

# The Frugal Toolkit

This toolkit provides a questionnaire framework with measurement tools to observe and evaluate frugal innovations. It helps to identify frugal innovations along the three key dimensions of affordability, adaptability and accessibility; and categorize frugal innovations into the four key dimensions of user-based, efficiency-based, social-based, and challenge-based innovations.

For full version see appendix in: **Bhatti, Y., Basu, R., Barron, D., & Ventresca, M.** 2018. *Frugal Innovation: Models, Means, Methods*. Cambridge University Press. (<http://www.cambridge.org/9781107188976> )

## Identification

**Step 1:** Please circle each factor as it relates to the innovation.

Innovation Group				
Product	Process	Policy		
<b>Affordability</b>				
Is the offering more affordable (means or ends) than alternatives in terms of? (Please circle as many as required)				
<b>Production</b> (Product production is cheaper)	Yes	No	N/A	Unknown
<b>Operation</b> (Operating the service is cheaper)	Yes	No	N/A	Unknown
<b>Purchasing</b> (Purchasing of product or service is cheaper)	Yes	No	N/A	Unknown
<b>Servicing</b> (Product or service maintenance is cheaper)	Yes	No	N/A	Unknown
<b>Disposal</b> (Product disposal is cheaper)	Yes	No	N/A	Unknown
Notes				
<b>Adaptability</b>				
Is it adapted to the needs of the context to better perform, be at par or be good enough? (Please circle one)				
Out-perform	Yes	No	N/A	Unknown
As good	Yes	No	N/A	Unknown
Good enough	Yes	No	N/A	Unknown
Notes				
<b>Accessibility</b>				
Is it accessible to and scalable to benefit many in society in terms of? (Please circle either as required)				
Widely accessible to society	Yes	No	N/A	Unknown
Potential for scaling	Yes	No	N/A	Unknown
Notes				
<b>Outcome</b>				
The innovation is potentially frugal if you have a “yes” for each dimension				
<b>YES</b>	<b>NO</b>		<b>UNKNOWN</b>	

# Life Stage Evaluation

**Step 2:** Please circle each factor as it relates to the innovations current status.

<b>Primary Assessment</b>				
<b>By whom</b>	Grassroots individuals	Corporations (Large firms to profit focussed start-ups)	Social Entrepreneurs (NGO's, Social Policy)	Designers (Scientist, Engineers, Developers)
<b>Internal Purpose</b>	No attainable solution	Stay ahead of competition	Rectify inequity	Ingenuity & breakthroughs
<b>Scalability</b>	Little scaling	High scalability	Ambition to scale	Proof of concept
	<b>USER BASED</b> 1	<b>EFFICIENCY BASED</b> 2 or 3	<b>SOCIAL BASED</b> 4 or 5	<b>CHALLENGE BASED</b> 6
<b>Secondary Assessment</b>				
<b>For whom</b>	Under- served	Served	Over-served	
<b>Scale</b>	Many		Niche	
<b>For what</b>	Solving personal needs	Competitive advantage	Community improvement	Problem solving challenge
<b>Economic orientation</b>	No profit motive	High profits	Sustainable profit	Undefined
<b>Nature of solution</b>	Making do solution	Accessing or opening new market	Social Improvement	Radically improve performance or lower cost

**Step 3:** Please plot below the quadrant in which the innovation best fits now and where it might fit in the future, and pencil a possible trajectory:

<b>Wider / National Scaling</b>	3	4
<b>Early / Local Scaling</b>	2	5
<b>Ideation / Proof of Concept</b>	1	6
	<b>Necessity based</b>	<b>Ideational based</b>