

# THE NEW HEROES

## STUDENT VIDEO HANDOUT

### Approtec Foot Pump featuring Nick Moon and Martin Fisher

Technologies that support agriculture in developing countries pose a difficult problem. Their cost can quickly outstrip what indigenous peoples are willing or capable to spend. In this video, we will see how one small company, Approtec, is working to help bring low cost, efficient tools to help develop agriculture in Sub-Saharan Africa.

1. What is the population of Kenya? What percentage of the population lives at the \$1.00 a day level?
2. According to the inventors, what do poor people in Africa need even more than affordable health care or housing?
3. Where does the “key to economic growth in Africa” lie?
4. What is Approtec’s business philosophy?
5. On average, how much do people’s incomes increase when they purchase a pump?
6. Why do so many people seem afraid to purchase a pump?
7. What plans does Approtec have for the future of their company?
8. Why do the inventors of the foot pump believe it has taken so long to “take off”?