

## SHAPERS SCALABILITY ASSESSMENT

For Shapers, 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. The important thing is to have a strategy for how you will scale through your Shapers.

### SCORING

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

### SECTION

### CHECKLIST

SECTION	CHECKLIST	Score Now	Score at Scale Goal	Gap
Value Competitors	<b>1</b> — We have a strong understanding of each of our competitors and their offerings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Competitors	<b>2</b> — Strength vs. direct competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Competitors	<b>3</b> — Strength vs. indirect competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Competitors	<b>4</b> — Strength vs. business as usual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Competitors	<b>5</b> — Strength vs. resource competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Competitors	<b>6</b> — Ability to cooperate with or nullify competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Cartographers	<b>7</b> — We know who the cartographers are as we move to scale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Cartographers	<b>8</b> — The cartographers are supportive of our innovation scaling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Cartographers	<b>9</b> — We have good access to inform and influence our key cartographers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Complementors	<b>10</b> — We know who our complementors are	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Complementors	<b>11</b> — Our complementors are present in the markets we are seeking to scale in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Complementors	<b>12</b> — We have the right combination of complementors for scale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<b>13</b> — Any other gaps?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Totals		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>