Inno Aid

Aid for Innovation Competence and Product Development (InnoAID)

InnoAID project develops innovation and product development activities of SMEs and micro-enterprises and improves the innovation capacity of their staff.
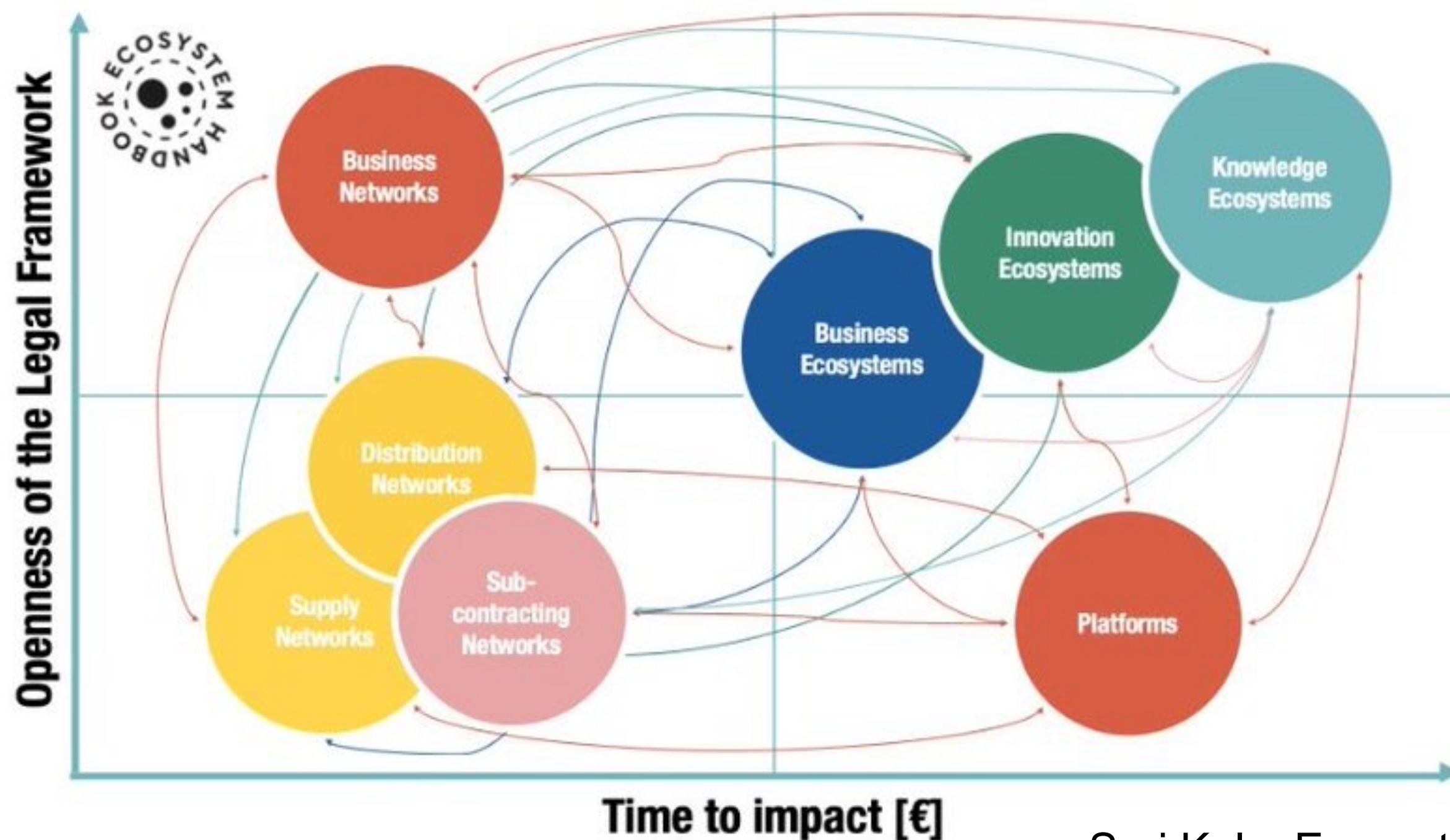
ECOSYSTEMS VS. NETWORKS

