

Assumptions

Critical Assumptions

Market

Users/Buyers

Who are your users? How many are there? Do they buy or are there proxy buyers? How many proxy Buyers?

Channels

How do you reach users and payers?

Marketing & Advocacy

How did you market your solution? What methods did you use? Did you carry out any advocacy?

Barriers

What barriers have you been able to remove, or navigate? What barriers will still be in place? What regulations will you need to adhere to?

Alternatives / Advantages?

How does your solution compare to competitors and substitutes?

Substitutes/Competitor 1

Substitute/Competitor 2

Substitute/Competitor 3

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Scaling Aspiration Map

Scaling Goal: _____

Lite Version

Operating Ecosystem

Solution Lifecycle

Who provides maintenance, training, support, updates and improvements. How is any waste dealt with?

Value Chain

What does the upstream and downstream Value Chain comprise of?

Partners

Who are your partners? Do you have the right ones?

The Solution

Problem

What problem does your solution solve?

Evidence

How well tested will the idea be? What have the reach, outcomes and impact been?

Core Components

Have they all been codified? Have you generated any IP? If so, how are you treating it?

Value Proposition

How does your solution solve the problem?

Customisation

How customisable will the solution be?

Business Model

Business Model

Business Model at Scale

Scaling Route

What was your scaling path? E.g. wholly owned through to loose dissemination

Organisation, Team & Legal Structure

Draw/insert how you see the future Organisational and Team structure and sizes. What new capabilities will you have developed? List important processes that you will be dependent on, or that will depend on your solution. State what the organisations legal structure will be e.g. charity or social enterprise etc.

Risks

Key Risks

Finances

Income Statement

Income and cost projections

Balance Sheet

Balance sheet projections

Cash Flow

Cash flow projections

Financial Resilience

Investment

What investment do you have? What is in the pipeline?

Key Financial Risks

Which are you prepared to handle?

Scenarios and Sensitivities

What scenarios have you developed? Are there any particular financial sensitivities?