



maji^{..}com

[water] Kiswahili

community

Decentralised
Water Solutions



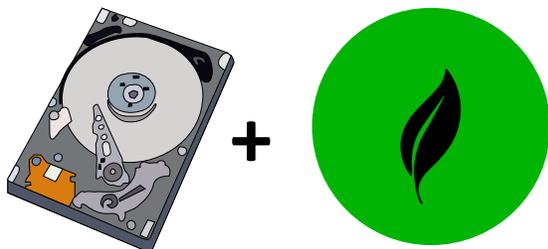
About Me



Career Highlights:

- PhD in Materials Science (University of Cambridge)
- Studied and worked in seven countries across four continents
- Awards: The Cambridge Society for Applied Research (CSAR) award (2019) and the Canadian Centennial award (2019), selected for the for the 69th Nobel Laureate meeting

Previous
Research

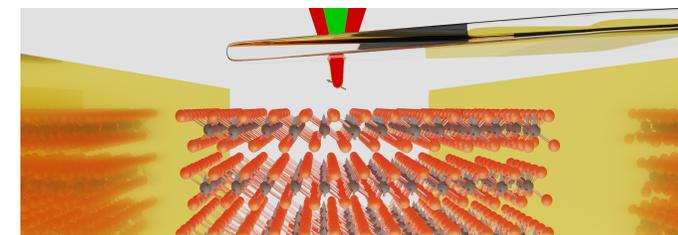


Horizon 2020
Programme



UNIVERSITY OF
CAMBRIDGE

Current
Research



 TU Delft



Drinking water crisis

North America
& Europe



Globally



Sub-Saharan
Africa



 Safe Water

 Basic Water

 Unimproved Water





Urbanization catalysis the problem



Dar es Salaam,
Tanzania

70%