Sari Kola, Ecosystem handbook 2020

Networks
"Not all wisdom lives in us"

In network activities there is often an economical interest

Flock/Swarm

Tribe

Herd/Pack

Group

Community

Stakeholder

Partner

Economic interest

Networks

Open networks exist, they are not created, but they are maintained

Requires activity

Reciprocity / Two-way thing

Exhange

Seller – buyer relationship or co-creation

Mediators and collaboration platforms as network enablers

Development organizations

Joint ventures

Clusters

Seminars

Research projects

Export organizations

Digital platforms

How are networks born?

Cirque du Soleil, photo from Wikipedia

Working together

Knowing each other

Trust

Commitment

Learning together

Blue ocean strategy?

The challenges of operating in a network

The engine/leading party has defined the goals

- Big organization/company
- Project
- Public sector agent
- Subcontract relationship

Not knowing each other

Lack of trust

Weak commitment

Different goals

Lack of communication

Vague contracts

Ecosystems

Kuva: https://www.startupcommons.org
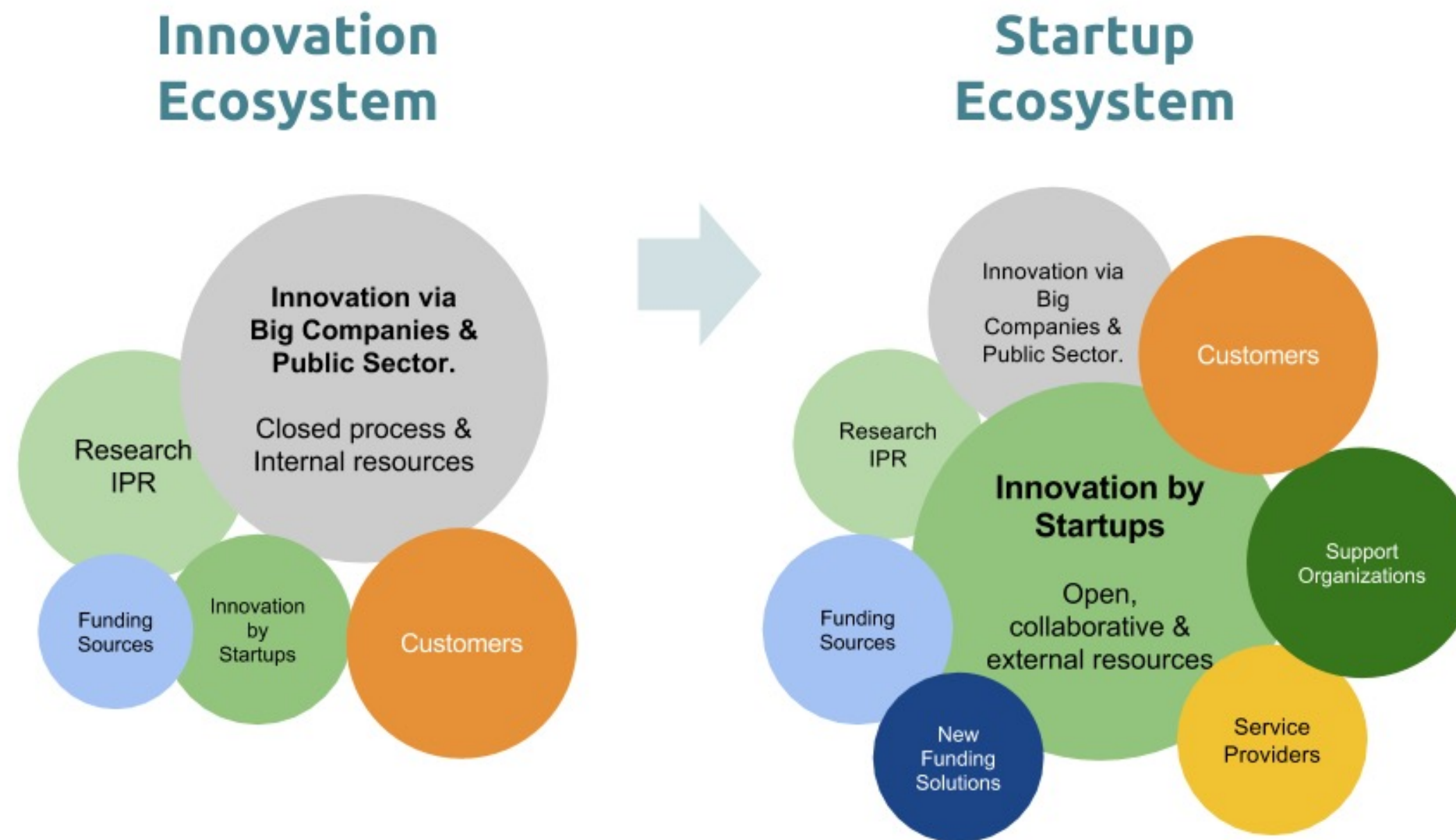
Ecosystems do not necessarily require money to work

