

# Steps to Creating a Powerful Ecosystem: Questions to Ask

Who is currently in our ecosystem?

- Customers
- Potential customers
- Suppliers
- Developers
- Franchisees
- Distributors, sales agents, retailers, and other channel partners
- Installers, technicians, systems integrators, healthcare providers and other delivery or service partners
- Insurers, attorneys, and other ancillary services
- Technology partners, researchers
- Reviewers and other content creators
- Lenders, Borrowers
- Owners, Renters

Who would we ideally like to have in our ecosystem ?

- Keep, grow or attract:**
- Existing ecosystem members
  - New ecosystem members
- Discontinue or deemphasize:**
- Unprofitable customers
  - Undesirable ecosystem members (such as those who are costly, fraudulent, or inconsistent with your brand and vision)

What value will they get, and what will they give?

- Revenues
- Knowledge
- Relationships
- Prestige
- Fun
- Products
- Services
- Decisions and approvals
- Data
- Assets
- Technologies

How can we make it easy for them to interact and gain value?

- Platforms
- Events
- Standard operating procedures, guidelines, templates and other tools
- Directories
- Referrals
- Reviews, ratings, and recommendations
- Payment and escrow systems