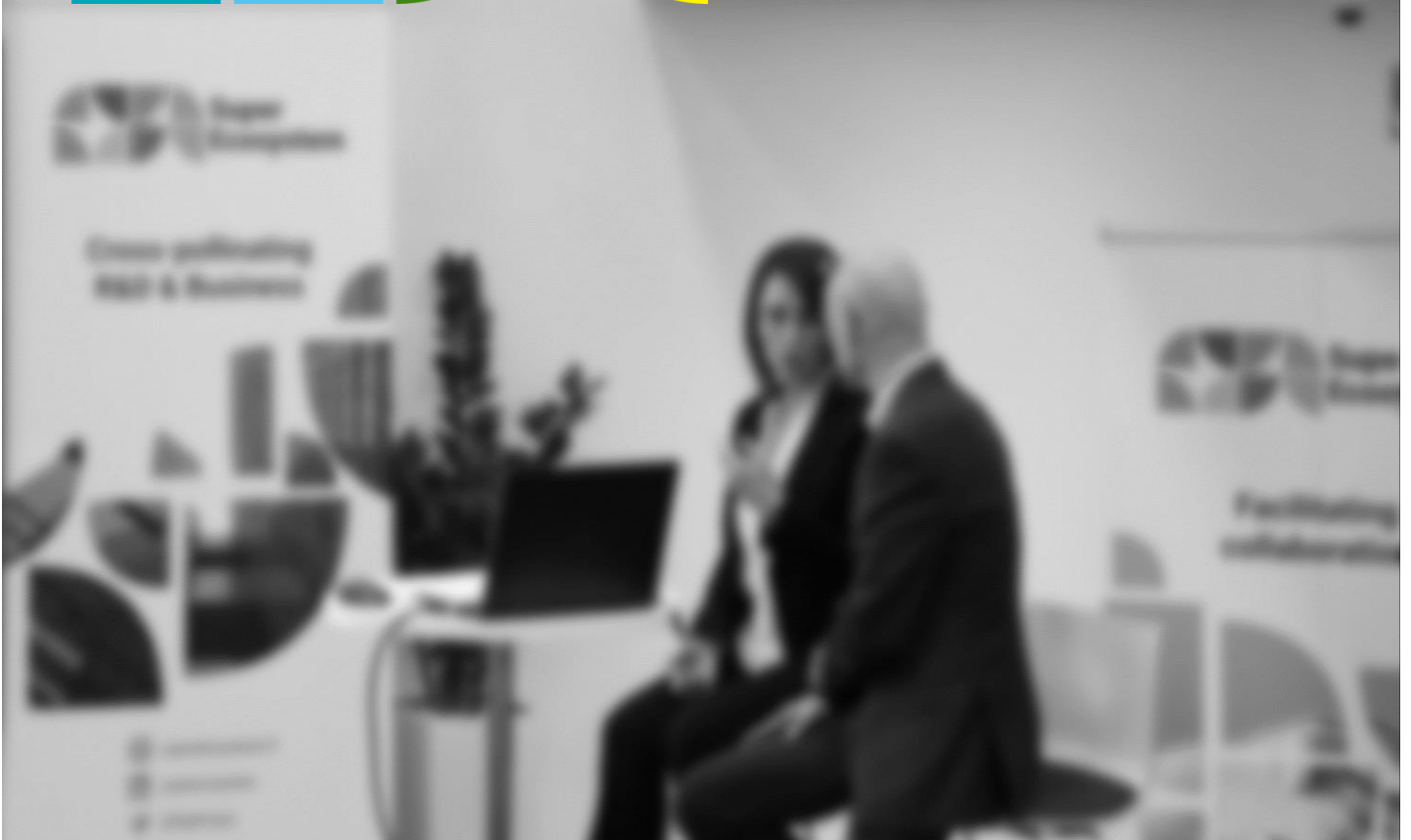




Super Ecosystem



Ecosystem Handbook

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ECOSYSTEM GUIDANCE

1 GENERAL

1.1 Ecosystem work in a nutshell

An Ecosystem is a group of companies that's mission is to further and nurture collaboration and knowledge sharing, to help member organizations to enhance their businesses, both nationally and internationally.

