Scaling Assessment Map:

Name: ____________________________  

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

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?

Tools: Search Tools (market scanning)

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

Tools: Business Model Canvas

Finances

Financial Resilience

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

Tools: CFI 3 Statement Model

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.

Tools: CFI 3 Statement Model

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

Tools: CFI 3 Statement Model

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: Value Proposition Canvas

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

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

Tools: 3C, GAHI Scale Factor 3

Value Proposition
How does your solution solve the problem?

Tools: Value Proposition Canvas

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

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