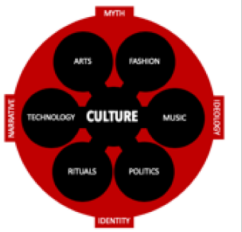


THE ECOSYSTEM MARKETING CANVAS

DESIGNED BY _____

<p>INTERNAL STAKEHOLDERS</p> <p>Board C-Level Executives Managers Supervisors Employees/Workers Unions</p>	<p>CATEGORY ECOSYSTEM</p> <p>Topic/Idea/Product _____</p> <ul style="list-style-type: none"> <input type="checkbox"/> Strategy <input type="checkbox"/> Innovation <input type="checkbox"/> Sales & Marketing <input type="checkbox"/> Recruiting <input type="checkbox"/> Learning <input type="checkbox"/> Execution 	<p><i>Category Ecosystem Objectives</i></p>	<p>DISRUPTION PLAN</p> <p>CATEGORY COMPANY COMPETITOR CUSTOMER</p> <p>Jobs to be Done Brand Promise Proof Points Operational Changes Cultural Changes Incentives Training Delivery Accountability Predicted Outcomes Schedule Responsibilities</p>	<p>RESULTS</p> <p>Category Ecosystem</p> <p>Company Ecosystem</p> <p>Competitor Ecosystem</p> <p>Customer Ecosystem</p>	
<p>STRATEGY</p> <p>WHAT IS OUR PURPOSE? WHAT'S THE JOB TO BE DONE? WHERE'S THE VALUE? ECOSYSTEM SEGMENTS ECOSYSTEM 4Ps WHERE DO WE STAND? PLAN TO DISRUPT/IMPACT WHERE WILL WE PLAY? GEOGRAPHY INDUSTRY CATEGORY IDEA/CONCEPT CUSTOMER SEGMENTS NARRATIVE DELIVERY HOW WILL WE WIN? WINNING CAPABILITIES EFFECTIVE EXECUTION VISIBILITY AUTHENTICITY WHAT CAN WE LEARN?</p>	<p>COMPANY ECOSYSTEM</p> <p>Company Employees Partners Suppliers Shareholders Community</p>	<p><i>Company Ecosystem Objectives</i></p>			
	<p>COMPETITOR ECOSYSTEM</p> <p>Advantages</p> <p>Weaknesses</p>	<p><i>Competitor Ecosystem Objectives</i></p>	<p>COST/BUDGET</p>	<p>BRAND EQUITY</p>	
<p>MESSAGE</p> <ul style="list-style-type: none"> • Ethos • Pathos • Logos 		<p>CUSTOMER ECOSYSTEM</p> <p>Key Segments Hotspots Influencers/Thought Leaders Media Social</p>	<p><i>Customer Ecosystem Objectives</i></p>	<p>VALUE FOCUS</p> <p>Visibility/Awareness Growth: time to market / value Interception M&A evaluation Measure IP impact</p>	<p>SOCIAL MEDIA ANALYSIS</p> <p>INBOUND</p> <p>OUTBOUND</p>



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