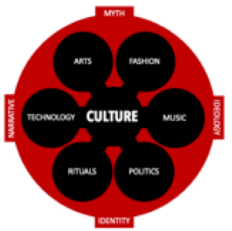


THE INNOVATION ECOSYSTEM CANVAS

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> <p><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>	<p>SOURCES of INNOVATION</p> <p>Unexpected Incongruities Process Need Structural Change Demographics Changes in Perception, Mood, Meaning New Knowledge AI /Machine Learning Social Pressure</p>	<p>INNOVATION PLAN</p> <p>CATEGORY CUSTOMER PRODUCT SERVICE EXPERIENCE</p> <p>Jobs to be Done Proof Points Operational Changes Cultural Changes Incentives Training Delivery Accountability Predicted Outcomes Schedule Responsibilities</p>	<p>OPPORTUNITIES</p>
<p>INNOVATION 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 INNOVATE? 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>CAPABILITY ECOSYSTEM</p> <p>Company Employees Partners Suppliers Innovators Community</p>	<p>TYPES of INNOVATION</p> <p>Business Model Network Structure Process Product Performance Product System Service Channel Brand Engagement</p>		
<p>MESSAGE</p> <ul style="list-style-type: none"> Ethos Pathos Logos 	<p>ZEITGEIST ECOSYSTEM</p> <p>Readiness Education Activism Societal Trends Social Good Culture</p>	<p>UNMET NEEDS /JOBS TO BE DONE</p> <p>Table Stakes Functional Needs Emotional Needs Consumption Chain Needs Individual Needs Business Needs Status Needs Social Impact Needs Inspirational / Spiritual Needs</p>	<p>COST/BUDGET</p>	<p>BRAND EQUITY</p>
	<p>CUSTOMER ECOSYSTEM</p> <p>Key Segments Hotspots Influencers/Thought Leaders Media Social</p>		<p>VALUE FOCUS</p> <p>Visibility/Awareness Operational: time to launch / ship Interception M&A evaluation Measure IP impact</p>	<p>SOCIAL MEDIA ANALYSIS</p> <p>INBOUND OUTBOUND</p>



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Developed by Christian Sarkar and Philip Kotler, 2019