

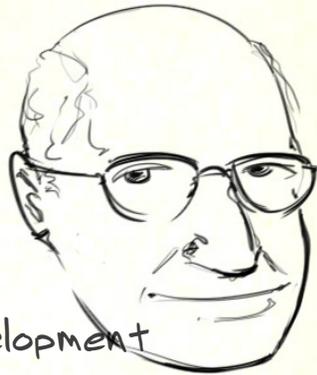
# D-Lab Development

2009.11.30

## Water Role Play

Students forming committee

Idea, to get a sense of how community meetings work



## Market Approaches to Development

### Paul Polak (Founder of IDE)

The only way to get people out of poverty, is if everyone in the supply chain makes a profit. This way, the system is self sustaining, not dependent on outside funding.

### 3 Poverty Eradication Myths

1. We can donate people out of poverty  
There are situations where donations make sense (natural disaster)  
But a sustainable model supports itself
2. We can end poverty through national economic growth  
A trickle down effect of money... hasn't happened
3. Multinationals as they are now will end poverty  
As they are now, that won't end poverty  
P&G making sachets of soap, in and of itself, won't make a difference, more is required

## Big lesson, is that it is about supply chains and profit margins

If someone has to pay more than they can earn, the technology won't fly

Increase people's income to bring them out of poverty

What are ways for people to make more income?

Interesting to look at what people spend their money on,

Freedom to choose what they want

## Example of Treadle Pump

Technology is adapted to local area (sold without steps in some places, where people make steps themselves)

Marketing aspects of the Treadle Pump



### Bollywood Movies

Less money to make a movie than to do a "social marketing"

For a long time, Paul got a lot of criticism for this approach. In the end though, he has had an incredible impact on the market

Understanding the way a person can afford things, effects their ability to afford it.

IE car dealers often have financing options  
Need to understand the market, and the buyers (income/habits/etc)

### Paul Polak's Don't Bother Trilogy

- If you haven't talked to 25 poor people before you start...
- If it won't pay for itself in the first year...
- If you can't sell at least a million of them...

What do people spend their additional income on?

TOP 3: Food, Ag Production, Education

Value is getting added, but how is it being extracted?

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