

Strategic Option	Description	Level Description
1. Substitute	If there are bottleneck innovations with low readiness and use, the first question is whether the bottleneck can be replaced by another innovation of higher readiness and/or use in the given context.	This may include adopting innovations developed by other (competing) interventions in your specific context.
2. Outsource	If substitution is not feasible, are there any organizations or external experts that can improve the Scaling Readiness of the bottleneck more (cost-)effectively and more efficiently than your intervention team?	Consider working with media on public awareness, working with lobby organizations to change policy, etc.
3. Develop	If outsourcing is not possible, not feasible, or too expensive, can the intervention team improve the readiness and/or the use by investing available intervention capacities and resources?	Increasing the readiness and/or use of innovations will take time and resources that may not be available in interventions aimed at scaling of innovation.
4. Relocate	If it takes too much time and effort to further develop the bottleneck innovation(s), one may ask whether the intervention objectives could be realized more effectively if the intervention was implemented in another location where the bottleneck is absent or can be addressed by one of the above strategic options?	Complementary innovations may have a higher readiness closer to urban centers (e.g. thanks to access to electricity, communication infrastructures, market-demand). This option may be considered when there is little scope for improving readiness and use in the specific scaling context.
5. Reorient	If relocation is not desirable, a relevant question to ask is whether the objective of the intervention could be changed so that the (new) bottleneck can be addressed by one of the above strategic options.	If the key conditions for working on nutrition or income outcomes at scale cannot be met by modifying the innovation package, then a project could consider adapting the scaling objectives and/or the target groups if postponing or stopping is not an option (see below).

6. Postpone	<p>If development, relocation, or reorientation are not feasible, can the scaling of the innovation package be achieved at a later point in time?</p>	<p>If conditions beyond the direct control of the intervention (e.g. policies) are likely to become more conducive to scaling in due course, then postponement could be considered.</p>
7. Stop	<p>If none of the above strategic options is likely to overcome the bottlenecks to scaling, then stopping the investment in the scaling intervention should be considered as an option.</p>	<p>This option can be feasible for donors or organizations that invest in, and manage, a broader portfolio of scaling interventions. For them, redirecting investments into interventions with a higher likelihood of successful scaling is feasible.</p>