

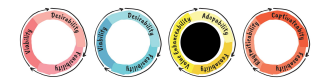
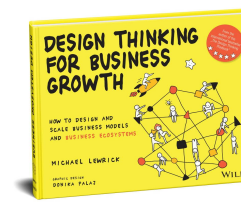
Project:
Team:
Version & Date:

DESCRIPTION OF ACTOR ROLE



Quick guide: The *Description of all Actors* in an existing or future business ecosystem helps in the configuration of the system to better understand the capabilities and to make an initial assessment of whether the respective actors and roles fit to realize the desired Value Proposition. It is also important to analyze how strong the motivation might be for the actor to participate in the planned ecosystem.

More tips & tricks for this template on book page: 250



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

<h2>Function Role of the Actors</h2> <p>→ </p>	<h2>Examples</h2> <p></p>
<h2>Motivation for Participation</h2> <p></p> <h3>Time Horizon</h3> <p><i>From what point in time will the actor be needed? For which part of the value proposition?</i></p> <p>MVP MVE Extension stage 1 </p> <p>→ t</p>	<h2>2</h2> <p>Degree of compatibility with the value proposition (strong, neutral, weak) <i>What is the degree of compatibility of the actor with the value proposition and the achievement of the target image?</i></p> <p><input type="text" value="+"/> <input type="text" value="0"/> <input type="text" value="-"/></p> <p>Market Dominance (strong, neutral, weak) <i>How much influence would the actor have on the ecosystem?</i></p> <p><input type="text" value="+"/> <input type="text" value="0"/> <input type="text" value="-"/></p>
<h2>Analysis of Advantages and Disadvantages of each Actor</h2> <p><i>What are the advantages and disadvantages for the actor to participate in the defined ecosystem?</i></p> <p></p> <p>+ -</p> <h2>3</h2>	
<h2>Value Contribution of the Actor</h2> <p></p> <h2>4</h2>	<h2>Current Business Model of the Actor</h2> <p></p>