


PAUL POLAK REVOLUTIONS TO END POVERTY

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

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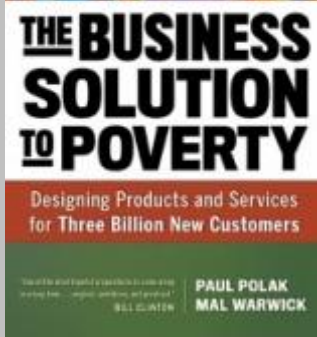
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Response to the new book so far is over the top! I'm delighted with the response *The Business Solution to Poverty* is getting so far. It seems to be striking a chord with a much wider audience than my previous book *Out of Poverty: What Works When Traditional Approaches Fail*. Publishers weekly gave it a star rating and said its blueprint should be "required reading". The Manchester Guardian plans to write an article about it next week, as does the Conference Board Review in October. My co-author, Mal Warwick and I will present the book at SOCAP in San Francisco Sept 5, and the rest of our speaking engagements can be found on our blog at www.businesssolutiontopoverty.com. Mal and I are working hard to get out the message in our book, which presents a revolutionary new approach to fighting poverty among the nearly three billion people on Earth who live on \$2 a day or less—a solution that Bill Clinton calls "original, ambitious, and practical."

Sunwater International is ready to build prototypes. A couple of months ago, we raised just under \$33,000 in an Indiegogo campaign to fund the design of a 2 kilowatt irrigation pumping system that cut the cost of a conventional solar pumping system by 80%. I'm pleased

[2013 Glen Cove, NY](#)
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[The World Bank, Tuesday October 15, Washington D.C](#)
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Paul Polak's new book is now available for purchase on [Amazon](#).



Paul Polak Speaks at the LOHAS Forum

(click on picture above)

to report that the work of a virtual design team, led by volunteer Paul Storaci and his team of space scientists at Ball Aerospace, have come up with a total systems design that I think will meet or exceed our affordability target. The team has started from scratch, taking advantage of the Zero Based Design approach described in the book. It amazes me how straightforward the key design parameters turn out to be, when we are able to take into account the low labor rates and specific context of Indian rural villages. We should start building two prototypes in the next week or two. I can't wait to see how they will work out, and to describe in more detail what we've come up with.

Spring Health is now in commercial rollout. An investment in Spring Health by Rianta and by the Stone Family foundation was finalized, and starting in June, we are adding 25 new villages each month. By the end of July, we were serving 73 villages, up from the 35 we were working with at the end of the beta test. In October, we plan to begin adding 50 new villages a month. To accomplish this, we have rapidly expanded our staff recruitment, hiring, and training process. As of a week ago, Spring Health had 81 full time staff, and we plan to reach 120 full time staff by the end of August. When I visited India a few weeks ago, I was impressed with the growing quality of staff now working for Spring Health, and increasingly competent partner kirana shop entrepreneurs. We have an excellent executive team, working with a young group of new managers who are recent graduates of the Xavier school of management in Bhubeneshwar, and I have no doubt that the quality of our staff partners will be the most important determinant of



Q & A Corner

*click on a question to link
to the video answer*

[Question #1; Paul Polak
answers questions about
smallholder agriculture](#)

[Question #2; How do you
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developing economies?](#)

[Question #3; What can
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[Question #4; What are
your thoughts on urban
poverty alleviation and
how do those approaches
differ from rural poverty
alleviation methods?](#)

the company's success. That said, our biggest challenge is learning how to bring water sales up rapidly, 50 villages at a time. We are learning about this very rapidly. For example, now door to door sales, with a team of 6 people in uniforms handing out brochures, accompanied by an auto rickshaw with speakers, and a cycle trolley with full jerry cans of water to sell on the spot, are now appearing to be just effective if not more effective, than the water testing we have been conducting. This is the critical time to experiment, so we are testing different variations of water testing, dramas at the local school, and door to door sales to see which combination works best.

Paul Polak

Thank you for being part of our Newsletter. We hope you enjoy this update and share it with others who may be interested!

Submit

your questions to:

outofpovertyteam@gmail.com



"Corporate Social Responsibility is cosmetic and charity doesn't bring people out of poverty."-Paul Polak

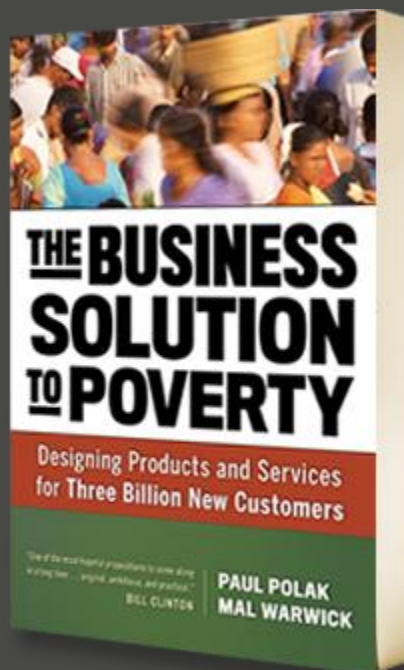


A plan to bring sun-powered irrigation to poor farmers

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