

# SUPERECOSYSTEM

Ecosystem Canvas

*“We cross-pollinate RDI & Business”*

**SAVONIA**

University of Applied Sciences



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# Name of Your Ecosystem

Done by: Name(s)

- Ecosystem Canvas Workbook for Ecosystem Developer
- Version 2.0

# Ecosystem Strategy on 10 slides

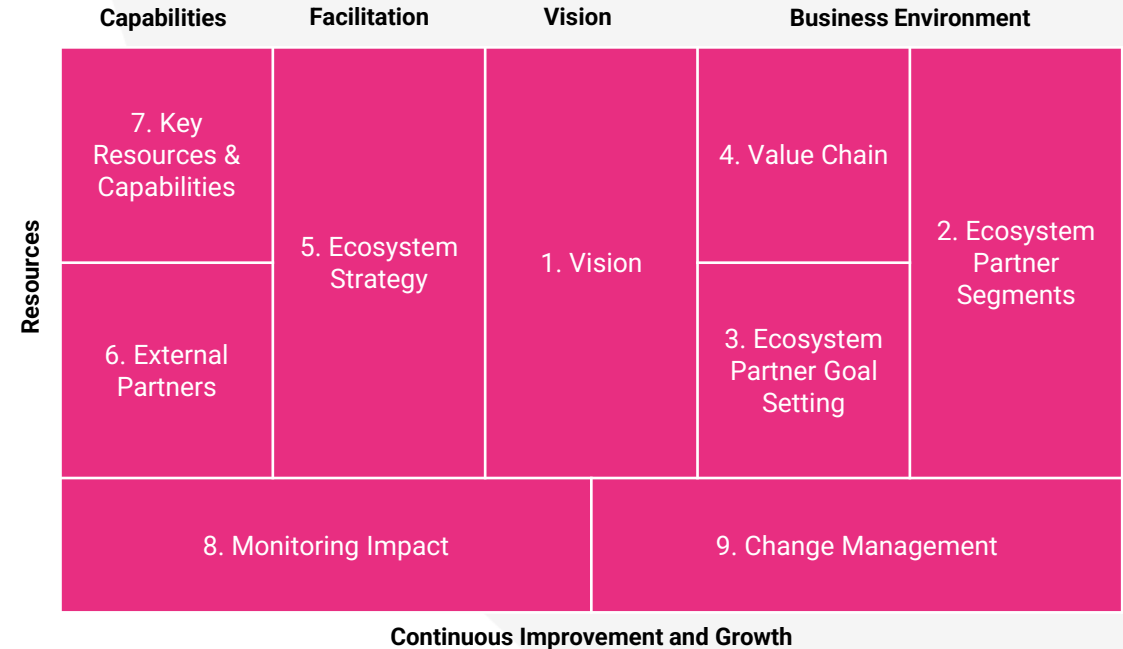
Ecosystem Canvas is agile planning tool to be used ideate, launch and develop ecosystem activities. Inspired by Business Model Canvas, it consist of 9 elements from vision to strategy and continuous improvement and growth.

This document guides you through the canvas, one element by slide. The purpose is to help you to think key questions while planning or developing your ecosystem work. You can also use this to evaluate the quality of your current work.

To get most out of this:

- In order to start, book 1-2 hours to go through the whole deck
- If possible, do this together with your team or key partners
- Fill slides with your own information. Feel free to make best guesses. Use language you are comfortable with.
- This workbook is meant to be updated and fulfilled during the ecosystem development. Don't worry if something feels hard or you are lack of time in the beginning. Start from elements that feel most important now.
- SupEco project is ready to help you. This document will be used as base of ecosystem sparring.

Each slide ends with self-evaluation. Move the arrow the position that best describes your current maturity!



# Type of Ecosystem

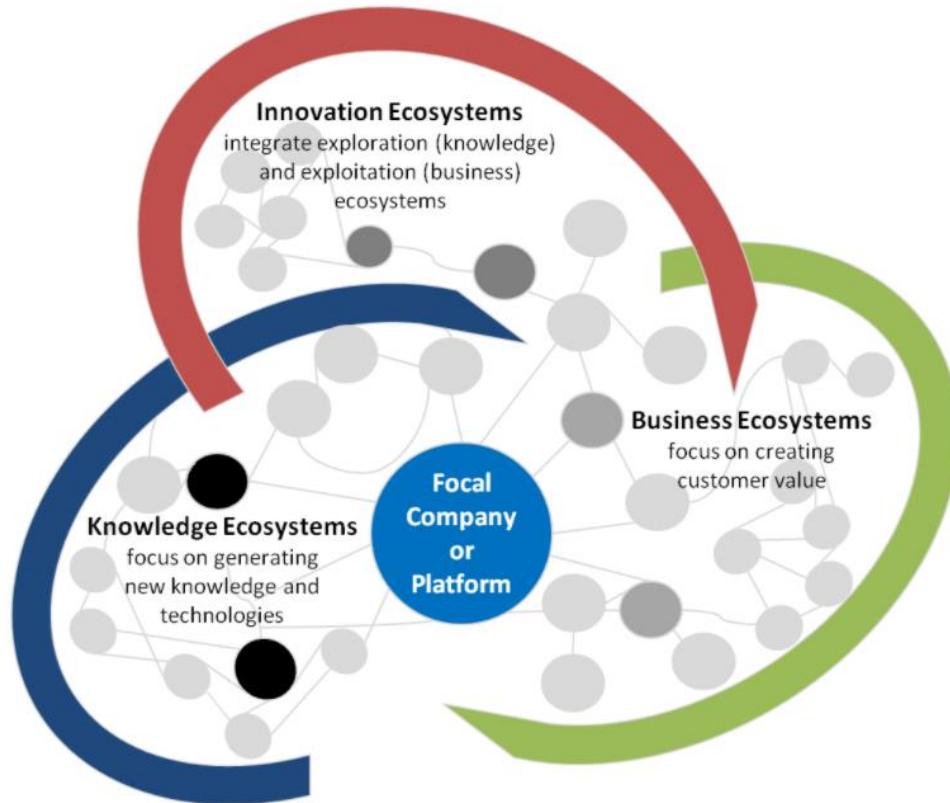
There are three types of ecosystems. In big picture all of them are needed. Start by defining the type of your ecosystem. It doesn't have to be limited in just one type; it can include elements of several ones.