Value chains are needed

Commercializing is done through networks or platforms

There is no clear business model in ecosystems

Often supported by public agents

Co-creation

Fasilitated activities

Public-Private-People-Partnership

Openness

Environment

Multidisciplinary

Clear need and commone pain points

Common vision and values

Clear roles for each goals

Conflict management

Reflection

past patterns

operating from the whole

suspending

embodying

Open Mind

Seeing
with fresh eyes

Prototyping the new by
linking head, heart, hand

redirecting

enacting

Open Heart

Sensing
from the field

Crystallizing
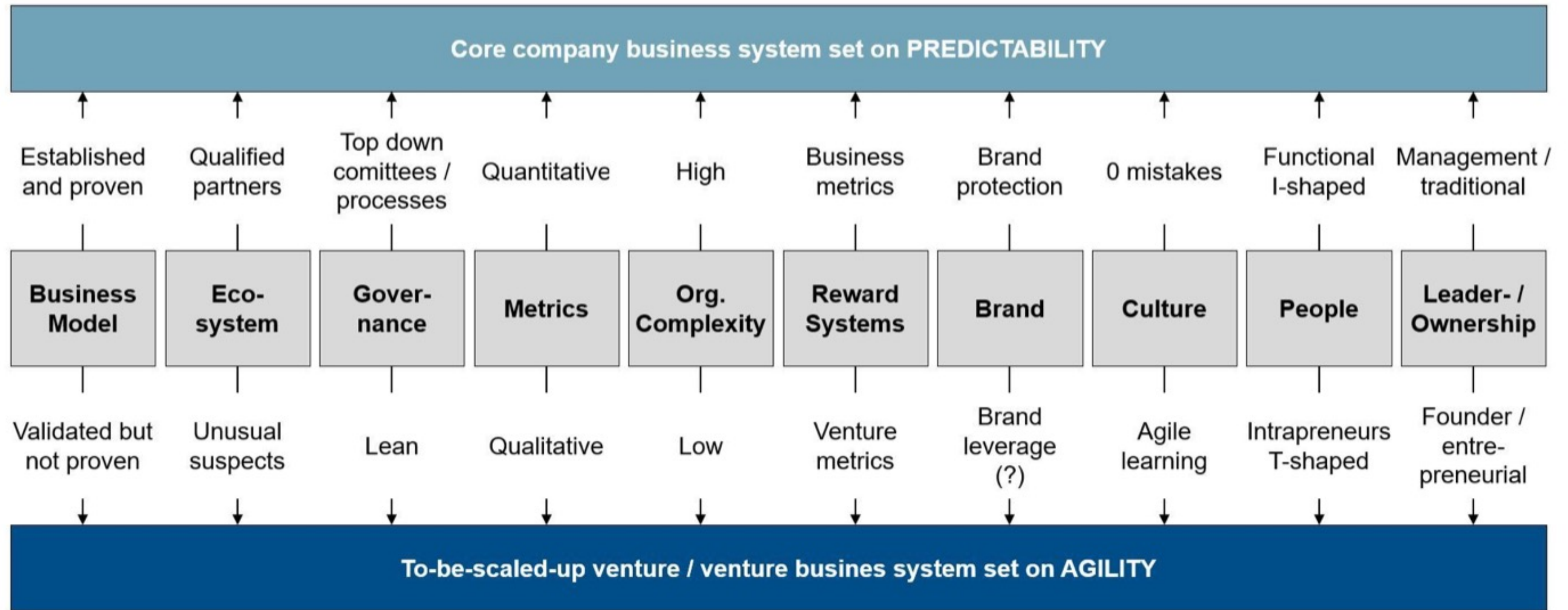vision and intention

letting go

Open Will

letting come

Presencing
connecting to Source

Who is my Self?

When you scale ventures, you will face these „areas of tensions" between the core company and the venture business systems

Areas of tension

	Business Model	Eco-system	Gover-nance	Metrics	Org. Complexity	Reward Systems	Brand	Culture	People	Leader- / Ownership
Core company (PREDICTABILITY)	Established and proven	Qualified partners	Top down comittees / processes	Quantitative	High	Business metrics	Brand protection	0 mistakes	Functional I-shaped	Management / traditional
Venture (AGILITY)	Validated but not proven	Unusual suspects	Lean	Qualitative	Low	Venture metrics	Brand leverage (?)	Agile learning	Intrapreneurs T-shaped	Founder / entre-preneurial

