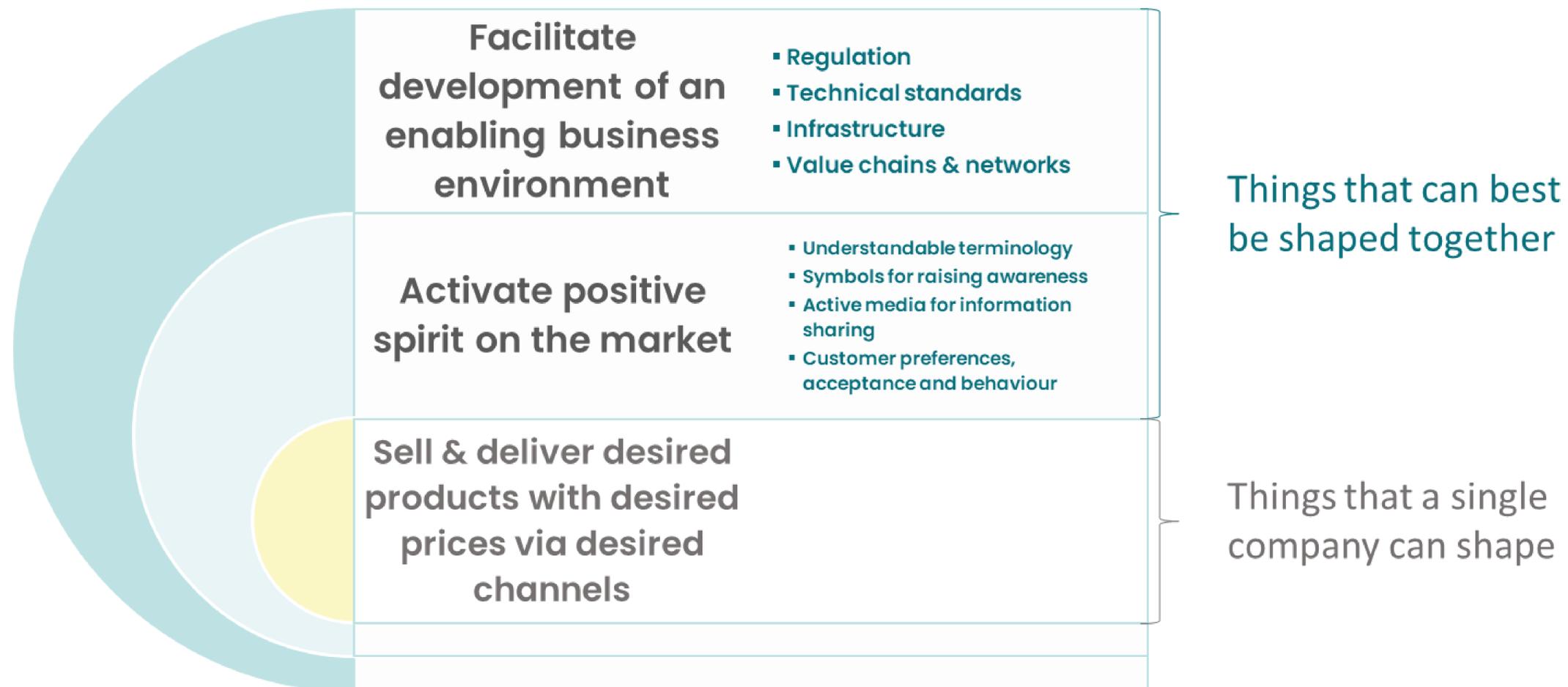


## What market elements can an ecosystem shape together?



# Market shaping canvas 1/2

GROW PHASE

1. Timeline



2. Market Shaping Plan

Market Shaping Plan



What needs to be shaped?

Why are we shaping this?  
What are our targets?

With whom?  
Who else benefits?

How?

Facilitate development of an enabling business environment:

- Regulation
- Technical standards
- Infrastructure
- Value chains & networks

Shape what?

Our objectives for shaping

Partners/stakeholders needed

Key actions

Activate positive spirit on the market:

- Understandable terminology
- Symbols for raising awareness
- Active media for information sharing
- Customer preferences, acceptance and behaviour

# Market shaping canvas 2/2

GROW PHASE

3. Identify and manage hostile systems



Who will be worse off?	How? Why hostile?	How will we manage the potential resistance?
<p>Hostile system</p>	<p>What will they lose?</p>	<p>What can/will we do?</p>