Cohort 3

Scale X Design Accelerator

Bringing the gap between Innovation and Impact

About the Accelerator

The global humanitarian aid and development industry has a problem: Innovation is everywhere, but examples of successfully scaled solutions are far less common. Even when we achieve impact at scale, the process can take decades. CARE's Scale X Design Accelerator will bridge the gap between innovation and impact. We envision a future where we design for scale from the outset. Where pilot models are tested for scale and sustainability along with impact and proof of concept. Where development practitioners are armed with the science and skills needed for scaling. Where we distill our most promising solutions from the noise and give them the practical means to succeed.

How It Works

Teams with innovative, proven and scalable ideas are selected to participate in a yearlong program that builds core skills for scaling innovations while delivering tailored attention and support to tackle their biggest barriers to scale. CARE's Scale X Design Accelerator draws inspiration from private-sector approaches to rapidly design, test, iterate and scale bold new ideas. The SXD Accelerator is a first-of-its-kind platform that arms development practitioners with the skills, mentorship and resources they need to go from idea to impact.

After grounding their work through core learning labs, teams participate in CARE’s Scale X Design Challenge, where they pitch their ideas — and their vision for scale — to a panel of expert judges who will select winners and award cash prizes. Teams continue their journey with elective labs, mentorship and continued support from CARE and our partners.

Accelerator Timeline

Assessing the Needs of Each Innovation and Forming Teams

Lab #1: Mindsets for Innovation

Lab #2: Designing for Scale

Lab #3: Business Model Generation

Lab #4: Pitching

April

May – October
Core Labs

January / February
In-Person Boot Camp & Scale X Design Challenge

February – June
Elective Labs

Onward

Scaling Through the Private Sector
Financial Forecasting
Movement Building

Marketing & Communications
Legal & IP
Policy & Advocacy
Alumni Support
Cohort 3 includes 14 teams from 4 NGOs: CARE, World Wildlife Fund, Habitat for Humanity, and Pact

NICARAGUA: Innovative housing and financial inclusion models supporting women’s homeownership

JORDAN: Unleashing the entrepreneurial potential of refugees

GEORGIA: Addressing the isolation of women with disabilities through social enterprise

PAKISTAN: Connecting accelerated learning for out-of-school adolescents with job opportunities in local economies

PERU: Strengthening women’s financial literacy and inclusion in financial services

VIETNAM: Uniting female migrant workers to grow financial, social, and human capital

MALAWI: Digitizing agriculture advisory services to reach women farmers

Scale X Design Cohort 3 focuses on Women’s Economic Empowerment

Teams’ innovations focus on:
- Financial inclusion
- Dignified work
- Inclusive value chains
- Entrepreneurship
- Overcoming cross-cutting barriers to women’s economic empowerment

THE IMPACT

CARE works with individuals, communities and partners in 93 countries around the world to save lives, defeat poverty and achieve social justice. Our community-based approaches and our focus on women and girls distinguish us in our work, and imagine the impact if we could accelerate the scaling of promising ideas. By formalizing a process of delivering innovations at scale, CARE’s Scale X Design Accelerator has the potential to usher in a new, exciting and collaborative way of catalyzing change in the development sector.
“I have been working in the field for 10 years. I had the chance to attend many training courses and capacity-building events. I thought these events were very useful. However, when I started to attend Scale X Design learning labs, I started to think differently! Maybe the events and courses I attended were good, but Scale X Design sets new criteria and raises the bar!” - SXD Participant

Our Results:

As any entrepreneur knows, the path to scale includes twists and turns, along with ups and downs. Scale X Design supports teams on that path by:

**Changing Mindsets**
Shifting our traditional thinking on scale and sustainability and introducing new skills and ways of working.

100% of teams report significant shifts in mindsets.

**Changing Practices**
Supporting staff to practice new behaviors and implement changes in their programs.

90% of participants reported using new techniques in human-centered design, and 97% were implementing practices from designing for scale.

**Reducing Barriers to Scale**
Supporting teams to tackle practical challenges in business models, marketing, legal, fundraising, etc.

59% of teams were supported in fundraising, and 85% of teams were matched with mentors or pro bono support within the first 6 months.

**Supporting Teams to Scale**
Enabling teams to spread to new geographies, reach new demographics and develop transformational partnerships.

68% of teams reported scaling “wins” within the first 6 months of the program.

**SXD BY THE NUMBERS:**
- 3 Cohorts
- 43 Teams & over 220 Participants
- Representing 27 Countries
- $950K in Local Prizes Distributed
Meaningful Ways to Advance Your Commitment to Women’s Empowerment Through Scale X Design:

**SUPPORT SXD FINANCIALLY**

**Official Women’s Empowerment Partner:** Serve as SXD’s Official Women’s Empowerment Partner in Cohort 3 and beyond, supporting projects reaching tens of thousands of women. Extensive engagement and visibility options through training labs, curriculum, a branded prize, and engagement of senior leadership.

**Sponsor a Women’s Empowerment Team in Cohort 3:** Adopt a Cohort 3 team that aligns with your goals and footprint, and receive recognition as team sponsor in Bootcamp and Pitch events. Receive ongoing updates on the team’s progress and potential for in-kind and pro bono support to advance the team’s goals.

**Branded Prize:** Sponsor a Scale X Design Challenge prize. Receive custom branding and work with the SXD team to design the prize and support the winning team.

**Curriculum Support:** Help SXD build and run new labs for teams and alumni. We continually expand our offerings on business models, social enterprise, marketing, technology and leadership.

**SUPPORT SXD THROUGH PRO BONO & MENTORSHIP**

We are leveraging the knowledge and expertise of diverse partners to bring new skills and mindsets to our teams through curriculum, mentorship and strategic connections. You can support in the following ways:

- Become a mentor for one of our teams.
- Co-create & facilitate new learning labs.
- Provide pro bono support.

**CO-CREATE THE NEXT COHORT:**

Are you passionate about solving a particular poverty-related challenge? Do you want to help speed the pace of innovation or bring together problem-solvers?

Scale X Design will custom-build an accelerator cohort to support solutions related to your specific interests. We will:

- Customize challenge areas (sector and geography)
- Recruit teams (CARE and external teams)
- Co-create partnerships and opportunities for engagement to support shared goals
- Customize events and Scale X Design Challenge nights to fit your interests

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**Scale X Design Challenge PITCH NIGHTS:**

More than 1,100 people attended CARE’s 2018 Scale X Design Pitch Night events in Atlanta and Silicon Valley. $450K in judging and audience prizes was awarded.

Coverage has been featured in *Inc.*, *Forbes*, *Devex*, *AsiaTv*, and local *NPR* and news stations.

Click here for a short video:
- CARE Scale X Design 2017 Challenge Recap
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