Source: Ralph-Christian Ohr / Book: Scaling-up Corporate Startups

Figure 1. Expanding capital for competitive advantage
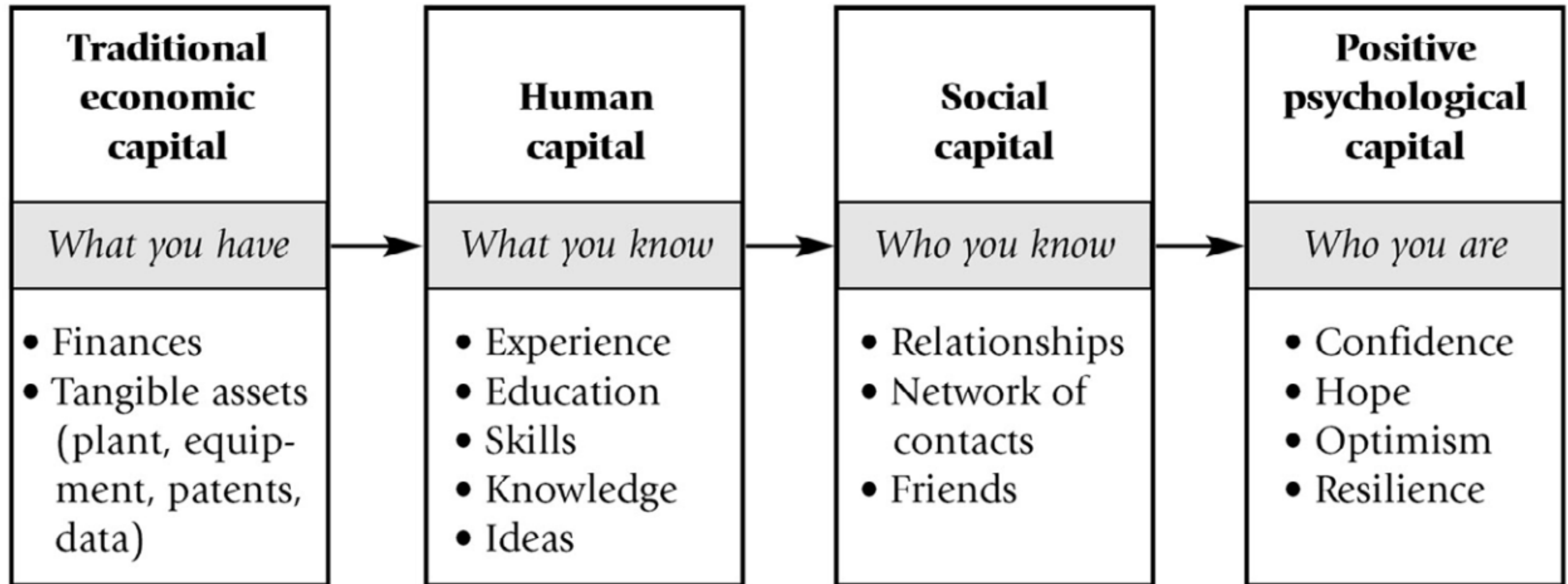
Traditional economic capital	Human capital	Social capital	Positive psychological capital
What you have	*What you know*	*Who you know*	*Who you are*