1.2 Language

The Vertical or Horizontal shell document all work and instructions in English as this will ease the work in preparations for collaborations with international partners.

1.3 Values

SuperEcosystem values are Open Communication, Cross-Pollination

1.4 Ecosystem Mission

1. The mission is to help companies to strengthen their business opportunities and broaden point of views in terms of collaboration and cross-pollination of different vertical technologies and knowledges, through horizontal activities.
2. It is also to broaden and share, both the national as well as the international contact network and at the same time cross-pollinate different cultures and business regions.

1.5 Vision

To be the largest ecosystem in Finland and the go to partner for internationalization strategies as well as the solutions to local collaboration challenges.

2 GOVERNANCE

This chapter will describe the general governance model of the SuperEcosystem, such as decision bodies and meetings cadences.

2.1 Governance

2.1.1 Decision Making

2.1.1.1 Advisory Board

The tasks of the Advisory Board are amongst others to:

- Advise and guide the work and development of the community
- Open and connect new networks for/to the community
- Support and encourage new business ideas and ways of working
- To suggest and guide, long term strategical development of the community.

The views and guidance's are addressed in the Leadership board, where they are furthered as development activities into the daily operation of the community.

The Advisory Board assembles 2 time a year or as often as needed.

The Advisory Board assembles of:

- 1 member from each founding organization
- 1 member from the Leadership team
- 1 member from each community member
- 1 business owner members from each community member verticals

The community assembles of all ecosystems and Clusters that have signed a membership contract with the SuperEcosystem Co.Op. This is replaced by an intent to join agreement that until the SuperEcosystem is an independent organization.

2.1.1.2 SuperEcosystem Leadership team

Leadership team

The Leadership team assembles 1 time a month with this agenda:

1. Opening - Last meeting chair opens the meeting
2. Approve/adjust agenda
3. Selection of meeting Chair and Secretary

4. Vertical Status report – Vertical Lead

- a. Financial report
- b. Projects portfolio report
- c. Marketing & Communication
- d. Networking and co-op opportunities
- e. Events forecast

The Leadership team assembles with this configuration

1. 1 member from SuperEcosystem Co.Op.
2. 1 member from each community vertical

2.1.1.3 Vertical or Horizontal (Ecosystem/Cluster) Leadership Team

The Leadership team assembles 1 time a month with this agenda:

5. Opening - Last meeting chair opens the meeting
6. Approve/adjust agenda
7. Selection of meeting Chair and Secretary
8. Vertical Status report – Vertical Lead
 - a. Financial report
 - b. Projects portfolio report
 - c. Marketing & Communication

The Leadership team assembles with this configuration:

- 6 members from the Business community
- 1 member from the SuperEcosystem Co.Op.

2.1.2 Strategy work

2.1.2.1 Frequency

1. All Communities should have an updated Strategy available and renewed every 5 years.
2. Strategy is reviewed and updated between March and May every year, related to business, political and social environment aspects.

2.1.2.2 Action Plan

Action plans are kept up to date in a digital online system, that is transparent and available to relevant participants.

1. # of newly established companies in the region
2. # of new inbound companies in the region
3. Project funnel - E2E - in €
4. # € invested in the region
5. Any other relevant Business KPI

2.1.3 Reporting structure

Every vertical shell report on a monthly basis on:

- Project funnel
- Budget status, forecast and changes
- Resource balance
- Active collaboration funnel
- Networking opportunities
- Upcoming events
- Social media coverage - in numbers
- Upcoming purchase needs

Reporting will happen in the online reporting environment that will be provided by SuperEcosystem.

2.1.4 Meetings cadence

2.1.4.1 Frequency

2.1.4.2 Agendas

3 CROSS-POLLINATION & COLLABORATION

We share knowledge and resources, services, and products, across verticals.

We help Innovators and Start-Ups to succeed by providing resources, knowledge and support, to find their best approach for productization and profitable business.

We collaborate across verticals, regions and international borders.

4 MINIMUM REQUIRED ACTIONS FOR NEW VERTICAL OR ECOSYSTEM

- 4.1 Strategy created
- 4.2 Productization process started
- 4.3 Service Blueprint process started
- 4.4 Brand Book process started
- 4.5 Communication & Marketing strategy process started
- 4.6 Roles & Responsibilities defined