## 1) What is the current type of your ecosystem?

- At the moment we are...

## 2) What type of ecosystem would you like to be in the future?

- Our aim is to be...



Valkokari, 2015 [Business, Innovation, and Knowledge Ecosystems: How They Differ and How to Survive and Thrive within Them | TIM Review](#)

# 1. Mission & Vision

## Why does your ecosystem exist?

What is the purpose of it? Describe your mission!

We exist because...

## What is your big audacious goal?

What would you like to achieve? How can we see when it's done? By when? Formulate Kennedy-style vision statement!

e.g. "I believe that this nation should commit itself to achieving the goal, before this decade is out (by when), of landing a man on the moon and returning him safely to the Earth. (what)" (JFK, 25.5.1961)

## What are key results in order to reach the big goal?

What are three (3) the most important outcomes that make vision true? Share your best guess!

1. E.g. 50 paying member organizations...
2. ...
3. ...

Elaboration needed



Evaluate yourself!

Ready to rock

We know clearly our mission and target



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# 2-3. Ecosystem Partners

## What are key partners of your ecosystem? Why do they want to be involved?

List internal partners, their role and expectations for participation. Duplicate this slide in order to continue the list.

Note: There's another slide for external partners.

Partner	Role	Goals for participation
e.g. Eco AI Ltd.	Company member	Find partners to get US market
(One partner per row)		

Evaluate yourself!

Elaboration needed ●



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# 4. Value chain

## What are key elements of your ecosystem's value creation?

What are key dependencies in order to get value created? E.g. Google needs app developers, mobile phone manufacturers etc. to create successful value chain. You can think R&D, products & services, logistics, marketing & sales etc. What do you need?

Ecosystem MUST HAVES...	Current status
e.g. Ecosystem data cloud infrastructure	Under construction
e.g. Knowledge base X	Missing

Evaluate yourself!

Elaboration needed ●



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# 5. Strategy

## What are key activities that need to be done in order to get to the vision?

Strategy is your master plan to reach the target. Describe your key activities for successful ecosystem work.

Strategy category	Key activities
To boost ideation	<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> <li>• ...</li> </ul>
To develop economics / business	<ul style="list-style-type: none"> <li>• ..</li> <li>• ...</li> <li>• ...</li> </ul>
To utilize data & technology	<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> <li>• ...</li> </ul>
To support inter-organizational networking and collaboration	<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> <li>• ...</li> </ul>
To govern regular activities between organizations	<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> <li>• ...</li> </ul>

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Elaboration needed ●



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# 6. External Partners

**What are external partners to enhance further improvement of ecosystem?**

What kind of external partners do you need to get best out of strategy?

Current external partners	External partners still needed

Elaboration needed



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# 7. Key Resources & Capabilities

## What resources and capabilities do you have to execute the strategy?

What products, services, technologies, know-how etc. do you already have in order to compete in the market? What potential there is still needs to be unleashed? What kind of resources or competencies you are missing? List your current and/or future assets!

We already have this!	Untapped potential	Missing / needed



Elaboration needed



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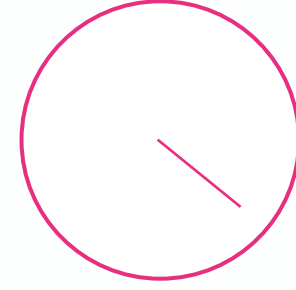
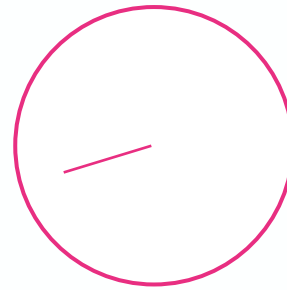
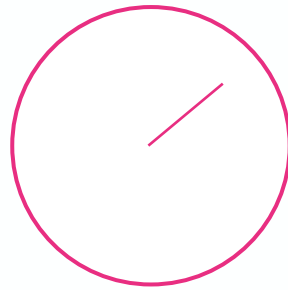
Evaluate yourself!

Ready to rock

# 8. Monitoring Impact

**How do you measure behavior and performance of your ecosystem?**

You'll get what you measure. What are your key metrics that reveal value creation and capture in your ecosystem?



Metric 1	Metric 2	Metric 3	Metric 4	Metric 5

Elaboration needed



Evaluate yourself!



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# 9. Change Management

**What are potential changes in operating environment and future landscape of the ecosystem?**

What's your view for the future? How do you proactively react for the change?

	Trends and driving forces	Impact to our operations
<b>Political</b>	<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> </ul>	
<b>Economical</b>	<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> </ul>	
<b>Social</b>	<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> </ul>	
<b>Technological</b>	<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> </ul>	
<b>Environmental</b>	<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> </ul>	

Elaboration needed ●



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# SUPER THANK YOU!

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