



Questions we ask when evaluating ideas we receive for funding

Strategic alignment

Will the idea help us reach our goal of positively impacting the lives of young children living below the poverty line in South Africa, through [our 3 levers for change](#)?

How innovative is it?

Is the idea new, game changing or disruptive? This can be a brand new and out of the box idea or the pivoting of an existing idea to benefit our target market.

Competitiveness

How many similar ideas are already in the market place and does this one have a distinct advantage?

The possible reach: breadth and depth

How many children will be reached and how lasting is the impact likely to be?

The theory of change

What is the logic behind the idea? Has the applicant made it clear how and why changing x will affect y in the ways claimed?

Pathways to scale

How is the idea going to move from small to big? Which platforms and pathways are going to be used to expand reach?

Sustainability

What is the likelihood of moving beyond a reliance on our support? Is the business model sound?

Team composition

What is the ability of the team in relation to the idea? What is their level of commitment? Do they have what it takes to move beyond idea phase?

For more on who we are and how we work, please visit www.innovationedge.org.za