MARKETS ARE FLEXIBLE

IDE has 30+ years of experience developing markets to meet the needs of the rural poor. We implement market development projects in 11 countries across Asia, Africa, and Latin America. Each of these countries is unique in many ways, yet markets thrive in all of them. The real beauty of markets is that they are flexible, can adapt to the local context, and can be leveraged in a variety of ways. The spectrums below highlight some of the factors that influence what form of market development is necessary and plot the six IDE WASH sanitation programs on these spectrums.

**First Class Buyers**

<table>
<thead>
<tr>
<th>Type of Market</th>
<th>Level of Awareness About Sanitation</th>
<th>Spectrum of Latrine Products</th>
<th>Maturity of the Sanitation Supply Chain</th>
<th>Development of Manufacturing Base</th>
<th>Complexity of the IDE Business Model</th>
<th>Maturity of the MFI Sector</th>
<th>Level of Engagement with the Government</th>
<th>Exit Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>C - Early Adopter</td>
<td>N - Low Awareness</td>
<td>E - Early Innovator</td>
<td>Z - Zeros</td>
<td>N - Low Maturity</td>
<td>E - Early Complexity</td>
<td>Z - Zeros</td>
<td>C - Engaged</td>
<td>Exit Strategy: Market Actor (i.e., Social Enterprise)</td>
</tr>
<tr>
<td>N - Early Adopter</td>
<td>V - Low Awareness</td>
<td>V - Late Innovator</td>
<td>E - Early Innovator</td>
<td>N - Low Maturity</td>
<td>V - Late Complexity</td>
<td>E - Early Innovator</td>
<td>N - Engaged</td>
<td>Likely Exit Strategy: Market Facilitator (i.e., MFI Approach)</td>
</tr>
<tr>
<td>V - Late Adopter</td>
<td>B - Low Awareness</td>
<td>B - Late Innovator</td>
<td>V - Late Innovator</td>
<td>C - High Maturity</td>
<td>B - Late Complexity</td>
<td>V - Late Innovator</td>
<td>B - Engaged</td>
<td>Government Adoption (i.e., public sector)</td>
</tr>
</tbody>
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**Void Starters**

- Are your sanitation products really good? How do your users stack up against the competition?
- Are your program outputs really good? Are they relevant for your users?
- Are you running an engaging campaign? Where are you targeting?
- Are your sanitation products being sold to the right customers?
- Are your sanitation products being used? Are you collecting data on usage?
- Are your sanitation products sustainable? Are you doing life cycle assessments?
- Are your sanitation products being used by the right customers? Are you targeting the right demographics?
- Are your sanitation products being used to the right extent? Are you collecting data on usage?
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