



Change Engine Good Idea Checklist and Organisation Readiness Checklist- Non Profit Organisation

Good Idea Check-list <GIC>

For Non-Profit Organisations

- Deep problem understanding: Have talked to at least 10 people/orgs who face the said problem
 - How many people are affected and what are their exact demographics?
 - How are they affected – if problem is solved, what will be the gain
 - What kind of problem is it? Massification/Excellence/Efficiency/others
 - What all issues/factors lead to the problem – is it validated which issue if solved, will lead to problem solution.
- Intervention design analysis: what is your intervention design to solve the problem
 - Is the intervention scalable - what makes it scalable - state capacity/technology/markets/thought leadership
 - What is unit economics of intervention - will it be too expensive to sustain/scale
 - Is intervention narrow enough to build/scale as opposed to broad - trying to solve multiple issues in value chain simultaneously
 - Will intervention solve the problem even if other allied issues aren't solved.
 - Is there a way to measure intervention impact
 - Are there any tailwinds which makes the intervention attractive (major technology or policy shifts)
 - Theory of Change: Do you know how your solution approach will ultimately solve the problem
 - Are there comparable models in other countries or for other problems
 - Is there a clear scale strategy? Who is going to be the payer-at-scale(users, government, philanthropy) and doer-at-scale (your org, government, other non-profits, market)?
- Risk identification: Have you identified risks to the success of your intervention? Have you talked to 5 people working in your area to get feedback on your intervention?
 - Why are existing models/interventions not able to solve the problem?
- Metrics: What are measures of success for your organization
 - Northstar metrics: What quantitative data will show that the problem is solved at scale; and you have accomplished your mission
 - What are 3, 5, 7 year quantitative leading metrics to measure to see you are on path of meeting northstar indicators?
 - Pilot Metrics: Do you know the quantitative measures of success for pilot
- Uniqueness: Is the intervention already being done by others? If yes, what is the problem with current intervention and how will you do it differently?

- Funding Friendly: A compelling case of impact that attracts support from donors
 - Is it a funding friendly area of work
 - Is it already crowded with other players
 - Have you identified the profile of funders for the intervention
 - Do you have a list of 20 potential funders for your work
- Team Idea fit: Team has skills, expertise and passion to execute the idea

Organisation/Team Readiness Check-list <ORC>

- Team: Do you have a co-founder? Teams of 2-3 founders with complimentary skills are best suited. Based on the nature of your intervention and scaling models, recommended combinations are:
 - Tech focussed:
 - Tech: Knows coding and can build product
 - Business: Domain expertise/user insights, fundraising, GTM
 - Policy focussed:
 - Policy/Research: Research, advocacy, data collection
 - Business: Fundraising, communication
 - Service delivery focussed:
 - Operations: Program Implementation, User insights
 - Business: Partnerships (Government, private), fundraising
- Hiring plan for next 2 months; hire interns for frontend/backend, product etc.
- Budget plan for next 3-4 months
- Company incorporation:
 - Have you started your incorporation process? Will you be registered as a trust or section 8?
 - Have you applied for 12A and 80G registration?