



Martin Fisher is the co-founder and CEO of [KickStart](#) . KickStart works with the design, development and most importantly distribution of products that enable people to escape poverty in East Africa. It is not enough just to design a product that people like. Poor people have little money to waste, so even the most useful product has to be introduced into a supply chain. Martin brings his expertise in that process, and with using technology and tools to alleviate poverty in Africa.