



Ecosystem Value Flows

TMG1 Course, **S1PL**, May 2021 edition



Check-ins

and burning questions

Agenda for today

Check-ins & logistics

- **Miro**
- **Ecosystem's Purpose**
- **Stakeholders**
- **Stakeholder portraits**

Rainbow canvas

- **What's next + homework (5 minutes)**

OPTIONAL // Debrief & questions - 10 minutes

Close in ~2-2.5hrs



Check-ins & reminders

- **Discord** “-tmg1-may2021” for all chats (including chats during video calls!)
- Same **ZOOM** for all lectures
<https://us02web.zoom.us/j/83061396688>
- **GDrive** for all training material (including recordings!)
- **Miro** for working with canvases

FIND all links at [1STOPSHOP](#) file!
We'll share the link via Discord :)

TE Academy TMG1 - May 2021			
Communication Channels			
What	Link	Purpose	Notes
Discord	https://discord.gg/gccFqRJ	all asynchronous discussions	 -tmg1-may2021
Zoom (for lectures)	https://us02web.zoom.us/j/83061396688?pwd=dUlhKQVj1UohFbW1MSkJLzJPToxdz09	Video call and recordings of the lectures	PLEASE USE THE DESKTOP CLIENT available here https://zoom.us/
Zoom Password	TMG1MAY21		
GDrive	https://drive.google.com/drive/folders/18cmIc17ToM0zaQ9srmhWNIVjlkNxtqo	File sharing, all training materials	
Miro	https://miro.com/app/board/o9J_1GPmmse=/	Online co-creation and collaboration on canvases	Miro Tutorials https://www.youtube.com/channel/UChfGfnBKDcFl74hbJsvlDO
Online Content		Instructions we've prepared for self-contained learning	We'll share every Friday the content you need to prepare for the following week
Session recordings	TBD		
MIRO Workspaces			
Main MIRO Board	https://miro.com/app/board/o9J_1GPmmse=/	Main board with key info and links to other boards	
Day 1	TBD	Exercises and content	
Day 2	TBD		

What is the magical key?



Check-ins & reminders

- I'm clear on which **team I'm in**
- All your **team members in Discord?**
- **Connected with your team?**
- Do you **know where is the 1STOPSHOP file?**
- Did you install **Zoom / Miro?**

Miro time!



Test, can you find the Board?



Ecosystem's Purpose & Participants

Why should They participate?

Intentional Action is Design with Empathy

*Intentional action demands a
really good reason.*

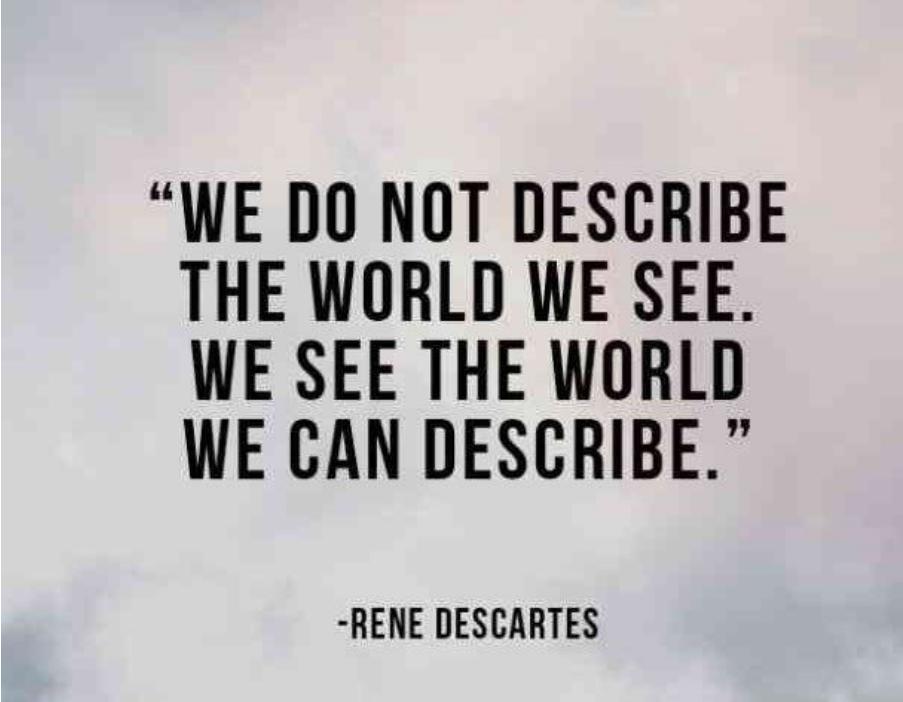
Easily avoided questions

Who are you trying to change?

