## AN ECOSYSTEM-BASED DEVELOPMENT STRATEGY

Ralph Welborn presents an entirely different way to approach economic value creation.

## Where is value being destroyed?

- 1. Define the producer ecosystem
- Actors who impacts whom, how and how much?
- Value destruction and friction map what problem do you want to solve?
- 2. Define the consumer ecosystem
- Which consumers? Which preferences? How do they create a value system for themselves?
- Where do they spend time, energy, and resources?
- What are their dissatisfactions?
- 3. Bundle / Unbundle strategy
- What are the entrepreneurial options for creating new value for customers?
- What critical capabilities are needed?
- 4. Ecosystem opportunity
- Which partners can provide critical capabilities?

## Design New Customer Engagement Model

- 1. New customer engagement model
- How does the customer experience change?
- 2. New foundations of value
- How is the new engagement better for the customer?
- 3. Business Model
- How will the entrepreneur deliver the new value?

## 3 How To Execute

- 1. Staging track value emergence over time.
- 2. Ecosystem partnerships
- Assemble the partnerships to fill capability gaps in delivering new value.
- 3. Execution Plan and MVP



Adapted with permission from

<u>Topple: The End Of The Firm-Based Strategy And</u>

<u>The Rise Of New Models For Explosive Growth</u>

by Ralph Welborn.





