

# Accelerator Impact Story



2023 Cohort



Operating in Ghana



Toilet Marketplace

## ABOUT WASHKING

Founded in Ghana, in 2016, WASHKING produces, supplies and installs stand-alone toilets coupled with a biodigester. The company also offers pay-per-use services. WASHKING targets households, communal restrooms, private offices, institutions and schools.



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## WASHKING'S IMPACT

*\*Business impact numbers from establishment to date*

**7K** Clients across Ghana

**833** Products sold

**1M** Kg of waste treated

## WASHKING'S 12 MONTH ACCELERATOR JOURNEY

WASHKING worked on a marketing and sales strategy. They also explored strategic growth areas. WASHKING also undertook location-specific suitability assessments and marketing analysis

### Mentor



Aalap Sharma  
UNILEVER

*"I had the opportunity to mentor Dieudonne who leads Washking. He is driven by his purpose for his community and our interactions focussed on understanding how he could set up his sales organisation for success. The mentorship also helped me develop a more nuanced approach of housing and sanitation issues in Ghana and why Washking and its peers are vital in finding a solution."*

### Entrepreneur



Dieudonne Agudah  
WASHKING

*"Toilet Board Coalition's Accelerator has been a game-changer for my enterprise, tailored to my needs as a social entrepreneur with the flexibility to address daily challenges and business operations. The transformative guidance and hands-on support from staff and mentor, including funding application reviews and skill development, have been instrumental."*

Join us to

**Accelerate 1,000**

Sanitation Businesses by 2030

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Thanks to our leaders:

