THE CHALLENGE

8 OUT OF 10 people living in poverty in sub-Saharan Africa are farmers. Over half of them are women.

4% of farmland in sub-Saharan Africa is irrigated, compared to 35% in India where small-scale irrigation was a key success factor in the GREEN REVOLUTION.

FARMERS GET 1 OR 2 HARVESTS A YEAR relying on the rain. They all harvest at the same time and sell crops into over-saturated markets.

Up to 65% of rain-fed crops spoil before they are eaten or sold.

KICKSTART’S PUMPS

KickStart designs and promotes low-cost irrigation pumps for the poorest farmers to provide water to their crops year-round.

OUR SOLUTION

These farmers grow more crops all year, especially in the long dry hunger season, sell their surplus crops, and increase their income by 400% on average.

THE TRANSFORMATION

8 OUT OF 10 people living in poverty in sub-Saharan Africa are farmers.

Start a profitable business

Send children to school

Afford medical care

Increase income by ~400% on average

Grow more crops

SCALING ACROSS AFRICA

Impact data has proven that KickStart’s pumps transform families’ lives, and have already enabled over 1,000,000 people to lift themselves out of poverty.

To create a thriving middle class across the continent, we need donors and partners to join KickStart in our new scaling plan to enable 1 million more people out of poverty and catalyze new irrigation solutions for many more.
GOAL ONE
LIFT AN ADDITIONAL 1 MILLION PEOPLE OUT OF POVERTY

KickStart will expand its highly leveraged partnership-based pump distribution model in 16 target countries in Africa. With a lean team, we will work with other NGOs, government agencies, and corporations to help promote irrigation and MoneyMaker products to their networks of small-scale farmers. At the same time, we will continue to optimize a private sector distribution chain to ensure sustainability. This model will enable KickStart to sell 270,000 more pumps that will lift 1 million more people out of poverty.

GOAL TWO
DEVELOP NEW IRRIGATION SOLUTIONS & CATALYZE BROAD-SCALE IRRIGATION INTERVENTIONS ACROSS AFRICA

KickStart will establish an Innovations Hub in Kenya, and will form partnerships to develop and test new high impact irrigation solutions and last-mile innovations to enable millions of additional farmers to irrigate. We will also partner with and catalyze participation of major stakeholders to support and promote small-scale irrigation across Africa.
KickStart will focus its efforts in the 16 highest-potential countries in Africa. To optimize operations, KickStart will work through regional hubs in West, East, and Southern Africa.

**EAST AFRICA:**
- Kenya
- Ethiopia
- Tanzania
- Uganda
- South Sudan
- Rwanda

**WEST AFRICA:**
- Ghana
- Nigeria
- Mali
- Burkina Faso
- Senegal

**SOUTHERN AFRICA:**
- Zambia
- Democratic Republic of the Congo
- Malawi
- Mozambique
- Zimbabwe

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