AN ECOSYSTEM-BASED DEVELOPMENT STRATEGY

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

1. 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?

2. 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

Topple: The End Of The Firm-Based Strategy And The Rise Of New Models For Explosive Growth by Ralph Welborn.