

THE ECOSYSTEM CANVAS

PLATFORM DESIGN TOOLKIT 2.2

Ecosystem name

EXTERNAL STAKEHOLDERS

Entities that have a **specific interest** in the platform success or failure, in controlling platform **externalities** and **outcomes**, in regulating it or in exercising rights in the platform governance: public actors or bodies dealing with regulation and control of platforms on a local basis, representatives of communities of peers and partners involved in the value creation, pre-existing institutions.

