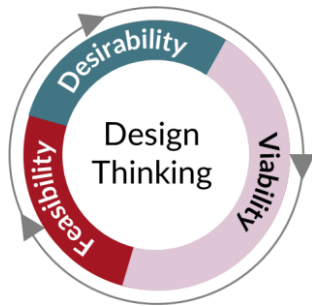


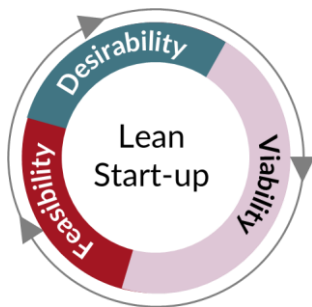
Business Ecosystem Design Bootcamp

The Four Design Lenses



1 Design Thinking

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.



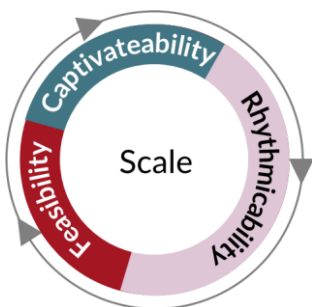
2 Lean Start-up

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 Ecosystem Design

Ecosystems do not emerge by themselves; rather, they must be actively designed, initialized, and orchestrated. An assessment of the feasibility 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

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.