

## MOVERS SCALABILITY ASSESSMENT

For Movers, rank where you think your innovation is now. Decide where you are currently placed, and then decide on where you need to be to achieve your scale goal, i.e., where you need to be within the next 12-36 months. Score them 1-5 to indicate the level for each area. You may use just one type of Mover, or use two or more types. The important thing is to have a strategy for how you will scale through your Movers.

SECTION	CHECKLIST	Score Now	Score at Scale Goal	Gap
Value Channels	<b>1</b> — Are our current channels the right ones for scaling?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>2</b> — Should we take on a channel role?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Conveyors	<b>3</b> — Are our current conveyors the right ones for scaling?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>4</b> — Should we take on a conveyor role upstream?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Conveyors	<b>5</b> — Should we take on a conveyor role down-stream?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>6</b> — Are our conveyors capturing the right amount of value?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Coordinator	<b>7</b> — Is our coordinator the right one for scaling?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>8</b> — Are our coordinators capturing the right amount of value?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Coordinator	<b>9</b> — Should we take on a coordinator role?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>10</b> — Any other gaps?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Totals		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### SCORING

- 1 Don't know / Non-existent
- 2 Poor
- 3 OK
- 4 Good
- 5 Scale Ready