



The End Game

End game	Characteristics	Core approach
Open-source	Breakthrough idea easy for organisations to share, adopt and integrate	Conduct research and development and disseminate knowledge
Replication	Breakthrough product or model that is easy for organisations to share, adopt and integrate	Demonstrate efficacy, define and share a replicable operating and impact model
Government adoption	Massive coverage potential and ability to be integrated into public programs and organisations	Demonstrate efficacy and deliver results at sufficient scale to make case for adoption
Commercial adoption	Profit-potential that addresses market failure, risk or uncertainty	Demonstrate profitable and de-risked model
Mission achievement	Defined and achievable outcome for the eradication of a problem	Maintain focus on targeted intervention
Sustained service	Strong organisation filling gap in commercial or public service and able to sustain funding	Create cost-effective model, continue with efficiency improvements and build a strong organisation

Source: www.globaldevincubator.org