

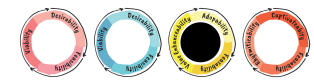
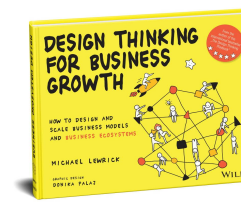
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VALUE STREAMS MAPPING



Quick guide: In the definition of value streams lies the basic idea that, due to their nature and their sustainable existence, business ecosystems as a whole generate more value than the sum of the individual actors acting independently of each other. In a traditional view of value streams, value creation is incremental, meaning that the respective actors typically cover "cost plus" some return on investment.

More tips & tricks for this template on book page: 255



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

1 Value Stream Types

What types of value streams are relevant to the ecosystem?



2 Manifestation

In what way do the value streams flow?



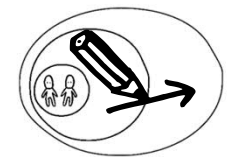
3 Typical Value Streams

What does a typical value stream (of a specific kind) look like – between the actors, with the orchestrator, or directly with a customer?



Visualization of Individual Value Streams of Subsystems or the Entire Ecosystem Map

Mark on the ecosystem map how values streams flow between the actors



4

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