More Evidence, Less Poverty
IPA’s approach

**INNOVATE**
- Understand market failures
  - Impact evaluations (Randomized control trials)
  - Product design tests
  - Operational research

**EVALUATE**
- Develop innovations
  - Test in multiple contexts
  - Learn when to do what

**REPLICATE**
- Use frontier knowledge from economics, political science and psychology
  - Conferences, global and local
  - Workshops with policy makers and practitioners
  - Policy memos and practitioner briefs

**COMMUNICATE**
- Direct implementation
  - Hands-on technical assistance
  - Practitioners’ toolkits

**SCALE**
Who is the end user of your products, programs, or policies? In other words, who is the person or entity you are trying to serve?

What are one or more problems that your end user faces that you have not yet been able to solve with your services, but you would like to?

What, if any, are some products, programs, or policies you have tried to solve these problems?