What change are you trying to make?

How will you know if it worked?

"The Practice," Seth Godin



**"WE DO NOT DESCRIBE
THE WORLD WE SEE.
WE SEE THE WORLD
WE CAN DESCRIBE."**

-RENE DESCARTES



Why ask why 5 times?

But wait, no one wants a hole.

What people want is **the shelf** that will go on the wall once they drill the hole.

Actually, what they want is **how they'll feel** once they see how **uncluttered** everything is, when they put their stuff on the shelf that went on the wall now that there's a quarter-inch hole.

But wait...

"This Is Marketing," Seth Godin

“People don’t want
quarter-inch drill bits.

They want quarter-inch holes.”

<https://quoteinvestigator.com/2019/03/23/drill/>



Image source: <https://unsplash.com/photos/CuDoRFyTKAQ>

The real reason & purpose?

“When you buy a razor, you buy a smooth chin (...)
When you buy a new suit, you buy an improved appearance (...)
When you buy an automobile, you buy speedy transportation (...)
when you buy plumbing, you buy cleanliness”

<https://quoteinvestigator.com/2019/03/23/drill/>

“Making money”

is NOT an end goal either -
it's means to a different end!

We want to uncover the
true source of motivation
and value creation!

The real reason & purpose?

“When you buy a razor, you buy a smooth chin (...)
When you buy a new suit, you buy an improved appearance (...)
When you buy an automobile, you buy speedy transportation (...)
when you buy plumbing, you buy cleanliness”

<https://quoteinvestigator.com/2019/03/23/drill/>

Functional needs

Social needs

Emotional needs



Image source:
[https://en.wikipedia.org/
wiki/Coca-Cola](https://en.wikipedia.org/wiki/Coca-Cola)

Ecosystem's purpose

WHY?

Does the ecosystem exist?

The clearer the purpose is defined, the higher the systemic incentives and intrinsic motivation of the stakeholders will be.

D



PS.

It's often about "wordsmithing".

It's more of a craft than science.
More on that in notes

Ecosystem's Purpose - template

What we (want to) do?

(Verbs, nouns)

- ...
- ...
- ...
- ...
- ...

How we (want to) do things?

(Adjectives & adverbs)

- ...
- ...
- ...
- ...
- ...



WHY?

Does the ecosystem exist?

The clearer the purpose is defined,
the higher the systemic incentives
and intrinsic motivation of the
stakeholders will be.

Our reasons for doing things:

- ...
- ...
- ...
- ...
- ...

Things we care about:

- ...
- ...
- ...
- ...
- ...

Ecosystem's Purpose, as an MTP

Practical tips

- 3-6 words are the most powerful
- “Cocktail party test”
- Begin by listing action verbs, nouns and some adjectives
- Make it easily understandable for normal people
- Wordsmithing and iteration in the real world
- Try to avoid (over)generalizations for anyone, everything, etc.
- We want it to be POSITIVE, ok (refer to MTP)