unplanned
settlements



30x
water price
for poor



40%
depend on
bottled water



1,000 tonnes
of plastic waste
per day



£8 billion +10% CAGR



Integrated solution



hyper-local



off-grid



low-power



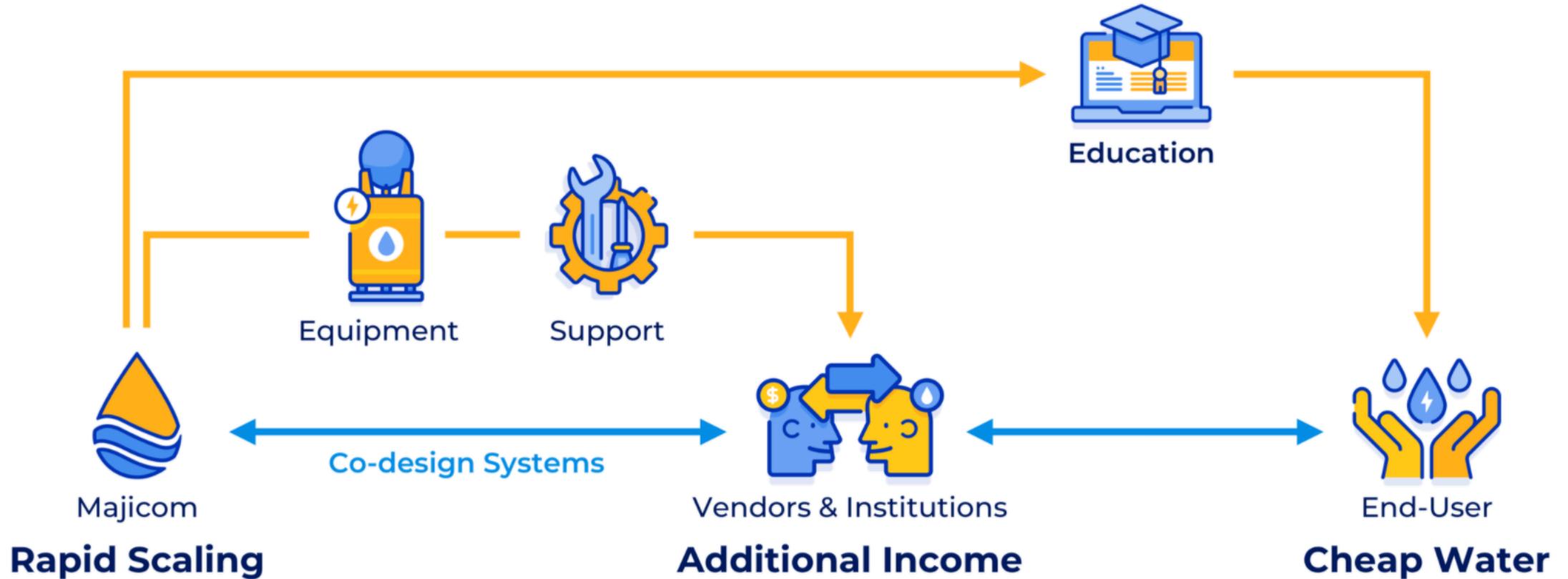
autonomous



cheap



Scaling impact through franchising

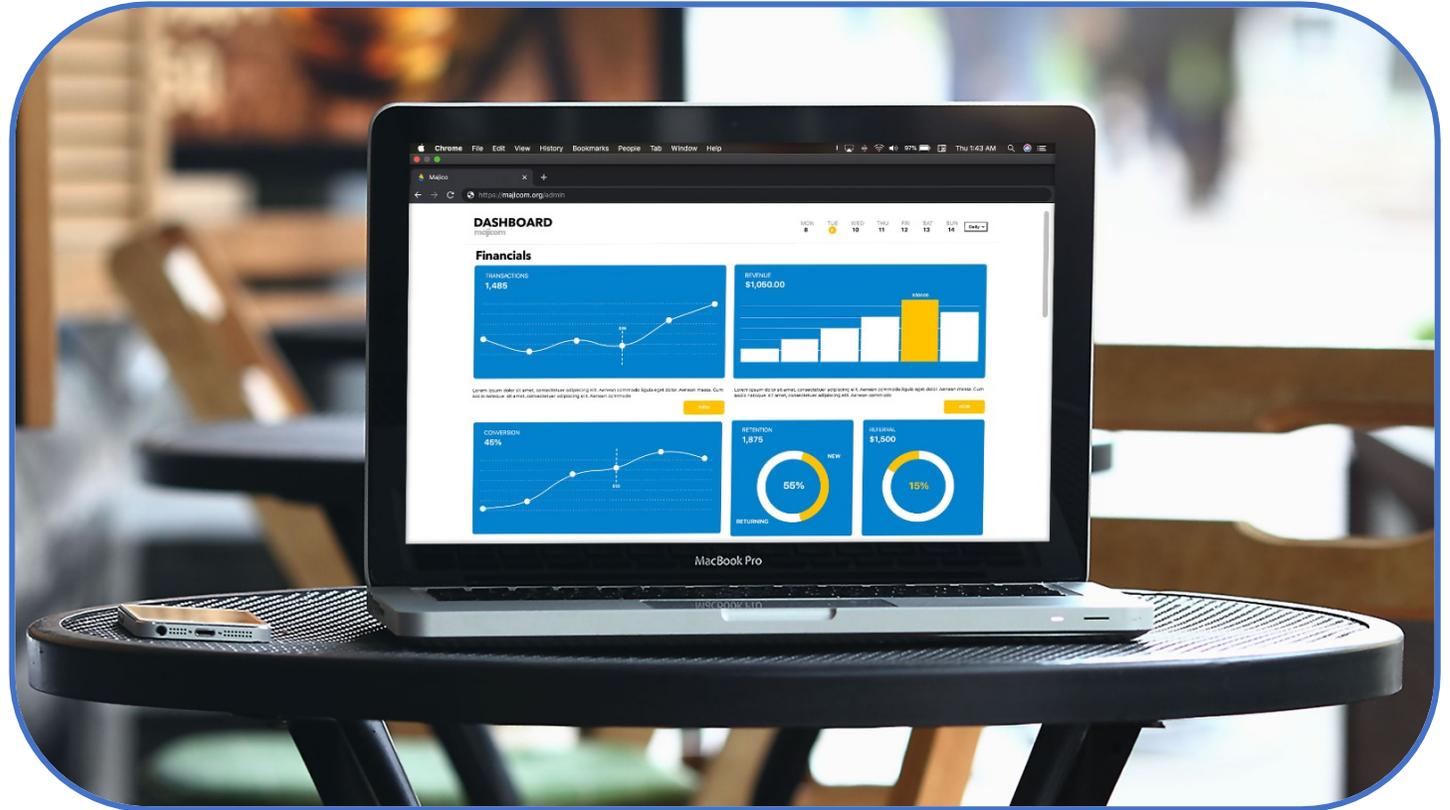
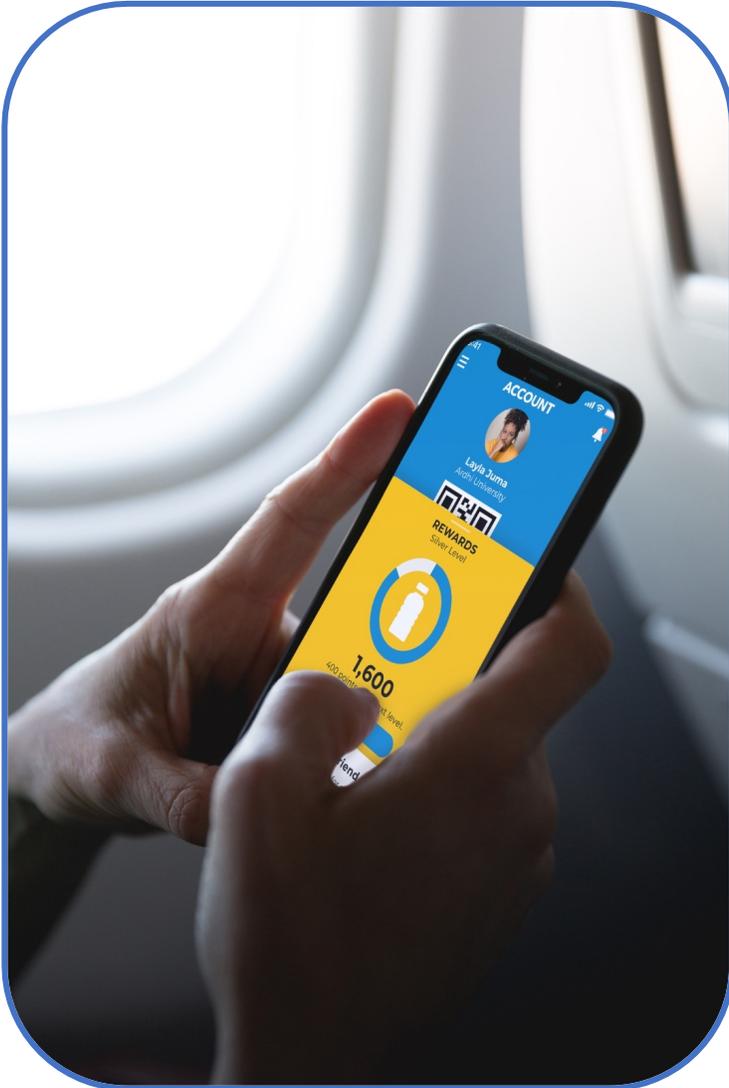




