

Market Development and Strategy Assessment

Overall assessment

Weak	Weak/Medium	Medium	Medium/Strong	Strong
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Market test table

MKT DEV COMPONENT	SPECIFIC TESTS	CONTRIBUTION	SCORE
A. Supply	1. SUPPLY OF CAPITAL To what extent would the Proposal significantly leverage additional capital into the sector?	•	
	2. SOURCE OF CAPITAL To what extent does the proposal attract new types of investors through a new mechanism or new investible product?	•	
B. Intermediation	3. INTERMEDIARY STRENGTH/SUSTAINABILITY Would the Proposal contribute to a stronger intermediary landscape that helps access or provides finance for charities and social enterprises?	•	
	4. TYPE OF INTERMEDIATION To what extent does the proposal create or strengthen a valuable intermediation function in the social investment market?	•	
C. Demand	5. REACH Would the Proposal channel social investment to previously unreached charities and social enterprises? (targeting underserved sector or geography)	•	
	6. FRONT-LINE IMPACT To what extent does the proposal i) establish or improve access to a useful financial product ii) help prove, improve or scale good social business models?	•	
Total			