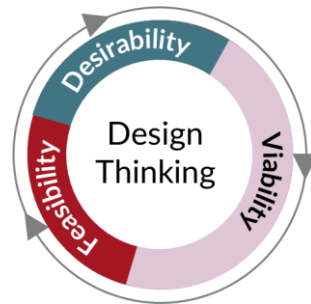


Business Ecosystem Design Bootcamp

The Four Design Lenses



1 Identify the Customer Problem



For identifying potential value propositions for an ecosystem, the focus must be on the customers and their needs.

Design thinking has established itself as a proven methodology and mindset for envisioning ecosystem initiatives and developing initial prototypes.

2 Test Minimal Viable Product



Validating value propositions and transitioning initial prototypes into a Minimum Viable Product (MVP) allows market viability to be tested.

The backlog informs about prioritized experiences and features that may be relevant to the ecosystem today and in the future.

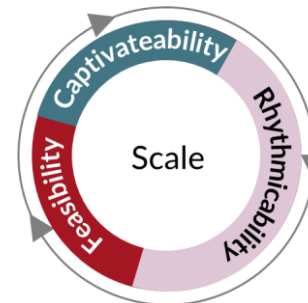
3 Create Minimal Viable Ecosystem



Ecosystems do not emerge by themselves; they must be actively designed, initialized, and orchestrated.

A feasibility assessment of a minimum viable ecosystem (MVE) includes a first-time review of the subsystems, an analysis of initial technology components, and a presentation of the offering for the customer.

4 Scale the System



Achieving objectives requires scaling considerations. Successful scaling is mainly achieved through network effects and high customer retention.

For this, incentives must be created, lock-in effects realized, and an IT infrastructure must be provided that can withstand the growth.