## PEOPLE & SKILLS **CORE SERVICES** VALUE **EXPERIENCE CONSUMERS SUPPLIERS PROPOSITION** Who are your key suppliers? Segments What are key people ressources & What are the key touchpoints to the Needs What are the core services skills required for running & emerging stakeholders? the platform offers? the ecosystem / platform? How do you reach Which services are key **CORE VALUE** & connect the differentiators to the stakeholders to competition? the ecosystem / What is the core value NETWORK transferred or exchanged platform? Which services help the **EFFECTS** inside the ecosystem? stakeholders to On board Match How can the Transfer platform Engage experience be enhanced to **INVESTORS** DATA **PRODUCERS** stimulate same-side and MISSION cross-side Segments Needs network Who are core and strategic effects? What are key data segments you have What is the core mission investors? Interested in the to handle? of the ecosystem -> This longterm success of the Examples: expresses the WHY. ecosystem, regulation and Direct What dataflows are core of your governance. platform? messaging **INFRASTRUCTURE PARTNERS SUPPORTERS** USP Segments What is your Unique Needs Selling Proposition Who are your core What are key infrastructure elements compared to alternative supporters & enablers you have to put in place to make the solutions? providing e.g. key ecosystem work. infrastructure elements. COST STRUCTURE CORE METRIC VALUE CAPTURE Revenue Data Insights Others What are key cost structure elements, responsible for 80% of the costs? CAPEX / OPEX, What are the north star metrics you focus on? How do you measure success of the ecosystem?









