Ecosystem Maturity Model

1. **Partner Cooperation**
   - Partnership focus
   - Vertical industry focus
   - Traditional value and supply chains
   - Profit oriented
   - Scarcity based
   - Platform aware

2. **Task Collaboration**
   - Task oriented connection and collaboration
   - Narrow focus/usage of ecosystem model
   - Opportunistic, initiative focused
   - Loose alliance
   - Industry blurring
   - Interoperability challenges
   - Platform oriented

3. **Business Model Collaboration**
   - Co-evolving network: aggregators and modular producers
   - Firm-centric, for-profit orientation
   - Broad focus/usage of ecosystem model
   - Co-created value propositions
   - Spirit of “co-opetition”
   - Industry erosion and market fragmentation
   - Reduction in marginal costs
   - Horizontal value creation
   - Ability to rapidly scale
   - Duality
   - Platform enabled

4. **Ecosystem Model Integration**
   - Ecosystem thinking and behavior
   - Industry sunsetting
   - Orchestration of economic agents
   - Early stage market consolidation
   - A shift to value design: co-created value pillars of creation, delivery, and capture
   - Open innovation
   - Accelerated learning
   - Next generation capabilities and structural changes
   - Approaching near zero marginal costs
   - Platform centric

5. **Value Integration**
   - Decentralized, autonomous, cooperative networks
   - Final stage market consolidation
   - Finite set of ecosystems, industry demise
   - Complex value webs
   - Purpose oriented: societal benefits and life experiences
   - Abundance based
   - Economic paradigm shifts
   - Continual innovation
   - Near zero marginal cost realized
   - Hyper-productivity
   - Platform ubiquitous: General Purpose Technology Platform

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