



STRATEGIC PLAN

KickStart 



The Tools to End Poverty 

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

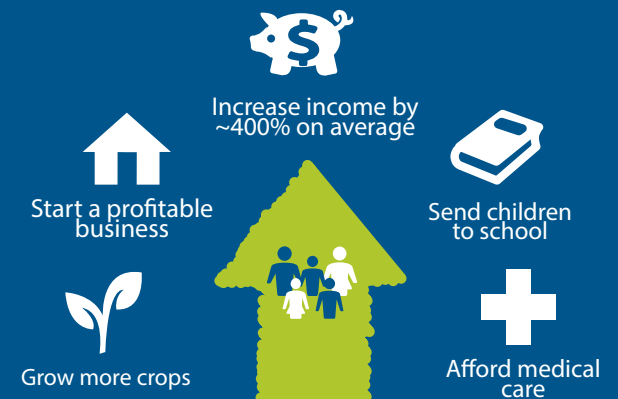


OUR SOLUTION

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 income
by 400% on average.**

THE TRANSFORMATION



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.**

KICKSTART'S STRATEGIC PLAN GOALS



GOAL ONE

LIFT AN ADDITIONAL 1 MILLION PEOPLE OUT OF POVERTY

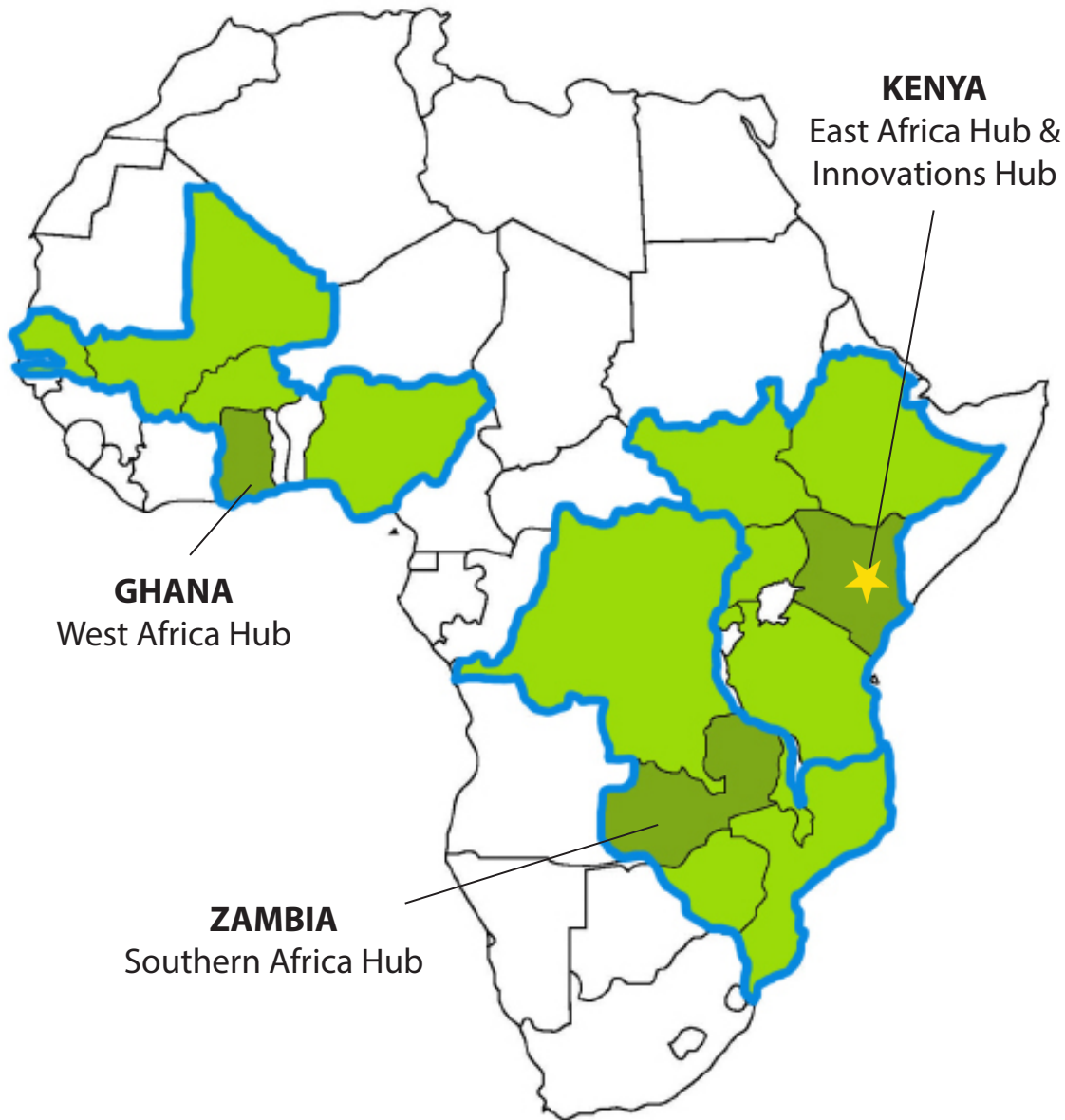
KickStart will expand its highly leveraged partnership-based pump distribution model in 16 target countries in Africa. With a lean team, we will work with other NGOs, government agencies, and corporations to help promote irrigation and MoneyMaker products to their networks of small-scale farmers. At 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 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'S TARGET GEOGRAPHY



REGIONAL HUBS

KENYA | GHANA | ZAMBIA

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

SOUTHERN AFRICA:

Zambia
Democratic Republic of the Congo
Malawi
Mozambique
Zimbabwe

WEST AFRICA:

Ghana
Nigeria
Mali
Burkina Faso
Senegal