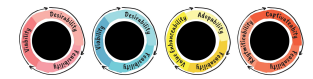
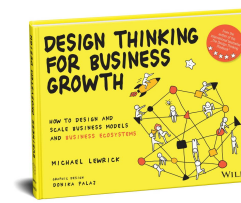


# ECOSYSTEM STRATEGY CANVAS



Quick guide: The *Ecosystem Strategy Canvas* captures the key findings from the environment analysis, customer needs exploration, and the required activities to scale the ecosystem initiative. This Canvas thus primarily serves to document the ongoing activities from the Design Lenses. Each iteration in the respective Design Lenses will generate new insights.

More tips & tricks for this template on book page: 106



Lewrick, M.  
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<p><b>1</b> <b>Where to play?</b></p> <p><b>Analysis of the Topic Area and the Environment</b> </p>	<p><b>3</b> <b>How to configure?</b></p> <p><b>Value Proposition</b> </p>		<p><b>2</b> <b>How to win?</b></p> <p><b>Ecosystem Vision</b> </p>
<p><b>Customer Needs</b> <b>Customer Problems</b> </p>	<p><b>Capabilities related to IT, Data, Infrastructure, AI</b> </p>	<p><b>Roles in the Business Ecosystem</b> </p>	<p><b>Ecosystem Business Model</b> </p> <p>-----</p> <p>Multiple view on business models </p>
<p><b>Customer Interface and Relations</b> </p>	<p><b>Minimum Viable Products, Minimum Marketable Features, Backlog of Products and Services</b> </p>	<p><b>Organizational Design; Governance</b> </p>	<p><b>Growth and Scale</b> </p>
<p>Existing Partnerships, Initiatives, Technologies, and Strategies </p> <p><b>EXPLOIT</b></p>		<p>New Partnerships, Initiatives, Technologies, and Strategies </p> <p><b>4</b> <b>EXPLORE</b></p>	