SUCCESSFULLY EXITING THE INITIATIVE

**IDEA TESTING**
- Gathering info & knowledge
- Forming ideas, testing applicability & practicality
- **GO/NO-GO CHECKLIST**
  - Improve existing practices
  - Customer satisfaction
  - Locally available
  - Consistent performance
  - Potential path to scale

**MARKET TESTING**
- Testing the idea with entrepreneurs & customers
- Validating the business model
- **GO/NO-GO CHECKLIST**
  - No external subsidies
  - Sustainable supply chain
  - Profitable margins
  - Customer satisfaction
  - Financial and business capacity
  - Government support

**SCALE TESTING**
- Learning how to scale to city & regional level
- Monitoring scale & impact
- **GO/NO-GO CHECKLIST**
  - Spontaneous growth of new business
  - Supply chain growth
  - Decreasing unit costs
  - Continuous improvement
  - No dependence on Water For People
  - Government support and regulation

**SCALE/FOREVER**
- Successfully exiting the initiative