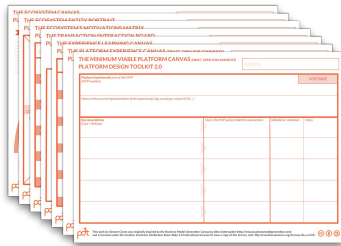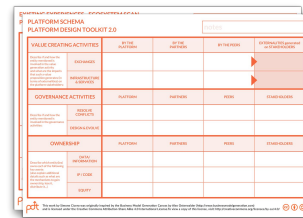# Considerations

what is emerging?
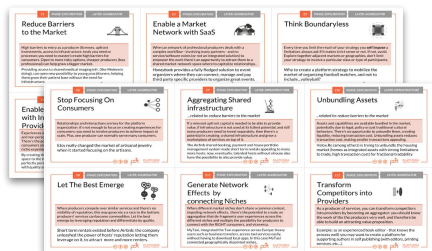
User Guide
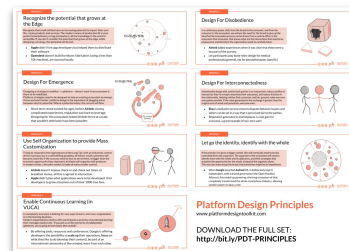

Essential Canvas

Advanced Canvas

12 Patterns of Platformization

7 Principles of Platformization

PLATFORM
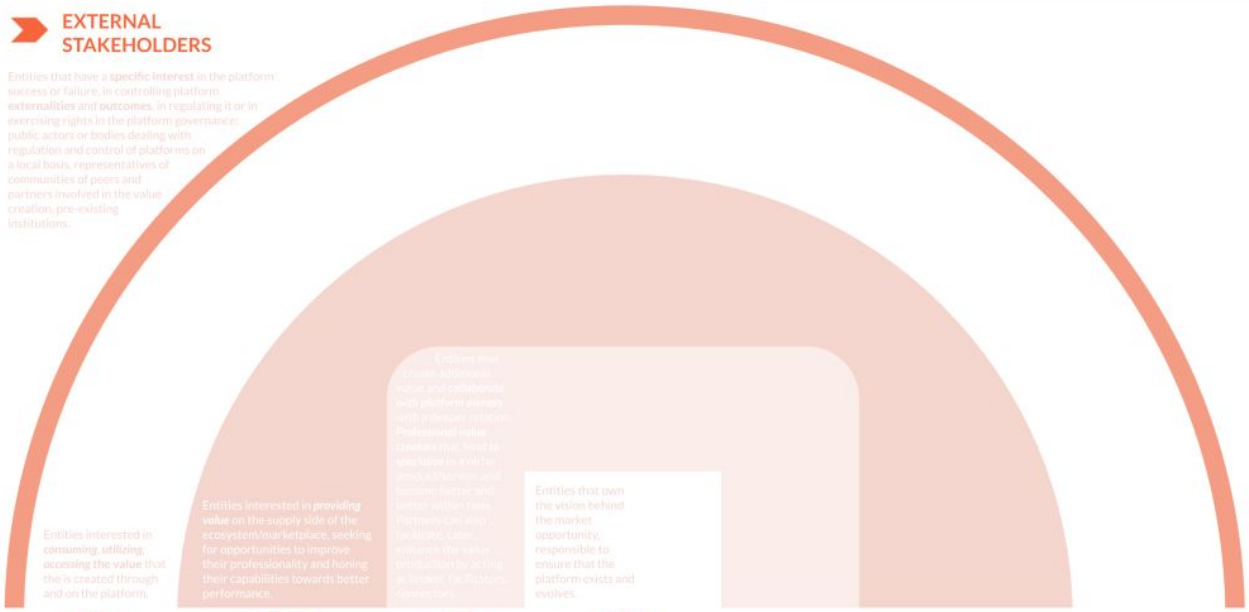DESIGN TOOLKIT

THE ECOSYSTEM CANVAS
PLATFORM DESIGN TOOLKIT 2.2

➤ **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 that create additional value and collaborate with platform owners and a diverse range of Professional value creators that tend to specialize in niche product/services and surface better and better value creation. The team can also facilitate, catalyze enhance the value production by acting as Value Facilitators, connectors

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

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 professionality and honing their capabilities towards better performance.