• Finances • Tangible assets (plant, equipment, patents, data)	• Experience • Education • Skills • Knowledge • Ideas	• Relationships • Network of contacts • Friends	• Confidence • Hope • Optimism • Resilience
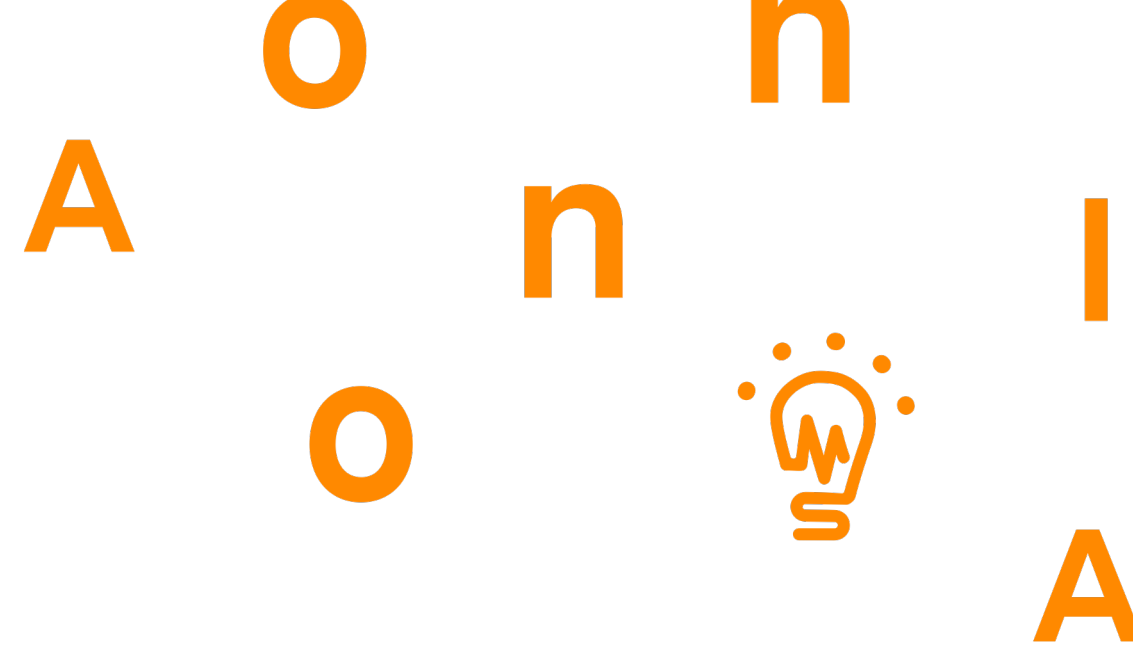
Workshop

