IN-4-AHA Scale-up Model

Phase 4 – PREPARE

### Problem

* 1. What is the problem that your solution will address in the target market?

*Focus on the unmet need.*

* 1. Who is the need owner on the target market?

*Who is the individual, group or organisation that experiences the problem?*

* 1. Who are other groups impacted by the problem?
  2. What is the problem's impact?

Describe the impact both qualitatively and quantitatively.

* 1. What is the problem's scope and urgency?"

### Environment

* 1. Are there any aspects of the target market that still requires additional research? If yes, what information needs to be gained, regarding:
     1. Regulatory and political factors?
     2. Infrastructure and processes?
     3. Cultural aspects?
     4. Behaviour and skills of stakeholders?
     5. Other aspects?

### Solution

* 1. What is the solution you intend to implement on the target market?
  2. What is your value proposal to the main stakeholders?
  3. Do you need to adapt your solution to the target market and if yes, how?
  4. How do you define successful implementation?

*What are the aims and goals of your scale-up activities?*

### Resources

* 1. What is the intended scope, scale and timeline of your scale-up?
  2. What are the required standards and licences for market entry?

*Does your solution meet the requirements? Which post-marketing regulations do you have to follow?*

* 1. What effort is necessary to ensure the solution will be integrated and running in the target market framework sustainably?
  2. Which stakeholders and partners do you need to involve in the scale-up process and how?
  3. What is the long-term strategy for financing the scale-up?

### Monitoring and evaluation

* 1. How do you intend to monitor and evaluate the success of your scaling-up process?

### Conclusions

* 1. Based on the information submitted, are you ready to implement your innovation at the target market?