



## Helping Small Scale Farmers Out of Poverty Increasing Productivity & Household Incomes

70,000 MoneyMaker pumps have generated income for over 250,000 people in Africa. KickStart's innovative and cost effective technologies are proven to help poor families become self-sustaining. With breakthrough yet simple technology, families are increasing their farm incomes by ten times, lifting themselves out of poverty. Since 1991, KickStart has developed successful technologies that tackle the cause of poverty and enable people to live more independent and fulfilling lives.

### Proven Technology, Proven Impact

For over 10 years, MoneyMaker manually operated pumps have been purchased by individual farmers and organizations throughout Africa. The Super MoneyMaker pump is a 2 cylinder, foot-operated high performance pump with an efficient and ergonomic design that allows you to operate it all day. The MoneyMaker Hip pump was developed to provide a low cost, lighter weight alternative with a slightly reduced capacity.

### MoneyMaker Irrigation Pump Advantages

- Increases farm yield and productivity over traditional bucket irrigation
- Useful for irrigation, household and animal water needs
- Easy to set up, use, and maintain without tools
- Manually operated without electricity or fuel
- Portable and durable
- Low cost

*"The pumps are a truly amazing piece of technology, and you should see the excitement on our farmer's faces. Thank you for providing this wonderful thing."*

**Andrew Youn, Founder,  
One Acre Fund, Western Kenya**



### Super MoneyMaker pump



*"The MoneyMaker pump is an important ingredient to the success of Vipani farmers. It's superbly designed, practical and affordable."*

**Dr. Thomas George,  
Founder and President,  
Vipani**

| Specifications   | Super MoneyMaker pump | MoneyMaker Hip Pump |
|--|-----------------------|---------------------|
| Maximum Suction + Pressure Head<br><i>(pulls water up from + pushes water up to)</i> | 14 metres             | 13 metres           |
| Maximum Suction Height<br><i>(pulls water up from)</i>                               | 7 metres              | 6 metres            |
| Horizontal Pumping Distance  | 200 metres (656 ft)   | 200 metres (656 ft) |
| Weight   | 21 kg                 | 4.5 kg              |
| Irrigation Area Per Day  | 2 acres               | 0.75 acres          |



**MoneyMaker Sprinkler in action  
In Mali**

## How do MoneyMaker Irrigation Pumps Make a Difference?

### Independence and Food Security

- Allows farmers to grow crops all year round, through dry seasons and droughts
- Potential for 3-5 crop cycles per year with a greater diversity of crops grown
- Ensures reliable food source for families to be healthier and stronger

### Economic Development

- Enables subsistence farmers to sell crops in the marketplace
- Net farm income increases by an average of ten times
- Enables families and women to quickly gain to self-sufficiency
- Creates new jobs in rural areas

### Relief Operations

- Reduces the risk of famine with a pro-active way to improve food sources
- Portable and reliable way to pump water during emergencies
- Decreases reliance on foreign food aid

### Environmental Impact

- Eliminates waste by directing water exactly where it is needed
- Utilizes water efficiently and minimizes water losses
- Does not utilize fuel or electricity

### Recognized By:



## MoneyMaker Hip Pump



KickStart technologies are being used in over 20 countries around the world

### Featured In:

**TIME**

Sunday, May 29th, 2006.

#### 'MoneyMaker Water Pump'

"A simple pump could be the solution for millions of Africans."

**Newsweek**

Newsweek, July 7, 2003

#### KickStart's

micro-irrigation pump is one of the "Ten Inventions That Will Change The World."

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