



## PAUL POLAK REVOLUTIONS TO END POVERTY

"WE NEED REVOLUTIONS IN BUSINESS AND DESIGN TO END POVERTY"

Dear Friends,

In the last three months, Spring Health, our water company, has reached the tipping point, and as usual, all kinds of other things are happening. But I have sad news as well.

My close friend and soul brother Jack Keller died suddenly in the middle of an animated political discussion at a social gathering before an iDE board meeting. Jack was a deeply spiritual person. He was a world class engineer who was not afraid of getting his shoes dirty. Our collaboration on SunWater to create a radically affordable solar pump system represents the way he lived all his life: dream big, make it happen, and die trying. Here is Jack's last paper : [Sun-Powered Irrigation by Jack Keller](#) (see page 20 of the [ASAB Resource Journal](#)). In typical Jack Keller style, he included me, Bob Yoder, and



Recent news on Paul and  
*The Business Solution  
to Poverty:*

The Economist  
*Good Business: How to  
Design a Company that  
Really Helps the Poor*

Publishers Weekly

Paul Storaci as co-authors although he wrote every word of it! I hope you enjoy it, and capture some of Jack's spirit for your own dreams.

Here is another article about SunWater that appeared recently in BusinessWeek: [Cheap Solar Irrigation](#). SunWater will provide affordable electricity to villages without it, much like the way Spring Health is delivering safe drinking water. We are starting with a design for a radically affordable P-V solar irrigation pumping system. Our design team, led by volunteer engineers at Ball Aerospace, has used a systems approach that cuts the cost of conventional P-V pumping by 80%, making them competitive with diesel pumps. We are now building the first prototypes which should be ready to field test in the spring.

Mal Warwick's and my new book, ***The Business Solution to Poverty***, launched in September and is already making a significant impact. The book has received extensive media coverage, you can click on some examples in the column to the right.

I'm delighted with the progress we are making in the field with Spring Health, our safe drinking water company. We've been learning very rapidly over the last year and a half how to optimize our village blitz marketing strategy. We now are consistently reaching our sales target of more than 1000 liters a day within ten days of opening each new kiosk. This will have profound positive effects on our bottom line profitability which is essential to our ability to scale. Our current blitz marketing strategy includes a professional theater group that puts on 2 performances within a week of the opening of each new village kiosk. The play is entertaining and funny and conveys the critical information villagers need about safe drinking water. We do door-to-door marketing for every household in the village, test the safety of the water people are actually drinking in their homes, and we open each kiosk with a lively and entertaining opening ceremony.

#### [Starred Review](#)

[Fast Company  
Can Business Solve  
Poverty?](#)

[The Conference Board  
Review  
There's Still a Fortune at  
the  
Bottom of the Pyramid](#)

[Forbes Article](#)

[Poets & Quants](#)

[Investor's Business Daily](#)

Video: [Paul's 13 min talk at  
SOCAP13](#)

Check out Paul's latest  
[Google Hangout with  
Business Fights Poverty](#)

#### [Upcoming Speaking Events:](#)

MIT  
Boston, MA  
February 8, 2013

University of Tulsa  
Tulsa, OK  
February 12, 2013

Universidad Francisco  
Marroquin  
Guatemala City, Guatemala  
February 27, 2013

NCIIA Conference



*Play performed by a professional theater group in Khordha, Orissa, one of the villages in eastern India in which Spring Health operates.*

My partner in India, Jacob Mathew was recently interviewed in a

[video on Spring Health](#).

This 12 minute video gives a clear picture of our work.

We are also making progress on two other frontier multinationals.

**Creating a runway for the scalable frontier multinationals described in our book, *The Business Solution to Poverty*:**

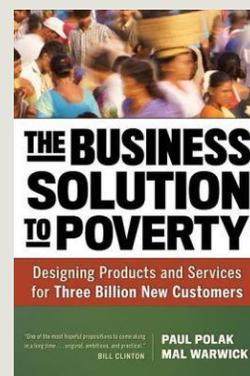
Five years ago, Steve Bachar and I could not find companies to invest in that met the following criteria: 1. transform the livelihoods of at least 100 million customers living on \$2 a day or less; 2. generate at least 10 billion annual revenues; and 3. earn sufficient profits to attract commercial investors. So my partners and I decided to start them ourselves. Now that that process is meeting some initial success, we are laying the groundwork for a \$130 million fund to incubate and pilot test and provide commercial investment support for the ones that succeed. [Click here](#) to read more.

Happy holidays and all the best in the new year!

San Jose, CA  
March 20, 2013

To the people who have told me I'm a sloppy dresser, this Swiss high fashion magazine seems to think differently.

*(Click the cover to read Paul's featured article inside)*



[Purchase the book here!](#)

Warmly,



Paul Polak

*"The single most effective way to address poverty is to help poor people improve their livelihoods.  
Business is the only proven model we have to achieve this."*

- Paul Polak

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