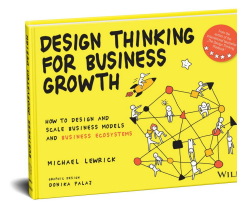


Project:
Team:
Version & Date:



COOPERATION / INDUSTRY MATRIX



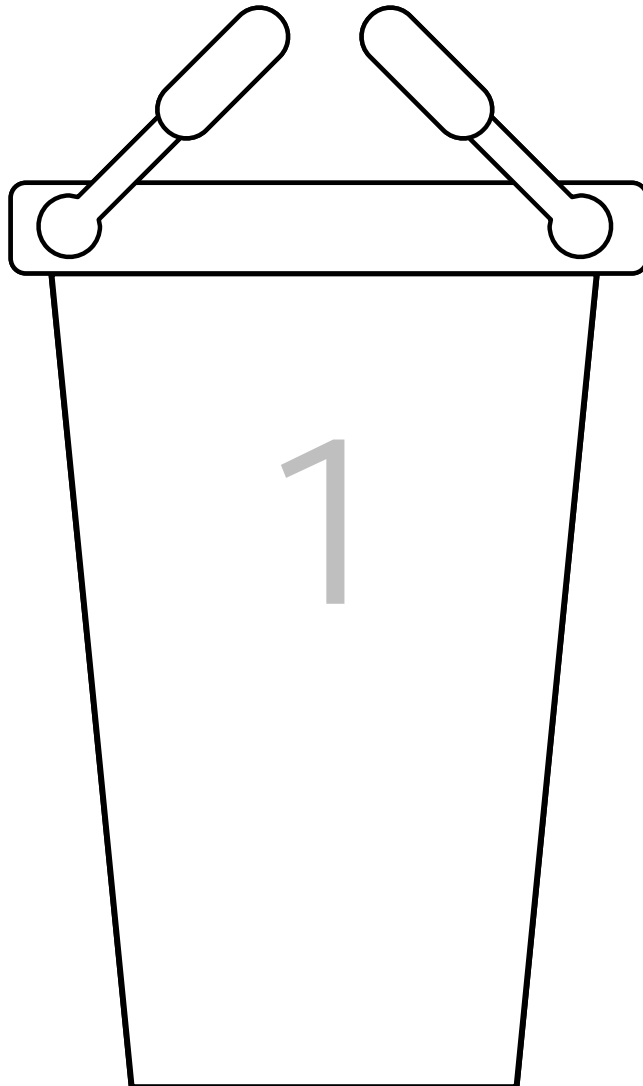
Quick guide: The *Cooperation / Industry Matrix* is a starting point for prescribing existing partnerships and existing collaborations. In many cases, companies and business ecosystem design teams are unaware of where long-standing collaborations already exist that can provide rapid customer access, data or technology for business ecosystem design.

More tips & tricks for this template on book page: 114

Lewrick, M.
Design Thinking for Business Growth
978-1-1198-1515-0
www.business-ecosystem-design.com

Collect

List all collaborations, supplier relationships and partnerships that exist or are planned.



Sort

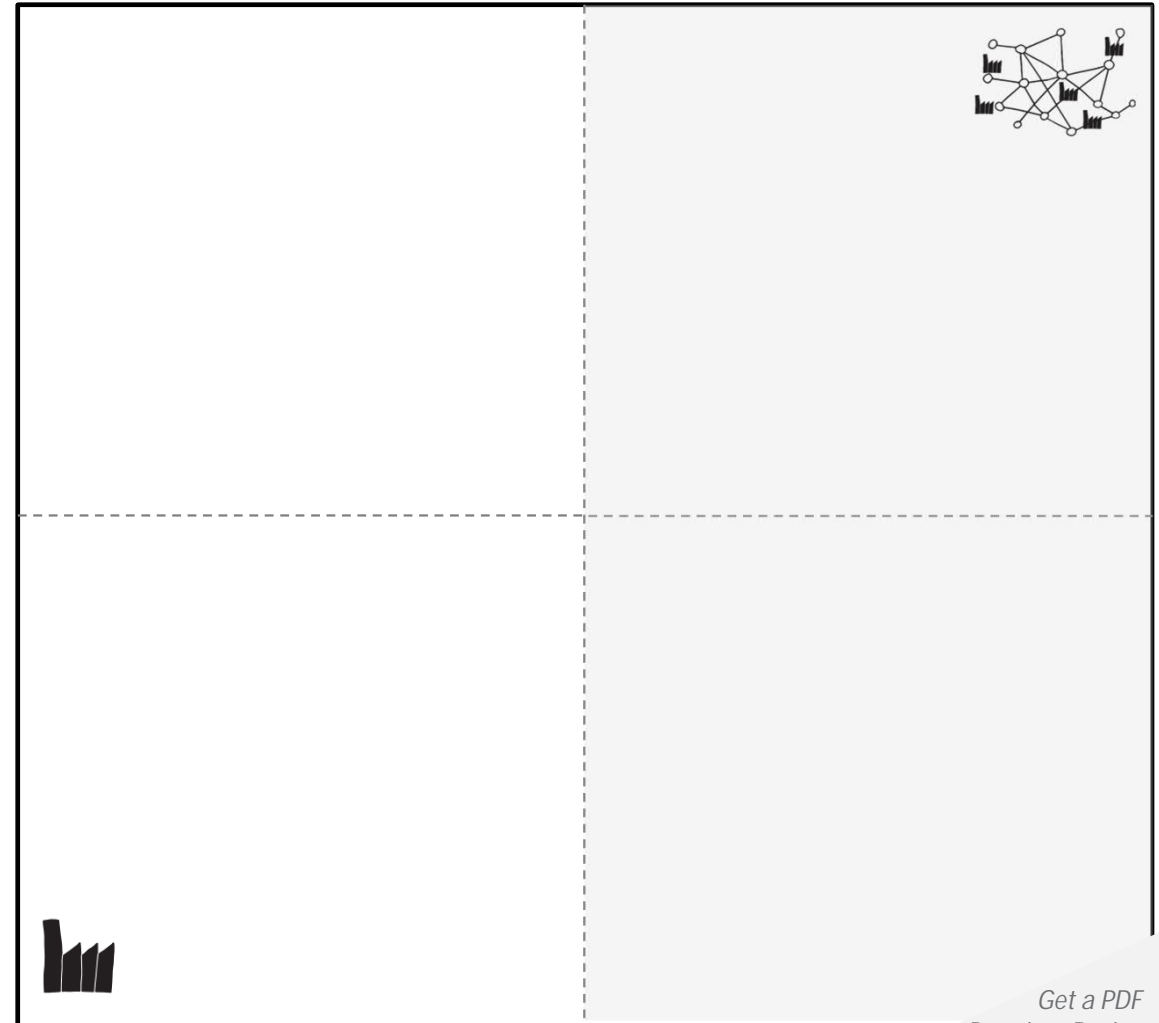
Classify the different characteristics in the matrix. The axes may vary depending on the company and focus. A general labeling uses the X-axis (focus/diversification) and divides the range (as in the tool on the previous page) into own industry or cross industry.



Cross Industry

2

Own Industry



Focus

Diversification