

LEAN NAME ECOSYSTEM DESIGN CANVAS

TEAM MEMBER NAMES:

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DESCRIPTION

SPECS BASED ON MACRO COST
DRIVERS THAT SCALE TO VARIOUS
COMMUNITY CONTEXTS

Deliverable Name:

Mission Title:

Table:

Description

what are you delivering today?

Lean Ecosystem Canvas

Application

how does it work? how will it be used?

Framework for assessing ecosystem

Use it to determine strengths/weaknesses

Used to determine what the needs are

Impact

how will it help ecosystem builders?
what systemic issues will it address?

Enable folks to better define understand opportunity

Duplication of Efforts ↓

Increase Value for ALL Stakeholders

Better understand the ecosystem

Team Members

who is working on this? include contact info and any future plans or commitments

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Partners & Resources

what partners and resources should be engaged going forward?

Existing Ecosystems

Community Leaders

Existing Organizations

New Orgs

Funders

Next Steps

what should happen next? where would you like to see this go in future iterations?

Beta test with existing ecosystems

Refine based on feedback from Beta

Offer to new/upstart ecosystems

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Problem

Top 3 Ecosystem Problems

What do entrepreneurs struggle with?

What Gaps exist in your community?

Solution

Top 3 Initiatives

What Value do you create?

Key Metrics

How do you measure Value created vs cost?

How do you measure Intangibles?

~~Unique Advantages~~ Unique Value Prop

Mission?

Vision?

Values?

What are your deliverables?

Unfair Advantage

What can your org do uniquely?

What can you optimize or scale way better than anyone else?

What special sauce can you inject into the community?

"Customer Segments"

Who are your targeted constituents?

AKA - who benefits?

Channels

Path to community?

AKA - How do you conduct outreach & create awareness?

Communications Infrastructure?

How do you deliver/execute?

Cost Structure

Staff vs Volunteers?

Human or emotional costs?

Revenue Streams

How do you generate funds to be sustainable?

Fundraising?

Donations?

Monetization?

Stakeholders

Leaders

Government

Education / talent

Other Organizations

Similar / Related Initiatives

Potential Partners or Friends?

Other Agencies?

Egos Involved?

Special Interests?

Community Context

What resources make this ecosystem different?

AKA what is your ~~ecosystem~~ community's essence?

* Bonus Resources

What Special Sources can you tap?

Trust amongst
leaders &
stakeholders

Staff vs
Volunteers

Mission Driven
Resources &
Deliverables

Organizational
Specialization
& Differentiation

Creating repeatable
systems independent
of individuals

Infrastructure
Communications
& Knowledgebases

Connecting
Leaders &
Stakeholders

Awareness
& Communication

Emotional Budget
& Energy of
Leaders

Organizational
Focus &
Specialization
/ Differentiation

Value Creation
& Alignment

Education &
Motivation of
Entrepreneurs &
Community

Collaboration

Managing Expectation

Problem Top 3 Ecosystem Problems	Solution Top 3 Initiatives	Unique Value Prop Mission ↓ Vision + Values What are your Deliverables?	Unfair Advantage What can your org DO & uniquely - What can you systematize or scale Awesomely?	"Customer" Segments Targeted constituents AKA "Who Benefits"
Key Metrics How do you measure Value created vs cost? Intangibles?		Channels Path to Community AKA "How do you conduct Outreach + create awareness?" - Comms Infrastructure		
Cost Structure Staff vs Volunteers - Human/Emotional Costs?			Revenue Streams	
Stakeholders Leaders Govt Edu other Orgs	Similar/Related Initiatives Potential Partners AKA "Frenemies" Agendas Egos Special interests	Community Context What resources make this ecosystem different AKA "Essence"	Bonus Resources What special Sauce can you tap?	

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Problem

Top 3 Ecosystem Problems
 what distribution struggle with?
 what steps exist to your community?

Solution

Top 3 Initiatives
 what value do you create?

Key Metrics

How do you measure value created vs cost?
 How do you measure intangibles?

Cost Structure

Staff vs Volunteers?
 Human vs emotional costs?

Stakeholders

Leaders
 Govt
 Edu
 other Orgs

Similar/Related Initiatives

Potential Partners
 AKA "Frenemies"
 Agendas
 Egos
 Special interests