

WHAT IS YOUR END GAME?

End-Game	Characteristics	Core Approach	Potential Future Role
Open Source	Breakthrough idea easy for organizations to share, adopt and integrate	Conduct research and development and disseminate knowledge	Knowledge hub, an online sharing of curricula, an online platform that supports giving
Replication	Breakthrough product or model that is easy for organizations to share, adopt and deliver	Demonstrate efficacy, define and share a replicable operating and impact model	Certification organization or center of excellence, extensive training, franchise of a particular solution, regular retreats
Government Adoption	Massive coverage potential and ability to be integrated into public programs and organizations	Demonstrate efficacy and deliver results at sufficient scale to make case for adoption	Service provider to government, maintenance of advocacy efforts, regular reports of clearly defined success metrics
Commercial Adoption	Profit potential that addresses market failure, risk, or uncertainty	Demonstrate profitable and de-risked model	Refocus on harder-to- reach segments and maintain efforts to ensure sufficient commercial delivery
Mission Achievement	Defined and achievable outcomes for eradication of a problem	Maintain focus on targeted intervention	Continue for another sector only if unique asset or capability has relevancy, and re-assess size and funding requirements given new issue
Sustained Service	Strong organization filling gap in commercial or public service and able to sustain funding	Create cost-effective model, continue with efficiency improvements, and build a strong organization	Continued service

Source: [The Global Development Incubator](#)