

<p>Key Activities - <i>What are the features?</i></p> <p>What are the key activities of the ecosystem? How does one participate? How does it interact with the outside economy? What are the possible user actions?</p> <p>Examples: Problem solving Platform Network Voting Market place Product Access / Ownership Rewards Smart Contracts Security Rights Payments</p>	<p>Resources - <i>What to use?</i></p> <p>What key resources are required?</p> <p>Type of resources: Physical Intellectual Human Financial Mining</p>	<p>Value Proposition - <i>What it does?</i></p> <p>What is the overall goal? What problems are we solving? What are the outcomes? What technology are we offering to the community? What are the use cases?</p> <p>Characteristics: Newness Performance Design Accessibility Innovative Privacy & security conscious "Getting the job done" Cost reducing Utility maximising Energy Concerned Usability</p>	<p>Channels - <i>Where to communicate?</i></p> <p>Through which channels does our community want to be reached? How are we reaching them now? How are channels integrated? Which one works best? Which ones are cost efficient? How are we integrating them with customer routines?</p> <p>Channel Phases: Awareness Evaluation Engagement Feedback Delivery Support Input</p>	<p>Governance - <i>How to manage?</i></p> <p>What is the decision making process? Who makes decisions? Future mechanisms for coordination? Token rights?</p>
<p>Incentives - What is the purpose? <i>- You can make people do things. -</i></p> <p>What are the incentives? What type of incentives? What do these incentives make people do ? What do they encourage? How do stakeholders benefit?</p> <p>Possible incentives: Economy creation Enriching user experience Frictionless transactions Distribution of benefits</p>		<p>Community / Stakeholders - Who is involved?</p> <p>Who are the stakeholders? What value are we offering ? For whom are we creating value? Who are our most important stakeholders? How do we help the community? How are they actively involved ? Are they empowered?</p> <p>Tokenomics - What is the role?</p> <p>What are the mechanics and specifics of the token distribution? How do you distribute your token? What is the legal framework? What is the role of the token? Utility or liquidity? What is the token needed for? What is the medium for exchange?</p>		