

aQysta – Key Messages

Background

aQysta seeks to empower people on a global scale. By putting water, the lifeblood of agriculture and civilization, at the heart of our mission, we hope to drive agricultural development and progress by drastically improving access to this valuable resource. Founded by three engineers and based in The Netherlands, we have created the Barsha pump: a hydro-powered pump that allows farmers to move water from downstream flowing rivers to uphill areas that are difficult or costly to irrigate using traditional methods; thus far, we have demonstrated and implemented our product in Nepal. Further, our Barsha pumps are easy to install, require little maintenance due to their simplicity, have virtually zero operating costs, and do not emit any harmful pollutants or greenhouse gases.

We are seeking to target several key audiences within the value chain; specifically (1) investors, (2) government contacts within the United States Agency for International Development (USAID) in Nepal, and (3) Nepalese farmers and future end-users of our product.

1. *Investors*: We are in need of financial support from investors and institutions in order to scale our production to market. Currently, we project that we can sell our product at a reasonable cost if our production exceeds 1,000 units. However, our operating costs will decrease if we are able to move some or all of our sourcing and manufacturing efforts locally to Nepal. Financial backing from investors will allow us to expedite our go-to market process while we raise the necessary funding to make this transition.
2. *USAID Nepal*: We seek to partner with USAID Nepal on projects to build awareness for our product among farmers and end-users. We believe that our mission aligns with that of USAID – to create a “democratic, resilient and prosperous Nepal.”¹ Further, the Barsha pump will positively impact the nation’s ability to produce food in its challenging irrigation landscape.
3. *Farmers / end-users*: We hope to build awareness for our product amongst the people who will ultimately be using Barsha pumps – Nepalese farmers. Though our product is highly cost-effective and inexpensive when compared to fuel-powered irrigation pumps, some farmers are not willing to pay the total price of the pumps upfront. Educating farmers about the benefits of our product, projected savings, environmental benefits, available subsidies, and longevity will ultimately aid our scalability goals.

¹ United States Agency for International Development. (2015, September 3). *Nepal*. Retrieved from <https://www.usaid.gov/nepal>

Key Messages

1. *Declarative:* As climate change alters global temperatures, water availability, and precipitation patterns, access to water and improved irrigation practices are not a luxury – they are a necessity.
 - Farmers with limited or no access to irrigation are most vulnerable to precipitation volatility.
 - Water availability is projected to decline as the effects of climate change and population growth continue to climb.
 - Without reliable and efficient access to water, farmers around the world will struggle to feed our growing population.

2. *Supportive:* aQysta is changing irrigation and paving the way for innovators to bring life-altering products to scale.
 - We live and breathe sustainability. Our Barsha pumps are entirely hydro-powered and do not emit any harmful pollutants or greenhouse gases.
 - Barsha pumps are affordable, and because they do not require fuel and contain few moving parts, maintenance and operating costs are virtually nil.
 - aQysta's products are for the people. We encourage the involvement of our end-users throughout our development and implementation process, and intend to instill a sense of ownership and responsibility among end-users.

3. *Persuasive:* You can be a part of the solution. Become a supporter of aQysta's innovative approach to combating climate change; partner with us in our ventures in Nepal; or lead the change as the first of many to implement Barsha pumps.
 - *Investors:* Please visit our website (www.aqysta.com/contact) or email us (info.aqysta.com) to get in touch and learn where your help is needed. Reap the benefits of an instant return on your investment – you can help farmers create sustainable livelihoods while fighting climate change.
 - *USAID Nepal:* Partner with us through joint educational and implementation programs to bolster USAID's Feed the Future, Global Climate Change, and Global Health Initiatives, while increasing the use of sustainable Barsha pumps around Nepal. Be a driving force for positive change in Nepal and around the world.
 - *Farmers / end-users:* Contact us to schedule a site survey, and fill out a site feasibility form. Talk to your local officials about subsidies that may be available to you, and order and install your very own Barsha pump. For more information and to get in touch with us, please call or text at +31 (0) 6-23474757, or send mail to Molengraaffsingel 12-14, 2629JD Delft, The Netherlands.