Good MTP

- Highly aspirational
- Uniquely yours
- Transformative

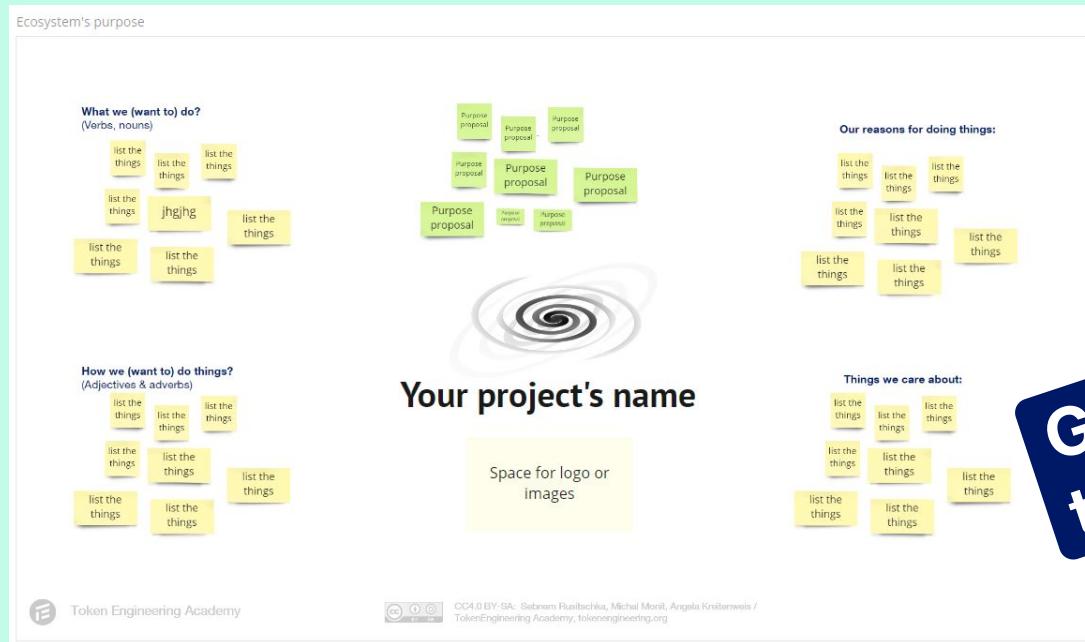
NOT MTP

- About **HOW (to)**
- About the organization
- Restricting future pivots
- A marketing slogan
- About the business
- About you

If you're interested in reading more

<https://medium.com/@salimismail/massive-transformative-purpose-the-heartbeat-of-every-exo-8f59e7a811b4> (about)
<https://github.com/exoeconomy/ExO-Tool-Kit/tree/master/MTP-Tool> (toolkit w/ guiding questions)

Miro time! @ Ecosystem purpose



Get ready to present!

Back from Miro @ Stakeholders

How was it?
Questions?



Back from Miro @ Stakeholders

Any volunteers?





Stakeholders

Who are all the potential players?



People and organizations involved with this thing

- ...
- ...
- ...
- ...
- ...



Ecosystem is more than a product or a brand, or a company

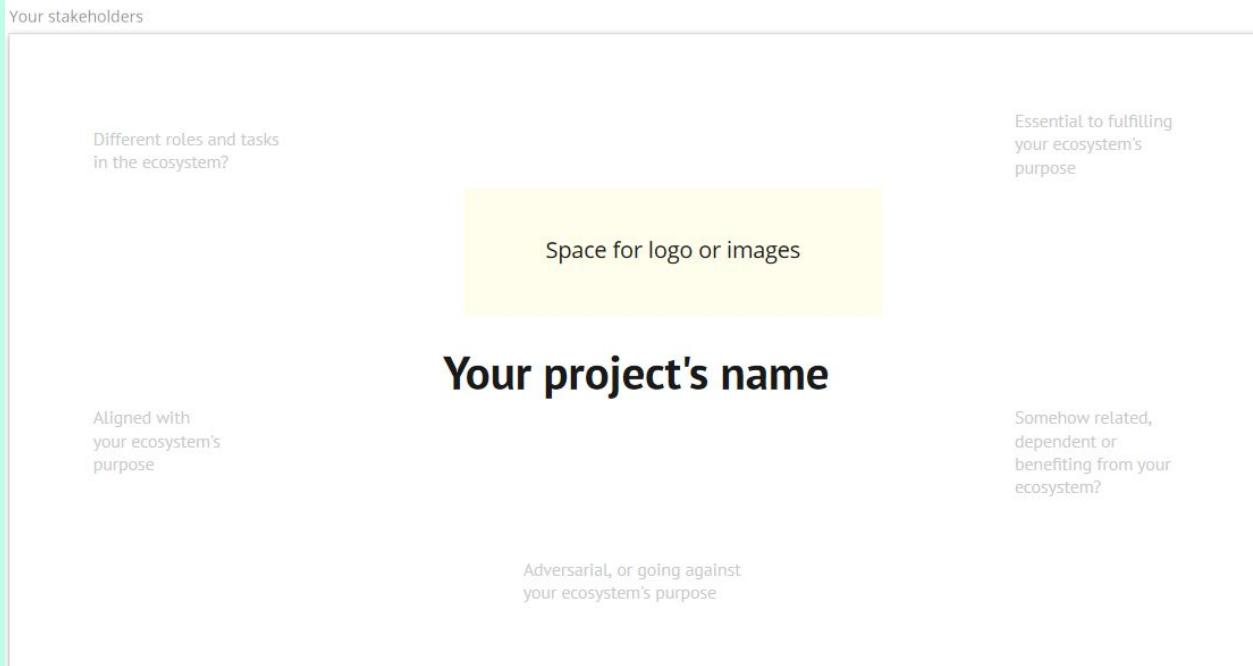


Coca-Cola



and **POSITIVE**
sum games!

Miro time! @ List All Stakeholders



Back from Miro @ Stakeholders

How was it?
Questions?



Back from Miro @ Stakeholders

Let's count!





Stakeholder portraits

Who is this for? Empathize.



