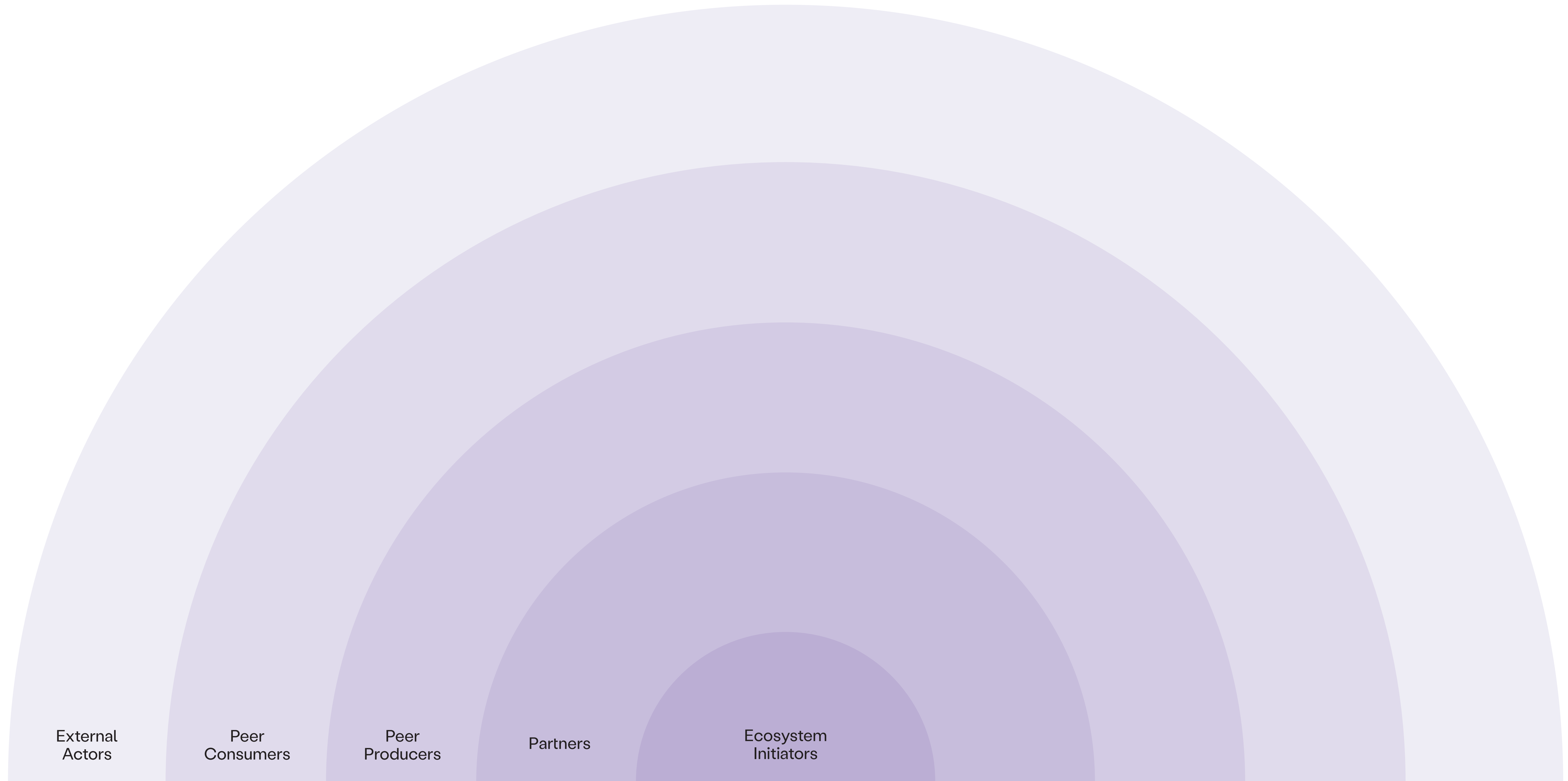


Ecosystem map



External
Actors

Entities that have a specific interest in the success or failure of the ecosystem.

Peer
Consumers

Entities interested in consuming, utilizing, accessing the value that is created through and in the ecosystem.

Peer
Producers

Entities interested in providing value on the supply side of the ecosystem and seeking opportunities to engage deeper.

Partners

Entities that create additional value and collaborate with ecosystem initiators with a deeper relation.

Ecosystem
Initiators

Entities that form a vision which binds a group of actors together in what can be referred to as an ecosystem.