THE ECOSYSTEM CANVAS
PLATFORM DESIGN TOOLKIT 2.1

EXTERNAL STAKEHOLDERS

Entities that have a **specific interest** in the platform success or failure, in controlling platform **externalities** and **outcomes**, in regulating it or in exercising rights in the platform governance: public actors or bodies dealing with regulation and control of platforms on a local basis, representatives of communities of peers and partners involved in the value creation, pre-existing institutions.

Entities that create additional value and *collaborate with platform owners* with a deeper relation. *Professional value creators* that tend *to specialize* in a niche product/service and become better and better within time. Partners can also facilitate, cater, enhance the value production by acting as broker, facilitators, connectors.

Entities that own the vision behind the market opportunity, responsible to ensure that the platform exists and evolves.

Entities interested in *providing value* on the supply side of the ecosystem/marketplace, seeking for opportunities to improve their professionality and honing their capabilities towards better performance.

Entities interested in *consuming, utilizing, accessing* **the value** that the is created through and on the platform.

PEER CONSUMERS

PEER PRODUCERS

PARTNERS

PLATFORM OWNERS