

Assumptions

Critical Assumptions

Tools: Assumption Tracking and Testing Sheet

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Scaling Assessment Map:

Name: _____

Lite Version

Risks

Key Risks

Tools: Risk Log

Market

Users/Customers

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

Tools: Jobs to be Done, Personas, Market Analysis, EMMA, GAHI Scale Factor 4, Users and Gatekeepers

Channels

How do you reach users and customers? What marketing have you done?

Tools: Business Model Canvas

Barriers

Who benefits from the status quo? What cultural changes are needed? What 'rule' (policies, norms, regulations etc.) changes are needed? How does it fit into current ways of doing things?

Tools: Force Field Analysis, Stakeholder Analysis, FSG Beyond the Pioneer Scaling Barriers, MSI Scaling Up Tool 3a

Alternatives / Advantages?

How does your solution compare to competitors and substitutes?

Substitutes/Competitor 1

Substitute/Competitor 2

Substitute/Competitor 3

Tools: Search Tools (market scanning)

Operating Ecosystem

Solution Lifecycle

Who Provides day to day Management, Maintenance, Training, Support and Improvements?

Tools: Eco-Design Checklist and Eco Design Strategy Wheel (Delft), Process Mapping

Value Chain

Are there any gaps upstream or downstream?

Tools: Value Chain Mapping, Supply Chain Analysis

Partners

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

Tools: Building Partnerships Map, Stakeholder Analysis

The Solution

Problem

What problem does your solution solve?

Tools: Problem Statement

Evidence

How Well Tested is the idea? What has the reach, outcomes and impact been to date?

Tools: Pilot Evidence Section

Core Components

Have you identified them? How well codified are they? How is Intellectual Property being treated?

Tools: 3C tool, CHMI Ingredients Tool, IP Primer

Value Proposition

How does your solution solve the problem?

Tools: Value Proposition Canvas

Customisation

How customisable is the solution? How customisable should it be?

Tools: 3C, GAHI Scale Factor 3

Business Model

Business Model

Current or proposed Business Model

Tools: Business Model Canvas, Social Business Model Canvas, Business Model Navigator, GAHI Scale factor 4

Organisation, Team & Legal Structure

Draw/insert current Organisational and Team charts. List important processes that you are dependent on, or that depend on your solution. State organisations legal structure e.g. charity or social enterprise etc.

Finances

Income Statement

Top-line income and costs

Tools: CFI 3 Statement Model, Reverse Financials model

Balance Sheet

Current Balance Sheet

Tools: CFI 3 Statement Model

Cash Flow

Current Cash Flow

Tools: CFI 3 Statement Model

Financial Resilience

Investment

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

Key Financial Risks

What cash flow challenges do you foresee; end of grants, delays between grants or other funding, a spike in demand, delays in payments.

Scenarios and Sensitivities

What scenarios have you been working to? Are there any particular financial sensitivities?