# KickStart
# Martin Fisher

**Background:**

In 1991, Martin Fisher and Nick Moon founded ApproTEC, which in 2005 became KickStart. Their model was based on a five-step process to develop, launch and promote simple money-making tools that poor entrepreneurs could use to create their own profitable businesses. KickStart's mission is to help millions of people out of poverty. It develops and promotes technologies that can be used by dynamic entrepreneurs to establish and run profitable small scale enterprises.

KickStart's early efforts focused on building and food processing technologies. But in Africa, 80% of the poor are small-scale farmers. They depend on unreliable rain to grow their crops and have, at most, two harvests per year. With two valuable assets, a small plot of land and basic farming skills, KickStart realized that irrigation would allow people to move from subsistence farming to commercial agriculture.

In 1998, KickStart developed a line of manually operated MoneyMaker Irrigation Pumps that allow farmers to easily pull water from a river, pond or shallow well (as deep as 25 feet deep), pressurize it through a hose pipe (even up a hill) and irrigate up to two acres of land. This allows farmers to significantly increase their crop yields and standard of living.

In addition to promoting small enterprise development, KickStart's technologies, expertise, and methods are widely applied throughout Africa to support programs in agriculture, shelter, water, sanitation, health, and relief.

The plan at UDM is to integrate this case study into a Physics 1 and/or Machine Design course. Other schools may find it applicable in other course areas as well.

**Video Clips:**

1. Introduction to Martin Fisher and KickStart..... (5:32)
2. KickStart's Mission ..... (0:11)
3. Impact Monitoring..... (0:39)
4. Why Not Give Them Away?..... (1:05)
5. KickStart's Future Plans..... (0:16)

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