App and dashboard



Nelson Netzereab





Co-creation and engagement

Device Testing



Community Engagement



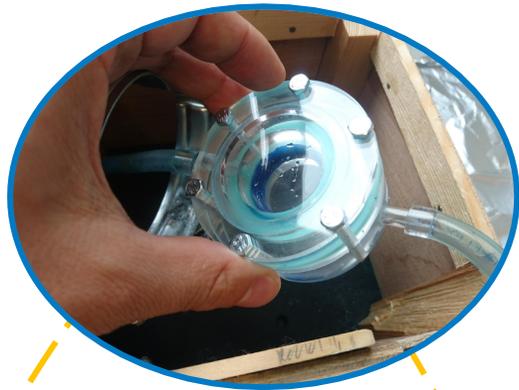
Kiosk Design





Co-creation and engagement

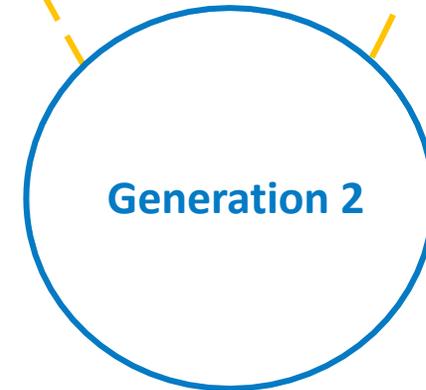
Part 1: Device Testing



Hand-held devices



Generation 1



Generation 2



Dami Adebayo



Photocatalytic Materials



Solar Sand



Co-creation and engagement

Part 2: Community Engagement

Market
Research
123 households



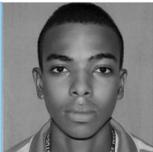
Business
Development
Local businesses



Prototype
Design



Interns &
Volunteers



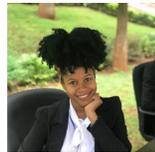
Alfred
Thabo



Jamila
Baraka



Paul
Ruhumbika



Jessica
Silaa



Francisco
Makoye



Rosepeace
Joseph



Reuben
Chacha



Amon
Gracephord



George
Mtweve



Co-creation and engagement

Part 2: Community Engagement

Market Research

Rosepeace Joseph
Francisco Makoye
Jessica Silaa



Minner Elias

Prototype Design

Amon Gracephord
Reuben Chacha
George Mtweve

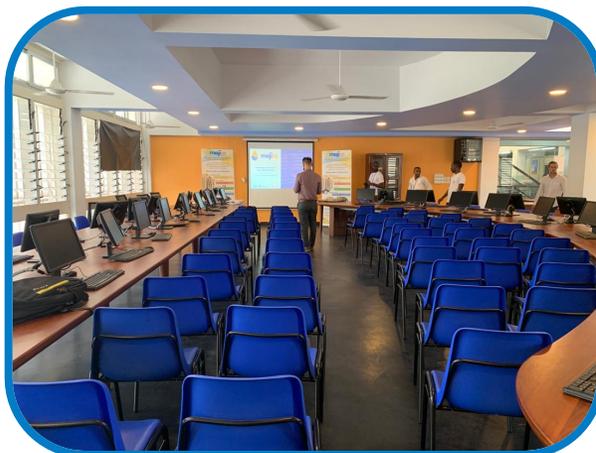


bridge for change
inspire, innovate, empower

Ocheck Msuva

Business Development

Jamila Baraka
Alfred Thabo
Paul Ruhumbika



Paul Thomas Nyakyi



Co-creation and engagement

Part 3: Kiosk Design

Build



VASKA-DESIGN ⚡

Payment
Schemes



Brand
Exploration





The people



Mike Coto
CEO



Jeroen Verheyen
Commercial Lead



Jamila Baraka
Product Development
Strategist



Jessica Silaa
Business Development
Strategist



Serena Belluschi
Operations Lead



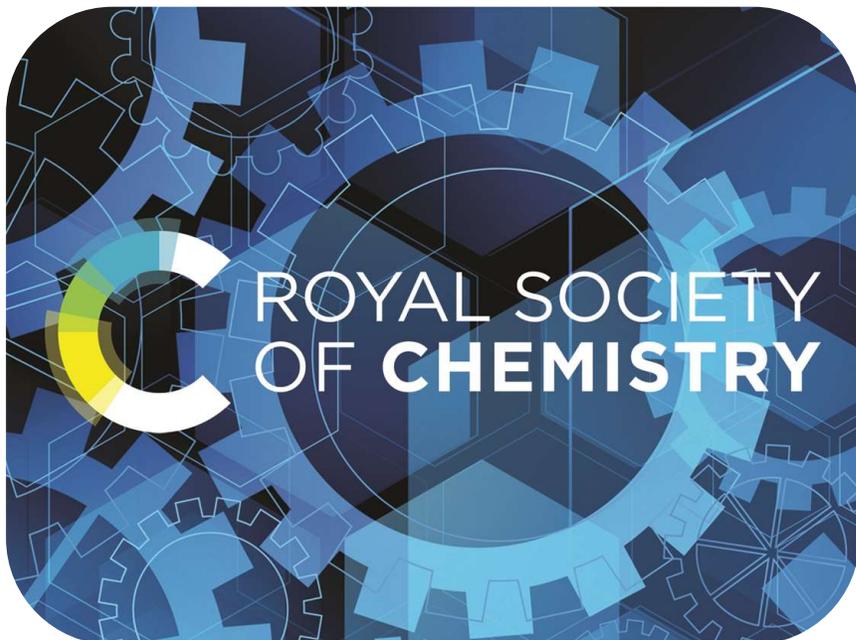
Samer Kurdi
Engagement Lead



Peter Knight
Engineering Lead



Awards and recognition



THE EXCHANGE



Majicom: Fusing technology, science, to enhance water access in Tanzania

Majicom - University of Cambridge PhD researchers and Tanzanian local universities are currently fusing technology and water science for robust water access





majiicom

Decentralised
Water Solutions



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