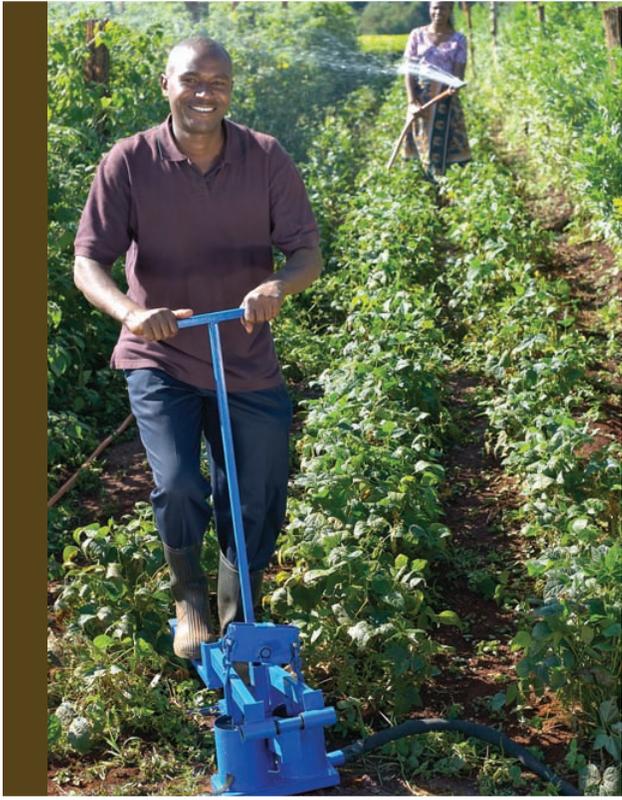


MoneyMaker

IRRIGATION PUMPS



Helping Small Scale Farmers
OUT OF POVERTY

KickStart
The Tools to End Poverty





Super MoneyMaker Pump and Sprayer

PROVEN TECHNOLOGY & IMPACT
MoneyMaker manually-operated irrigation pumps have been purchased by small scale farmers and organizations throughout Africa for over ten years in more than twenty countries.

Super MoneyMaker Pump

- Two-cylinder, foot-operated, high performance
- Efficient and ergonomic design

MoneyMaker Hip Pump

- Low-cost, light weight solution
- Easy to operate and portable

Benefits

- Increases farm yield
- Irrigates crops quickly and easily
- Useful for household and animal water needs
- Easy to set up, use, and maintain without tools
- Long Lasting

MoneyMaker PUMPS MAKE A DIFFERENCE

Independence and Food Security

- Crops can grow year round with increased yield
- Allows for greater diversity of cash crops
- Ensures consistent and healthy food source

Economic Development

- Farmers sell high value crops in the marketplace
- Net incomes increase by an average of ten times
- Enables farmers to become self-sustaining
- Creates new jobs in rural areas

Relief Operations and Prevention

- Reduces famine risk and improves food sources
- Portable and reliable during emergencies
- Decreases reliance on foreign food aid
- High value crops can be grown and sold

Positive Environmental Impact

- Utilizes water efficiently
- Does not use fuel or electricity
- Reduces salt build-up in soil

“The inventions are remarkable in the huge impacts they have had on poverty and the lives of hundreds of thousands of poor farmers in Africa. They are an exceedingly simple solution to a very complex problem.”

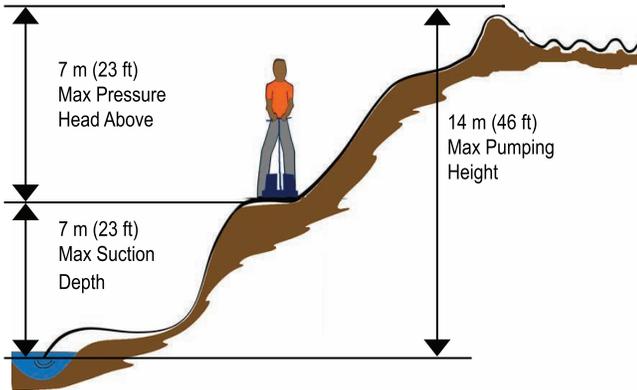
- David M. Kelley, IDEO chairman





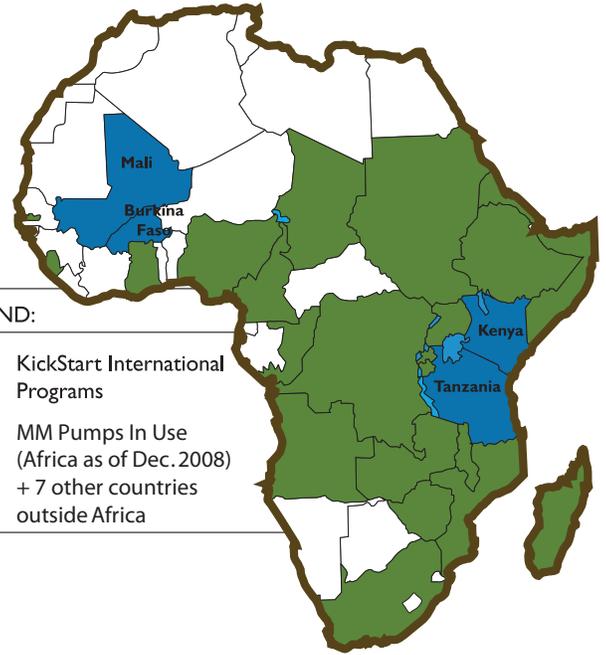
“The pumps are a truly amazing piece of technology. You must see the excitement on our farmers’ faces. Thank you for providing this wonderful tool.”
 —Andrew Youn, Founder, One Acre Fund, Western Kenya

PUMP SPECIFICATIONS



Specifications	Super MoneyMaker	MoneyMaker Hip Pump
Max. Suction Depth	7 m (23 ft)	7 m (23 ft)
Max. Pumping Height	14 m (46 ft)	14 m (46 ft)
Irrigation Capability/Day	2 acres	1 1/4 acres
Push Water Distance (flat ground)	200 m (656 ft)	200 m (656 ft)
# of Sprinklers Powered	5	3
Weight	21 kg	4.5 kg
Guarantee	1 Year	1 Year

farming is our business



LEGEND:
 ■ KickStart International Programs
 ■ MM Pumps In Use (Africa as of Dec. 2008) + 7 other countries outside Africa

KickStart’s breakthrough yet simple irrigation pumps help poor families become self-sustaining through small scale farming.

Over 115,000	MoneyMaker pumps sold
Over 77,000	Enterprises created
Over 380,000	People out of poverty

*KickStart Impact Monitoring results
 December 31, 2008*

KickStart International is a social enterprise with a mission to take millions of people out of poverty. Since 1991, tens of thousands of poor families have used KickStart products to create sustainable businesses, and live more independent and fulfilling lives.



FEATURED IN:

TIME Magazine

Sunday, May 29th, 2006 / "MoneyMaker Water Pump"

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

RECOGNIZED BY:



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SCHWAB FOUNDATION FOR **SOCIAL ENTREPRENEURSHIP**

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