



STRATEGIC PLAN

KickStart 

The Tools to End Poverty 

THE CHALLENGE

8 OUT OF 10

people living in poverty in sub-Saharan Africa are farmers.



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

MOST FARMERS JUST WAIT FOR THE RAINS

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.

OUR SOLUTION

KICKSTART'S PUMPS



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

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

THE TRANSFORMATION



RIGOROUS EVALUATION. PROVEN IMPACTS.

Impact data has proven that KickStart's pumps transform families' lives. We have already sold 270,000 pumps that have created 200,000 profitable farming businesses and lifted over 1,000,000 people out of poverty.

KICKSTART'S 2021 STRATEGIC PLAN GOALS



GOAL ONE

LIFT AN ADDITIONAL 1 MILLION PEOPLE OUT OF POVERTY

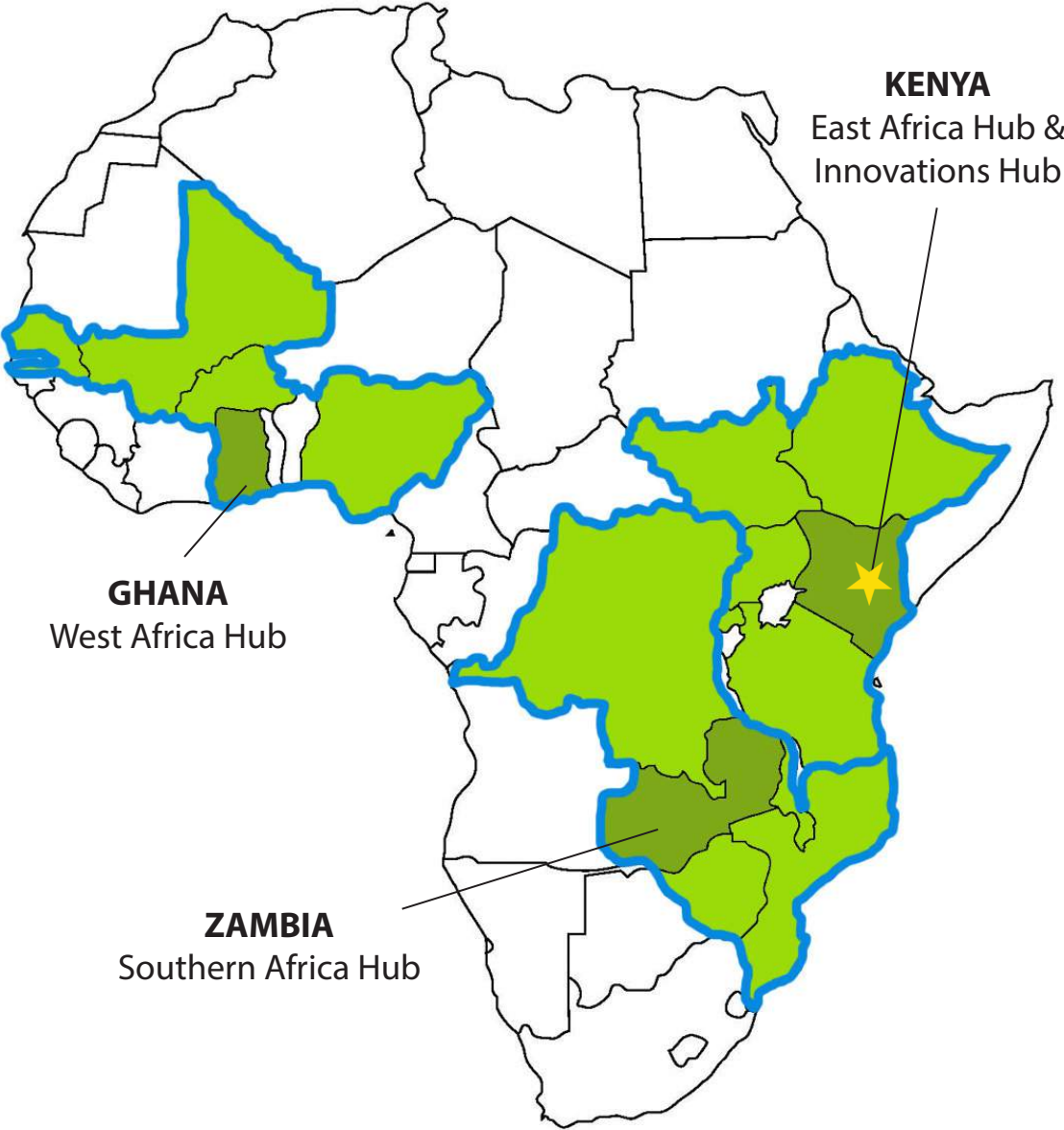
KickStart will expand its highly leveraged partnership-based pump distribution model in 16 target countries in Africa. With a lean team, we will work with other NGOs, government agencies, and corporations to help promote irrigation and MoneyMaker products to their networks of small-scale farmers. At 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 by 2021 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 the participation of major stakeholders to support and promote small-scale irrigation across Africa.

KICKSTART'S TARGET GEOGRAPHY



REGIONAL HUBS

KENYA | GHANA | ZAMBIA

KickStart will focus in the 16 highest-potential countries in Africa. KickStart will work through regional hubs in West, East, and Southern Africa.

EAST AFRICA:

- Kenya
- Ethiopia
- Tanzania
- Uganda
- South Sudan
- Rwanda

SOUTHERN AFRICA:

- Zambia
- Democratic Republic of the Congo
- Malawi
- Mozambique
- Zimbabwe

WEST AFRICA:

- Ghana
- Nigeria
- Mali
- Burkina Faso
- Senegal



JOIN US

To create a thriving middle class across Africa, we need donors and partners to join KickStart in our new scaling plan to lift an additional 1 million people out of poverty by 2021 and catalyze new irrigation solutions for many more.