

# Exit strategy

Endgame	Characteristics	Core Approach	Future Role
Open source	Breakthrough idea, easy-to-adopt and integrate	Conducting R&D, & sharing knowledge	R&D knowledge hub (e.g. grassroots organizing)
Replication	Breakthrough product or model, easy-to-adopt & deliver	Defining a replicable operating & impact model, demonstrating its efficacy, & sharing it	Providing certification of franchise programs & training services; serving as center of excellence (e.g. youth mentoring)
Government adoption	A model with high coverage potential, & capability to integrate into public sector programs	Delivering results at sufficient scale & efficiency for public sector involvement	Offering services to government agencies; maintaining research & advocacy efforts at the NPO (e.g. financial literacy & individual development accounts)
Commercial adoption	Product or service with profit potential that solves a market failure or reduces market risk	Demonstrating the impact & profitability of product or service, and reducing associated risks	NPO to maintain advocacy & monitor efforts, targeting hard-to-reach market segments & working to ensure commercial delivery (e.g. microfinance)
Mission achievement	Defined & achievable outcomes related to solving a discreet problem	Maintaining focus on targeted intervention	Applying unique assets & capabilities to tangential issue areas. (e.g. focused disease-related NPO)
Sustained service	A strong organization, with proven ability to sustain funding that fills a market or public service gap	Creating a cost-effective model & strong organization.	Continued provision of core service at an ever-increasing level of efficiency (e.g. basic human-service charitable relief)