

Tool 8: Questions to consider when scaling up: Why, what, and how?

	Questions	Defined: yes or no	Answers
Why?	What is the goal the company is trying to achieve?		
	What is the size of the opportunity?		
	What are the company's financial targets?		
	Are the company's practices sufficient to meet that goal?		
	What are the company's values?		
What?	Who will pay for the innovation?		
	Who will use the innovation?		
	Who will benefit from the innovation?		
	Does the company have evidence that the innovation works?		
	Does the innovation fit in with the existing systems and structures? Does it support or challenge them?		
	Is there a viable business model and a clear idea of costs and revenues?		
	Are the company's processes capable of operating at higher volume?		
What? (Standards of evidence)	Is the company aware of the value its customers will gain? Can the company describe what it does and why it matters?		

	Does the company collect data that shows positive change?		
	Can the company demonstrate causality by using a control group?		
	Does the company have replication evaluations confirming conclusions?		
	Does the company have manuals, systems and/or procedures ensuring replication and impact?		
How?	Which routes for scaling up the innovation are reasonable?		
	What are the potential risks and benefits of different routes (for example, quality issues)?		
	What types of scaling activities fit the company's capabilities?		
	Can new partners be found who can support or implement the scale-up, and can they be involved in the process in a more participatory way?		
	Can the company identify key decision makers?		
	Can the company use political, personal, or other informal channels and relationships to convince new areas (regions, municipalities, etc.)?		
	Can the company design clear and concise messages on the key aspects of the innovation, customised to different audiences?		
	Can the company use various ways of communication: mass media, reports, policy briefs, training, technical assistance, peer-to-peer support, materials, etc.?		