PEER CONSUMERS

PEER PRODUCERS

PARTNERS

PLATFORM OWNERS

PLATFORM
DESIGN TOOLKIT

Copenhagen esports ecosystem: stages of development

Stage 1
Stage 2
Stage 3
Stage 4

EXTERNAL STAKEHOLDERS

Fans

Danish Government

Tech & Game Development Community

Sponsors
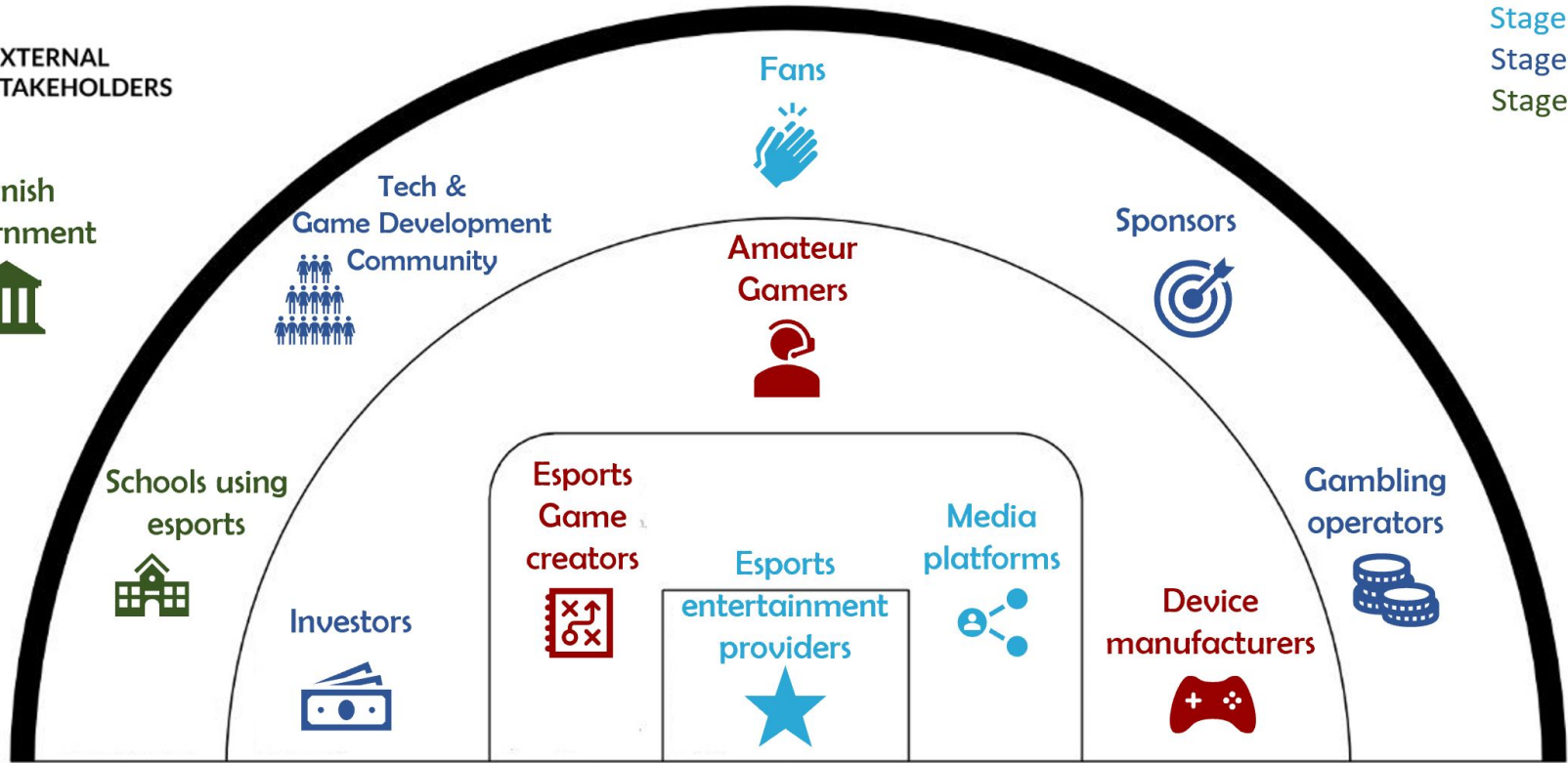
Amateur Gamers

Schools using esports

Gambling operators

Esports Game creators

Media platforms

Investors

Esports entertainment providers

Device manufacturers

PEER CONSUMERS

PEER PRODUCERS

PARTNERS

PLATFORM OWNERS

Peripheral products -10

Food-141

Pre-set solutions

AUSWAN CREEK 天鹅庄

Drinks-92

AV Entertainment- 15

Smart environment

Logistics-9

Smart fresh

Kitchen appliance

Social Association -4

Smart cleaning

IoT Technology-15

Smart health

Refrigerator

Small appliance
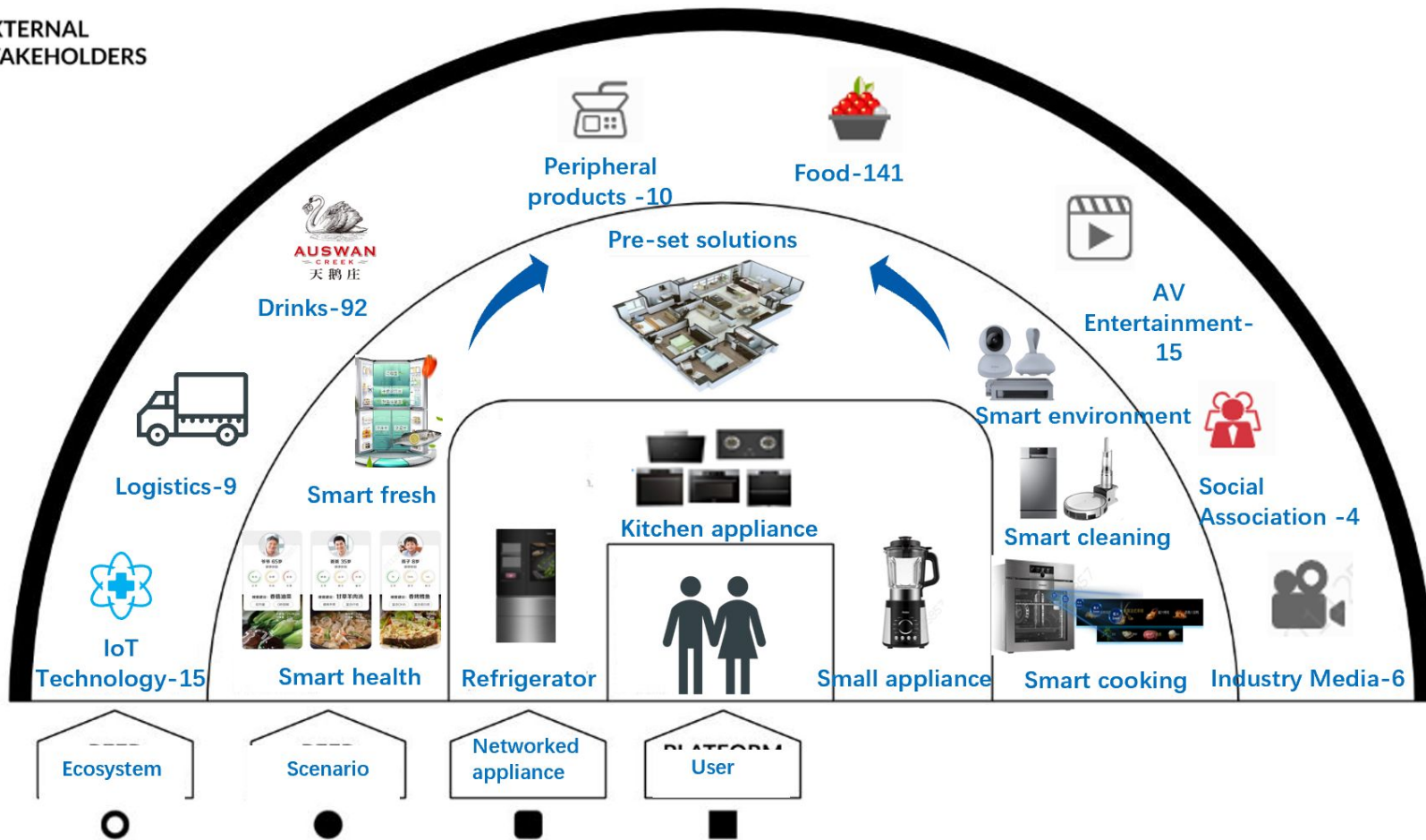
Smart cooking

Industry Media-6

Ecosystem

Scenario

Networked appliance

PLATFORM

User

Directions / Developments

- evolution:
  - from linear ecosystems: focus on economies of scale/scope
  - to complex ecosystems: main focus on **evolution**, **emergence** discovery (key for *radical* innovations);

- towards center***less***ness:
  - from <mark>domination</mark> of an industry to <mark>actualization</mark> of an industry or a collective;
  - towards shared **governance /** shared **skin in the game**:
    - role of emerging technologies (eg: blockchain) in enabling **smart contracting** (integrity, efficiency and availability): <mark>it is impossible to separate technology from the organization</mark>

Directions / Developments

- from "shaping markets" to *weaving ecosystems (becoming a catalyst)*
- **Design as participation**

"our fatal flaw may be the idea that an individual or institution can single-handedly penetrate new frontiers of possibility"

Nora Bateson