

## CHALLENGE

Small-scale African farmers simply do not irrigate; they grow their crops during the one or two rainy season and hope to earn enough money and produce enough food to last through the long dry seasons.

**How does it work:** KickStart's human-powered "MoneyMaker" irrigation pumps are very low-cost (\$35 and \$100) pumps sold in local retail shops. They enable poor farmers to move from rain-fed, subsistence agriculture to commercial irrigated farming. The pumps pull water from shallow wells (as much as 30 feet deep), rivers or ponds and pressurize it thru a hosepipe (like a garden hose) to efficiently irrigate up to two acres of land. The farmers can then grow high-value fruits and vegetables, and sell them throughout the year. During dry seasons, when a scarcity of crops on the market inflates prices, the farmers who irrigate can turn significant profits. On average they increase their net annual incomes by over \$1,000, and this small increase (at least by Western standards) allows for them to take their families out of poverty forever.



## KICKSTART IRRIGATION PUMP

**Designers:** Martin Fisher, Ph.D.

**Manufacturers:** KickStart International

The Skoll Foundation

The Lemelson Foundation

The John Deere Foundation

The Bill & Melinda Gates Foundation

**Contributors:** USAID & DFID (past)

Agriculture

Economic Development

**Sector:** Food Security

ApproTec founded in Kenya 1991

**When:** First irrigation pump introduced 1997

Kenya, Tanzania, Mali, Burkina Faso

**Where:** Sales in 37 other countries worldwide

**Cost:** \$350 USD to get 1 family out of poverty

Total MoneyMaker pumps sold – 156,507

Total businesses created – 99, 918

Total people out of poverty – 499,589

Total children in school – 156,871

**Status:** Estimated wages/profits - \$101,016,977

### FYI

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**Our Story:** KickStart is an award-winning, U.S. based, nonprofit social enterprise with a revolutionary solution to alleviating poverty in Africa and the developing world. We design and promote simple, money-making tools that unlock and create business opportunities for poor entrepreneurs.

KickStart was founded with a very simple five-step plan to help millions of people get out of poverty forever.

- 1) Identify profitable business opportunities open to thousands of people with little risk of over saturation
- 2) Design rugged, affordable, high-quality tools to unlock that business opportunity
- 3) Build a profitable, private sector supply chain from factory, to distributor, to retailer, to the end user
- 4) Invest in the creation of market awareness and demand for this new tool/business opportunity
- 5) Continue to subsidize market creation with philanthropic "smart subsidies" until there is self-sustaining demand for the tool

To date over 100,000 farmers in Africa are using MoneyMaker pumps to run profitable farming businesses which in turn has lifted over 500,000 people out of poverty forever. Presently over 1,500 more farmers are buying KickStart pumps every month.