Choose who is it for ...



The **more different** the person you serve is from you,
the **more empathy** you'll need to
to create the change you seek to make.

"The Practice," Seth Godin

Stakeholder portraits

The goal is to create a **relatable portrait**, sufficient for someone else to (role)play out their behavior, given your description

It's **NOT** about being perfect, since you will never be other people.

Project name		Date	Version	Prepared by	Stakeholder canvas
TMG1 - OCT 2020		0.2	Michal, Angela and Sebnem	 TMG1	 TMG1
Name	Anthony Luna	Ecosystem role	Vault holder	Quotes	
Background story	Late 20's, from a lower middle class family from New York's suburbs. Always a geek and into computers and programming from early years. His parents had a lot of money and sent him to private schools and he got into Bechtel (Caltech) baby! And soon far from home. He first heard about crypto in 2013. However, joined a bit late, since he didn't have much spare time or money to invest – he was working summers to save living expenses. In 2016, Also, he invested a bit in ETH, was into art, and the lost a lot of money in the ICO bubble of 2017. Some winning, but mostly lots of learning. Now doing mostly day trading, getting excited about what's happening in the DeFi space and trying to explain to his parents what he's doing.		<?php echo "Hello World!" ?>	"F*ck banks" / "Vitalik for president" / "To the moon" / "I've been in the space since 2013, and you?"	
Pains and frustrations	IRS, taxes & regulation All the spammers in his favorite reddit channels DeFi smart contract exploits and scams, slowing it down Lack of capital & connections to invest early in best deals	Desires and drivers	Retire early (FIRE) Have parents acknowledge his way of living Join the "lamb0" club	Goals and jobs-to-be-done	Make sure he doesn't need to "go to work" anymore Accumulate enough capital fast, so that he can live from passive income Stay out of the way of DeFi hacks which could wipe out his capital Make a name for himself in the community Graduate from low key living, and saving to "lamb0" type of crypto boys
Magic wand solution	1000% yield farming & Automated bot(s) doing day trading, or investing in governance or ICO tokens with crazy returns	Assets and skills	Some working capital Good technical skills Good knowledge of the DeFi space Some appetite for risk (and some ability to stomach it) Time and ability to follow key developments A few good buddies in the crypto space	Notes and observations	
 Token Engineering Academy		 CC4.0 BY-SA: Sebnem Rusitschka, Michal Monit, Angela Kreitenweis / TokenEngineering Academy, tokenengineering.org	Yes, it's too small for you to read, on purpose		

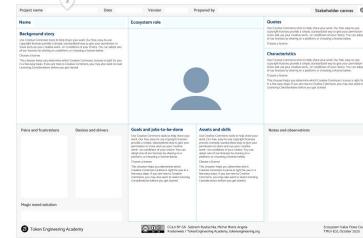
Ecosystem Value Flows Course,
TMG1-E02, October 2020

Stakeholder portraits

Project name	Date	Version	Prepared by	Stakeholder canvas	TMG1 Version
Name	Ecosystem role			Quotes	
Background story	<p>Please make sure you have photo or a drawing!</p> <p>Begin with name & ecosystem role + these two</p> 			<p>What kind of stories does this person tell about themselves?</p> <p>What kind of stories does this person tell about others?</p>	
Pains and frustrations	Desires and drivers	Goals and jobs-to-be-done	Assets and skills	Characteristics	<p>What kind of characteristics does this person have? How do they act and what do they say?</p>
<p>What are the things that cause them pain, or frustration, or suffering?</p> <p>What are the things that bring them joy, or pleasure?</p>	<p>What motivates them to bring them great pleasure?</p>	<p>What motivates them to bring them great pleasure?</p>	<p>This is a crucial one, especially in the context of ecosystem's purpose</p> <p>How important is it to meet this goal? What would happen if this goal was not met?</p> <p>Are there any dependencies between this goal and other goals?</p>	<p>Those are great additions, to "stereotype" your stakeholder's behaviors and thoughts</p>	
Magic wand solution				Notes and observations	
<p>The magic wand solution is a powerful tool to help you identify what other areas and how they can be improved.</p>				<p>Any kind of insights you have, during the process would go here</p>	
<p>This might be easier, as the second one</p> <p>This one is important too!</p>					
<p>Token Engineering Academy</p> <p>CC4.0 BY-SA: Sebnem Rusitschka, Michal Monit, Angela Kreitenweis / TokenEngineering Academy, tokenengineering.org</p> <p>Ecosystem Value Flows Course, TMG1-E02, October 2020</p>					

