

# The 4 Critical Drivers: Successful Ventures Focused on Child Development

To be considered an innovative solution that truly transforms the space of child development, it must meet all four criteria in addition to being viable, feasible, and having a strong go-to market strategy. Ventures can be nonprofit and for-profit.

## ★ Credibility

Solution is rooted in strong evidence-based research that clearly supports child development (prenatal + 0-10 years of age)

## ★ Accessibility

Solution considers criteria such as: affordability, cultural relevance, regulatory compliance, child data privacy, intuitiveness, equity, and more.

## ★ Practitioner Focused Desirability

Solution is engaging and delightful for target population adults, service providers, and parents.

## ★ Child Focused Desirability

Solution is engaging and delightful for target population (0 - 10 years of age)

