Introduction to Ecosystem Mapping
This is the first ecosystem map most of us saw

Ecosystem – Our working definition

How your product interacts with the world once it is in the hands of the customer.
So how do we build an ecosystem map?

• Start with a list of anyone who you think might play a role in your ecosystem (your stakeholders)
  • Customers
  • Suppliers
  • Distributors
  • Servicers
  • Infrastructure/platform providers
• Regulators
  •...

• Learn how they interact
An example from the Agricultural equipment industry. Equipment sellers like to picture harvest running like this:
However... there are logistical, equipment and traffic challenges...
Grain Harvest Logistics Ecosystem – who should we consider?

• Farmers
• Combine Operators
• Grain Cart Operators
• Grain Truck Drivers
• Public Grain Elevators
• Farmer Owned Grain Storage
• Grain Originators (*learn the vernacular!*)
• ...

[Image of Harvesting Scena]
A simple map for the farmer during harvest

- Combine Operator
- Grain Cart Operator
- Grain Truck Operator
- Grain Originator
- The Farmer
- Private Grain Facility
- Public Grain Facility
What goes where?

- Combine Operator
- Grain Cart Operator
- Grain Truck Operator
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Grain and Money flow through the network.
What goes where?

- Combine Operator
- Grain Cart Operator
- Grain Truck Operator
- Grain Originator
- Private Grain Facility
- Public Grain Facility

Grain
Money
Information

The Farmer
Insights and takeaways

• The map is a tool to help you achieve an understanding of your ecosystem by making it visible.

• Use it to help figure out
  • Who the players are
  • Who you need to interview
  • What to ask them about

• The map will change as you learn more