Stakeholder interaction matrix (or the value exchange matrix) is meant to help you formalize interactions between the different stakeholder which is the first step in creating simulations, models or role-plays for your system

	Role 1 (name)		**Role 2** (name)		**Role 3** (name)		**Role 4** (name)		Rest of the ecosystem		NOTES & OBSERVATIONS
Role 1 (name)	**What** is exchanged? ↑ to no. 1 ← from no. 1	**Why?** What is the motivation behind this exchange? ↑ to no. 1 ← from no. 1	**What** is exchanged? ↑ to no. 2 ← from no. 1	**Why?** What is the motivation behind this exchange? ↑ to no. 2 ← from no. 1	**What** is exchanged? ↑ to no. 3 ← from no. 1	**Why?** What is the motivation behind this exchange? ↑ to no. 3 ← from no. 1	**What** is exchanged? ↑ to no. 4 ← from no. 1	**Why?** What is the motivation behind this exchange? ↑ to no. 4 ← from no. 1	**What** is exchanged? ↑ to the rest ← from no. 1	**Why?** What is the motivation behind this exchange? ↑ to the rest ← from no. 1	
Role 2 (name)	**What** is exchanged? ↑ to no. 1 ← from no. 2	**Why?** What is the motivation behind this exchange? ↑ to no. 1 ← from no. 2	**What** is exchanged? ↑ to no. 2 ← from no. 2	**Why?** What is the motivation behind this exchange? ↑ to no. 2 ← from no. 2	**What** is exchanged? ↑ to no. 3 ← from no. 2	**Why?** What is the motivation behind this exchange? ↑ to no. 3 ← from no. 2	**What** is exchanged? ↑ to no. 4 ← from no. 2	**Why?** What is the motivation behind this exchange? ↑ to no. 4 ← from no. 2	**What** is exchanged? ↑ to the rest ← from no. 2	**Why?** What is the motivation behind this exchange? ↑ to the rest ← from no. 2	
Role 3 (name)	**What** is exchanged? ↑ to no. 1 ← from no. 3	**Why?** What is the motivation behind this exchange? ↑ to no. 1 ← from no. 3	**What** is exchanged? ↑ to no. 2 ← from no. 3	**Why?** What is the motivation behind this exchange? ↑ to no. 2 ← from no. 3	**What** is exchanged? ↑ to no. 3 ← from no. 3	**Why?** What is the motivation behind this exchange? ↑ to no. 3 ← from no. 3	**What** is exchanged? ↑ to no. 4 ← from no. 3	**Why?** What is the motivation behind this exchange? ↑ to no. 4 ← from no. 3	**What** is exchanged? ↑ to the rest ← from no. 3	**Why?** What is the motivation behind this exchange? ↑ to the rest ← from no. 3	
Role 4 (name)	**What** is exchanged? ↑ to no. 1 ← from no. 4	**Why?** What is the motivation behind this exchange? ↑ to no. 1 ← from no. 4	**What** is exchanged? ↑ to no. 2 ← from no. 4	**Why?** What is the motivation behind this exchange? ↑ to no. 2 ← from no. 4	**What** is exchanged? ↑ to no. 3 ← from no. 4	**Why?** What is the motivation behind this exchange? ↑ to no. 3 ← from no. 4	**What** is exchanged? ↑ to no. 4 ← from no. 4	**Why?** What is the motivation behind this exchange? ↑ to no. 4 ← from no. 4	**What** is exchanged? ↑ to the rest ← from no. 4	**Why?** What is the motivation behind this exchange? ↑ to the rest ← from no. 4	
Rest of the ecosystem	**What** is exchanged? ↑ to no. 1 ← from the rest	**Why?** What is the motivation behind this exchange? ↑ to no. 1 ← from the rest	**What** is exchanged? ↑ to no. 2 ← from the rest	**Why?** What is the motivation behind this exchange? ↑ to no. 2 ← from the rest	**What** is exchanged? ↑ to no. 3 ← from the rest	**Why?** What is the motivation behind this exchange? ↑ to no. 3 ← from the rest	**What** is exchanged? ↑ to no. 4 ← from the rest	**Why?** What is the motivation behind this exchange? ↑ to no. 4 ← from the rest			

Tips and guides:
› each role has two columns - 1st is the [WHAT] is being changed, 2nd (highlighted in blue) is [WHY] is this exchange happening
› It helps to work in rows first - e.g. what does role 1 give to role 1, role 2, role 3, etc.
› it helps to color-code specific types of needs or exchanges (e.g. functional - e.g. money, social - status, or emotional - feeling belonging)
› the are max. 4 roles on purpose - you should try to get a simple picture first and detail it later
› once you do the rows you can look at columns or at (lack of) assymetry - i.e. are there roles giving a lot but receiving little, or vice versa?
› there's an additional column/row for "the rest of ecosystem" which could be a catch all for all the other stakeholders or some automated bits
› don't forget to capture your thoughts, observations and insights in the "Notes" part!

References and inspirations: [1] The ecosystem motivations matrix from Lucid Spark, [2] Ecosystem Design Toolkit and Ville Eloranta
[1] https://lucidspark.com/templates/the-ecosystem-motivations-matrix
[2] https://github.com/villeeloranta/ecosystem-design-toolkit/blob/master/aalto_ecosystemdesigntoolkit_v01jan20_200122v1_ve.pdf

NOTES & OBSERVATIONS

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