



This is a prototype of canvas for seeding and growing a platform ecoopsystem.

Unlike most of the canvases, this one is intended to guide a process in a more or less linear manner. During the process, other canvases, as the ECOOPSYSTEM IDEA TESTER and the ECOOPSYSTEM SUSTAINABILITY MATRIX can/should be filled in a more iterative and serendipitous way.

1 Commons

Describe the commons upon you would like to build your ecoopsystem, that is, resources of any kind that could be commonized right away and that could be useful for building value around them.

2 Stakeholder

Write here the stakeholders of that commons, understood as any individual/collective that is or could be affected by that commons. Once listed, go and show them the initial commons, and share your intuitions about what kind of activities could be built around that commons, and how it could grow. Use the snowball technique for finding other stakeholders you did not think about in the first place.

3 Why They Care

Ask the stakeholders to contribute (at least a one-time contribution) to the initial commons, and learn why and how they care about it. Ask them how they would like to be that initial commons in the future. If stakeholders already want to contribute to the commons in a regular way, find - if possible - the more basic way to allow them.

4 Place to ignite conversation

Now you know your stakeholders and why they care about the commons, find the way to ignite a conversation, ideally in a multilateral way, though you may want to keep particular bilateral conversations for specific issues. The conversation should help you to complete the ECOOPSYSTEM IDEA TESTER and the ECOOPSYSTEM SUSTAINABILITY MATRIX. Use digital platforms, but try to build face to face experiences occasionally.

5 Place to ignite conversation

Decide what are the stakeholders that you think that should be part of the kernel, share and discuss with them your canvases and how a Kernel could be form. Then share the results with the rest of the stakeholders.