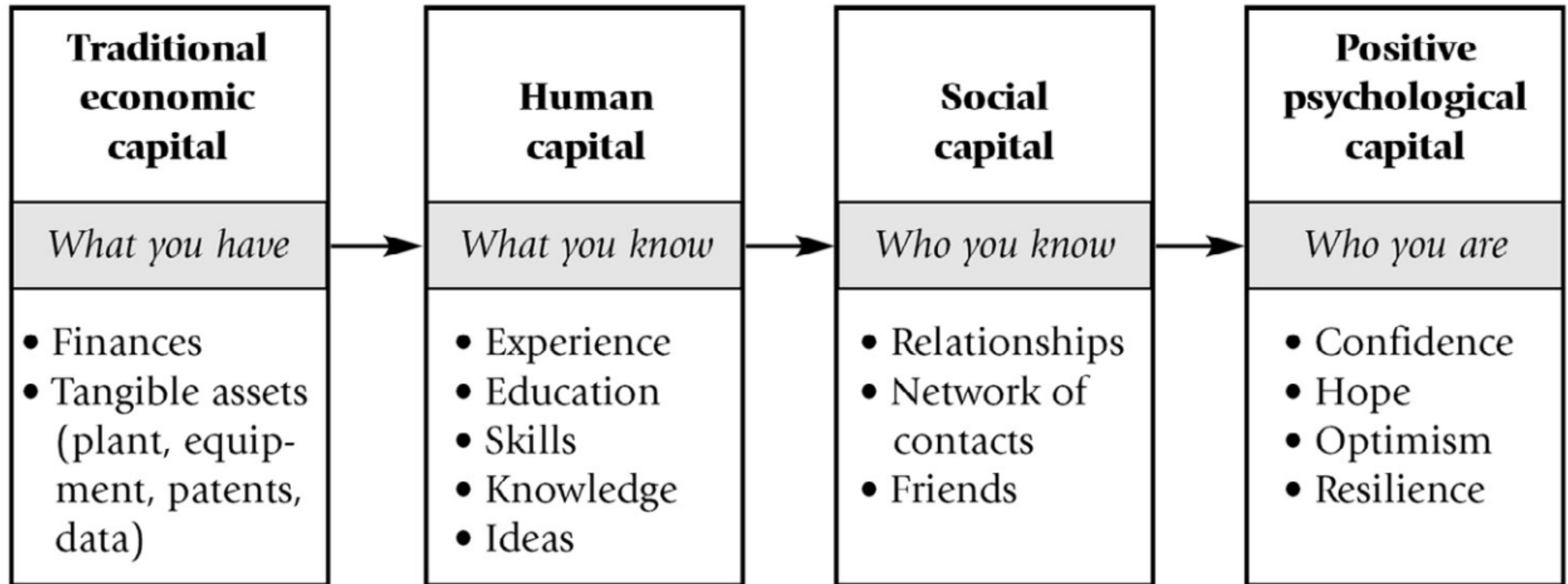**Network/ecosystem/stakeholder analysis**

- Conduct a network/ecosystem/stakeholder analysis for your company

- Do you see your stakeholders as a network or as an ecosystem?

- What type of capital do you exchange with your stakeholders?

- Are there any opportunities for co-creation?

- You can also add stakeholders that you wish to have in the future with into the picture.

Figure 1. Expanding capital for competitive advantage

Traditional economic capital	Human capital	Social capital	Positive psychological capital
What you have	*What you know*	*Who you know*	*Who you are*
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Stakeholder 1

Stakeholder 3

What kind of capital are you receiving? What is it?
What kind of capital are you giving? What is it?

What kind of capital are you receiving? What is it?
What kind of capital are you giving? What is it?

Your company

What kind of capital are you receiving? What is it?
What kind of capital are you giving? What is it?

What kind of capital are you receiving? What is it?
What kind of capital are you giving? What is it?

Stakeholder 2

Stakeholder 4

Oulu Startup Incubator 2022, Ailinpieti, Ruottinen