Value Chain Selection: Choosing Among Options (Criteria and Definitions)

# Criteria and Definitions

Inclusivity & Benefits. What is the potential for including and benefitting economically marginalized people and places as producers, consumers, laborers, or through reduced costs? What are the benefits from the perspective of the intended beneficiaries?

Demand. What is the opportunity on the demand side? Is this a growing sector? Is there an opportunity to create demand? Are there obvious potential demand partners?

Potential for Scale. What is the likelihood of bringing this value chain to a meaningful scale? How many livelihoods could it impact if it were built out? What are the various pathways to scale that you can imagine?

Systems Change Potential. What is the potential to achieve significant scale over time and, ultimately to institutionalize the value chain and make it the “new normal?” What is the potential to transform an entire system? How are you defining “scale”?

Multiple Forms of Wealth. What is the potential of this value chain for positively impacting multiple forms of wealth while doing no harm?

Ownership and Control. What is the potential for creating/strengthening structures of ownership and control that will keep wealth local and benefit economically marginalized people and places?

Production Potential. Realistically, what is the potential to develop production capacity at scale for this WealthWorks value chain? What types of investment might be required?

Competitiveness. Can this value chain be created in a way that makes it competitive with other alternatives? What is the comparative advantage of the WealthWorks value chain? How is the value chain tied to place-based resources and characteristics?