

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.

Entities interested in *consuming, utilizing, accessing* the value that the is created through and on the platform.

Entities interested in *providing value* on the supply side of the ecosystem/marketplace, seeking for opportunities to improve their professionalism and honing their capabilities towards better performance.

Entities that create additional value and *collaborate with platform owners* with a deeper relation. *Professional value creators* that tend to *specialize* in a niche product/service and become better and better within time. Partners can also facilitate, cater, enhance the value production by acting as broker, facilitators, connectors.

Entities that own the vision behind the market opportunity, responsible to ensure that the platform exists and evolves.

PEER CONSUMERS

PEER PRODUCERS

PARTNERS

PLATFORM OWNERS