

Business ecosystem creation check-list

Step-by-step guide to designing foundation for success



EX-CHANGE.SPACE

Critical areas to address

IN ORDER TO SUCCEED, ECOSYSTEMS NEED TO BE BOTH FLEXIBLE AND ORGANIZED



VALUE PROPOSITION

Why are we here?



SYSTEM DESIGN

Who does what and how?



OPERATIONS

How do we succeed together?



GOVERNANCE

What are the rules of collaboration?

Value proposition

Problem



- Do we have a strategic issue to solve?
- Is it big enough?
- What exactly is the problem?
- Whose problem is that?

Vision



- What is a shared vision of all participants?
- What is a goal of each partner?
- Why can't they do it alone?

Solution



- What is the proposed joint solution?
- How is it better than any other solution?
- Why will it work?
- Why now?
- Why us?



System design

Structure

- What is the ecosystem's type?
- How many sides does it have?
- Is it open or closed/exclusive?
- What is the level of commitment?
- Which technology do we use?

Players

- What are the roles within the system?
- Who does what on each side?
- What is the partner selection criteria?
- How do we invite partners? Exclude them if needed?

Monetization

- Which amount of initial investment is required?
- What are the conditions for investing?
- How do we capture/ share value?
- What % of margin is attributed to each partner?
- How each player is paid (cash, fees, royalties, rev share)?

Operations

Launch

- How do we test our solution?
- Who do we invite first?
- Which side do we subsidise, if any?
- What is our strategy to scale fast?

Process

- How system elements are interconnected?
- Who collects data and how is it shared?
- Which tools and systems are used and by whom?
- Who is in charge of maintaining those tools & systems?

Performance

- What is our definition and measure of success?
- What are the risks and how do we mitigate?
- What are the initial KPIs to monitor?
- Who is in charge of producing balanced score card?
- How do we leverage talent across the system?

Governance

Contracts



- How do partners join/leave?
- What is the contract/tax structure?
- How IP rights are protected?
- What is the system evolution mechanism?

Decisions



- What is the governing authority?
- Under which principles decisions are made?
- How decision and voting right are distributed?
- What is the process for resolving disputes?

Communication



- How internal ecosystem communication is organised?
- What rules apply for information sharing?
- What technology/platform/tools are used?
- Who and how is engaged in marketing and PR?
- How do we manage and communicate in a crisis?

