitation, and only 7% with at least secondary wastewater treatment

2. The urbanization rate - which keeps feeding the opportunity.

3. Industrialization with localization of production

4. Regulations on water discharge, treatment, and management

5. Demographics - that can same time, be a challenge and a driver...

and 6. Africa is rising in terms of GDP, prosperity, and disposable income!

But with multinationals structurally out of the game, how is it possible to efficiently build up the sub-Saharan Water Infrastructure?



(DON'T!)

WASTE WATER

I was coaching a young entrepreneur in Kenya exactly over this. He was struggling. If he got a PO, he had to wait 4-5 months to execute!



What Walid saw in that is a triple-win opportunity - leveraging the grassroots working capital, the industrial capacity of big groups, and his knowledge and understanding of both worlds as a middle man.



That's how **Desalytics** started. A couple of months later, I thought: if we're doing this for Kenya, why don't we do it in other places?

The company's business model is to partner in each country with a local partner, with the goal to cover 20 countries by the end of 2022.

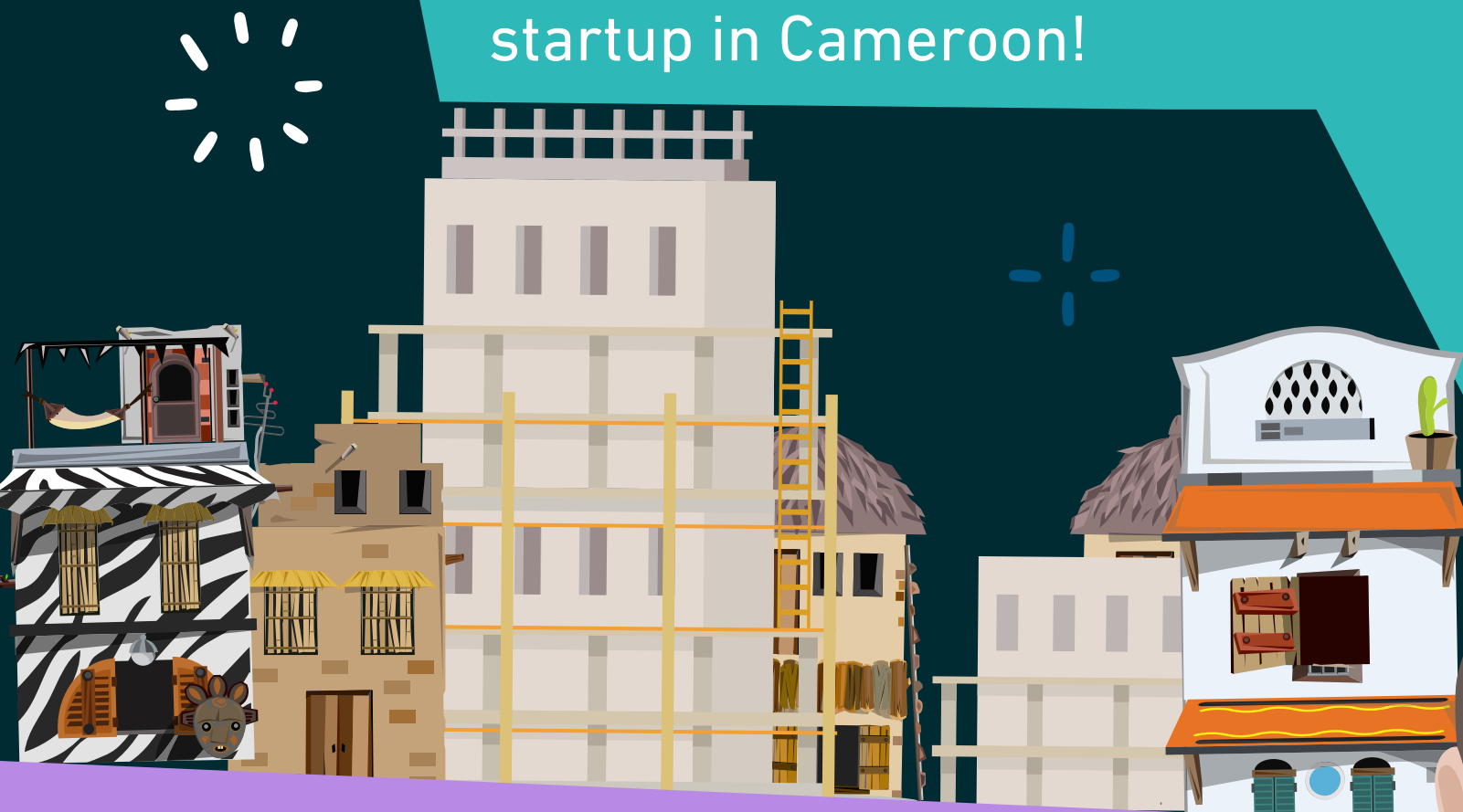


(DON'T!)

**WASTE
WATER**

To do so, Desalytics has to be as multifaceted as the region it targets:

In some countries, we're a private equity. In others, we're like an incubator. We're even creating a startup in Cameroon!



Hence, it may well become this first Multinational to serve the sub-Saharan region!

We also covered:

- How Blended Finance and Industrial projects are totally different and shall be approached accordingly
- How the "Desalytics" Idea was cooking in Walid's head for over 12 years
- How to beef up your water marketing and sales engine, and how to build it up from scratch with 2021 tools
- How to drive awareness on the African potential, brilliant minds, and tremendous opportunities
- How Desalytics' path furiously resembles the expected trajectory of hypergrowth companies, and how they might achieve it without burning Venture Money
- How the company ambitions to grow into a full vertical, catered to an underserved market
- Gender diversity, finding time to grow simultaneously in so many places, having a positive impact... and much more!

**Don't miss a single bite:
head over to dww.show!**