Some tips on portraits

- The goal is to create a **relatable portrait**, sufficient for someone else to (role)play out their behavior, given your description
- Focus on representing **behaviors, quirks and motives** not precision (e.g. “HODLer” vs. owner of 212.0813 ETH), BUT use data (if you have it)
- Look at **what each stakeholder has to offer** - their (in)tangible assets and skills with respect to (or against!) the ecosystem's purpose
- Stakeholder's purpose and goals vs. the ecosystem's** is one potential tension or positive sum game changer



Attributions box

The Stakeholder Profiles were originally inspired by the Ecosystem Entity-Role Portrait (available for download on www.platformdesigntoolkit.com) originally released by Boundaryless Srl, developed on the basis of Xplane Empathy Map and Strategizer AG Value Proposition Canvas, plus John Hagel III's work - and it is released byand licensed under the Creative Commons Attribution - Share Alike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/4.0/>.

We discovered it through Ville Eloranta's adaptations, which you can find [here](#). Current iteration combines the original inspirations with customer personas templates from RCA's Service Design Masterclass.

Miro time! @ Stakeholder profiles

Stakeholder profile 2

Project name	Date	Version	Prepared by	Stakeholder canvas
Name	Ecosystem role			Quotes
Background story				Characteristics
				
Pains and frustrations	Desires and drivers	Goals and jobs-to-be-done	Assets and skills	Notes and observations
Magic wand solution				
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				<small>Ecosystem Value Flows Course, TMG1-E03, October 2020</small>

Back from Miro @ Stakeholder portraits

How was it?

“A change in point of view is worth 80 IQ points” [Alan Kay](#)

Back from Miro @ Stakeholder portraits

Let's count

“A change in point of view is worth 80 IQ points” [Alan Kay](#)

Miro time! @ Stakeholder profiles

Stakeholder profile 2

Project name	Date	Version	Prepared by	Stakeholder canvas
Name	Ecosystem role			Quotes
Background story		Characteristics		
Pains and frustrations		Observations		
Magic wand solution				

ROUND 2!

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No amount of talking will suffice

You should have WAY better understanding of your ecosystem participants!

Homework:
Find and talk to main participants in the coming weeks!



Image sources:
<https://pixabay.com/vendors/man-mirror-tooth-blue-bathroom-2166254/>



Rainbow canvas

Rainbow Canvas

Closely aligned members

Participants who want/need can build with you to reach the purpose.

They have valuable capabilities, assets to contribute towards the purpose.

Purpose box:

Continue to wordsmith the purpose of the ecosystem

Sponsoring Stakeholders

They may not actively contribute to build, but they want to see this ecosystem exist and thrive.

The can make things happen, even if not actively participating.

Neutral Stakeholders

Be specific, if it's for everyone, it's for no one.

There will be stakeholders, who might benefit, be interested, or were in this "genre", but won't be in this ecosystem.

Benefiting Stakeholders

Once the ecosystem exists they will benefit from it.

They will have incentives to maintain, sustain this ecosystem with their contributions, which only becomes possible after ecosystem is minimally viable.

Obstructing Stakeholders

Not everyone wants to see the purpose of the ecosystem to be fulfilled.

They have stakes to lose in this "genre". Some of them may see this ecosystem even as a threat.



Incentives

“Show me the incentives and I show you the outcome”

What's next?

Check out the instructional videos

Work on the canvases



Connecting the dots

S1PL

Describe the purpose,
stakeholders and values

Ecosystem
purpose

Identifying the
stakeholders'

Stakeholders'
profiles

S2PL

Look for intrinsic motivation &
systemic incentives

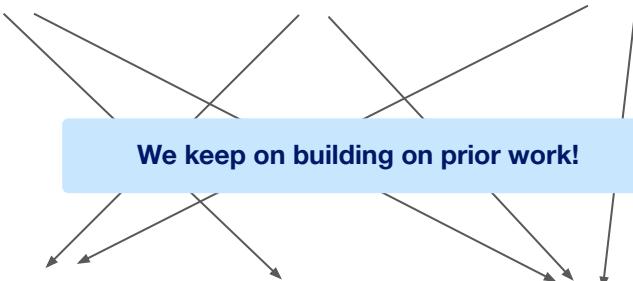
(Value exchange)
Motivation
matrix

Stakeholder
stories

Rainbow canvas

Empathy week

Reach out to your stakeholders, find your
peers and participants





Debrief & questions

Optional



**See you
FRIDAY at
6pm CEST!**

All info: **1STOPSHOP**

To do's

Watch videos (S2)

Work on the canvases

Cocktail party test +
prep. for stakeholder
interviewing