EXTERNAL STAKEHOLDERS
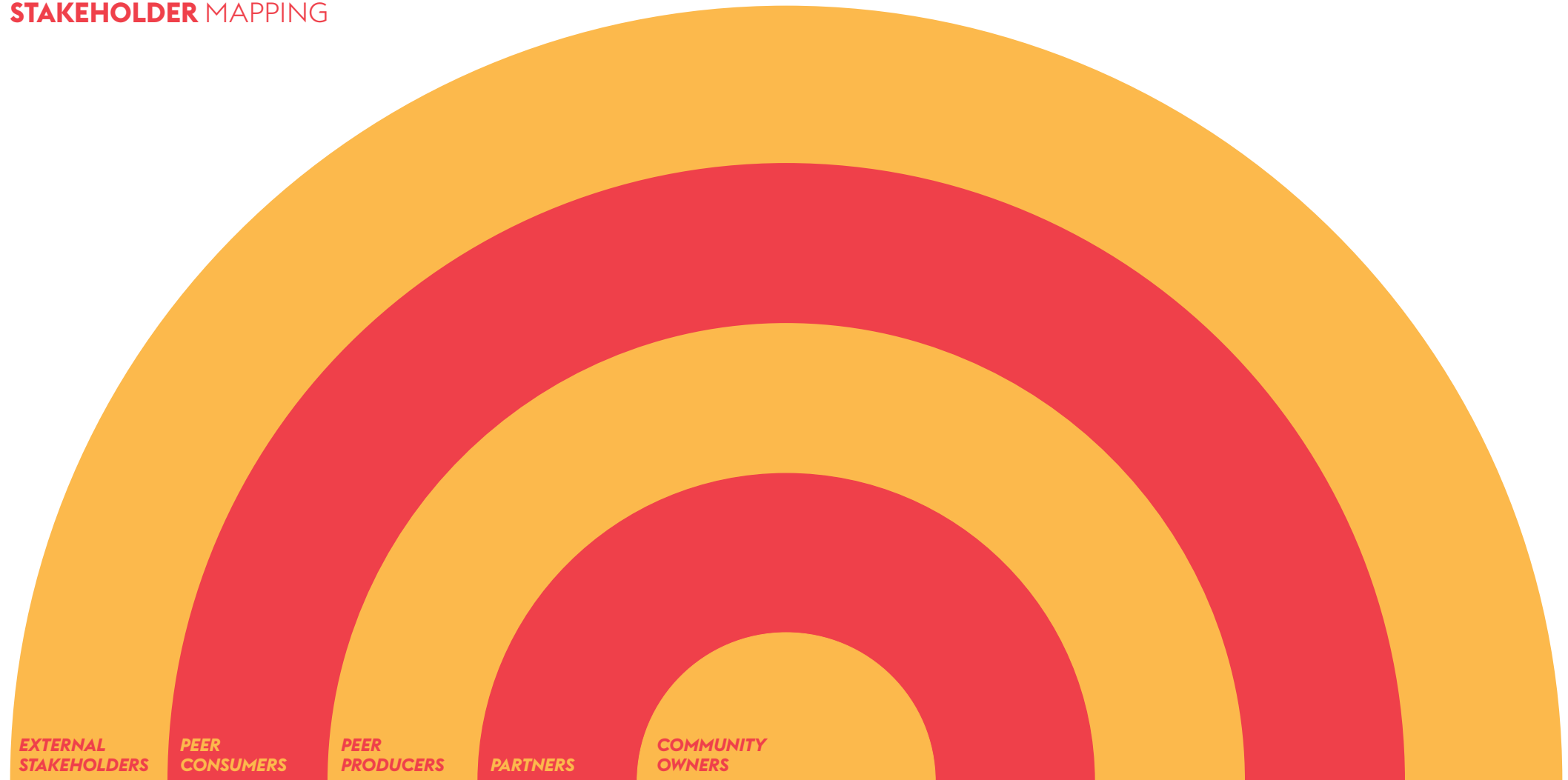
Entities that have a specific interest in the success or failure, in controlling the community externalities and outcomes, in regulating it or in exercising rights in the community governance

PEER CONSUMERS

Entities interested in **consuming, utilizing, accessing the value** that is created through and in the community

PEER PRODUCERS

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

PARTNERS

Entities that create additional value and **collaborate** with community owners with a deeper relation. **Professional value creators** that tend to **specialize** in a niche product/service and become better and better within time

COMMUNITY OWNERS

Entities that own the vision behind the market opportunity, responsible to ensure that the community exist and evolves

This tool is a revision of the Platform Design Toolkit by Simone Cicero