THE ECOSYSTEM ENTITY PORTRAIT
PLATFORM DESIGN TOOLKIT 2.1

notes

PERFORMANCE
PRESSURES

*How - and why - is **continuous disruption** pushing this entity to improve its performances, hone new capabilities, and develop new solutions and approaches?*

ASSETS

POTENTIAL THAT COULD BE LEVERAGED

CAPABILITIES

entity:

type:

What are the key goals of this entity in this current moment? (e.g.: learning new skills, growing business, wasting less and optimize, etc...)

CURRENT **GOALS**

CONVENIENCE **GAINS**

GAINS SOUGHT

What are the elements of convenience the entity is looking for? (e.g.: not having to create and maintain a website, manage payments in a simple way, etc...)

ACCESS & REACH GAINS

What kind of enhanced access to ecosystem (supply/demand) is the entity seeking for? How is the entity looking for augmenting its reach? (eg: find more niche or aggregated demand, reaching new categories of peers, getting in contact with new geographies ...)

VALUE GAINS

What elements of value is the entity looking for? Is it looking for monetary value such as revenues or savings? Recognition? Experience? Security? Knowledge? Love?

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