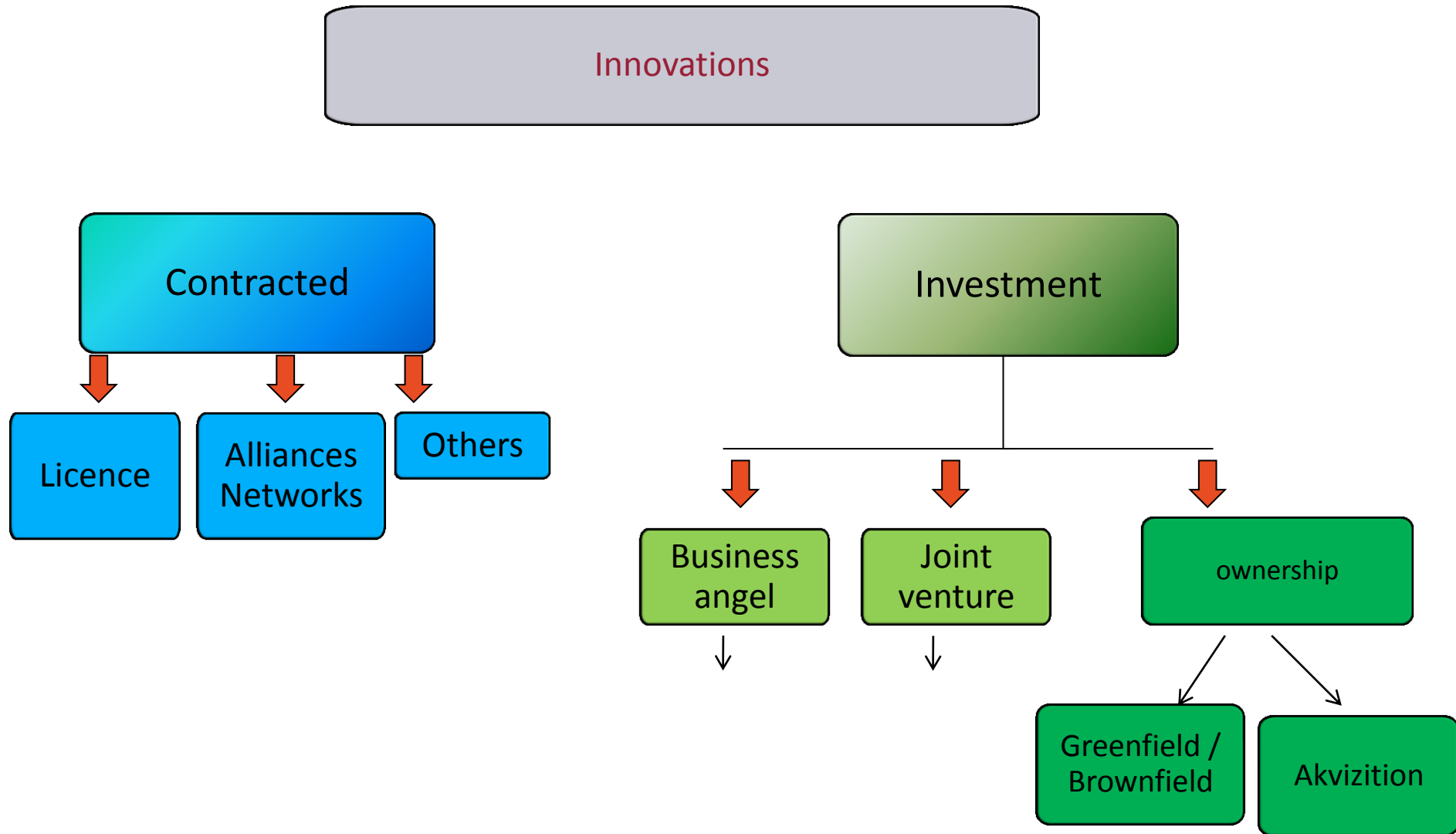




Business ecosystem

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Strategic alliances

- specialization of each of the partners + exploit their strengths
- add missing capabilities
 - ▣ = Greater flexibility and quicker response to development



Environmental concept of innovation

The success of innovation reaches only organization with the support of partners - members of the strategic alliance.

As well as the individual components of biological ecosystem are also individual cells of the business ecosystem mutually dependent

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change in individual development raises the need for changes in the development of the entire ecosystem



Why ecosystem?

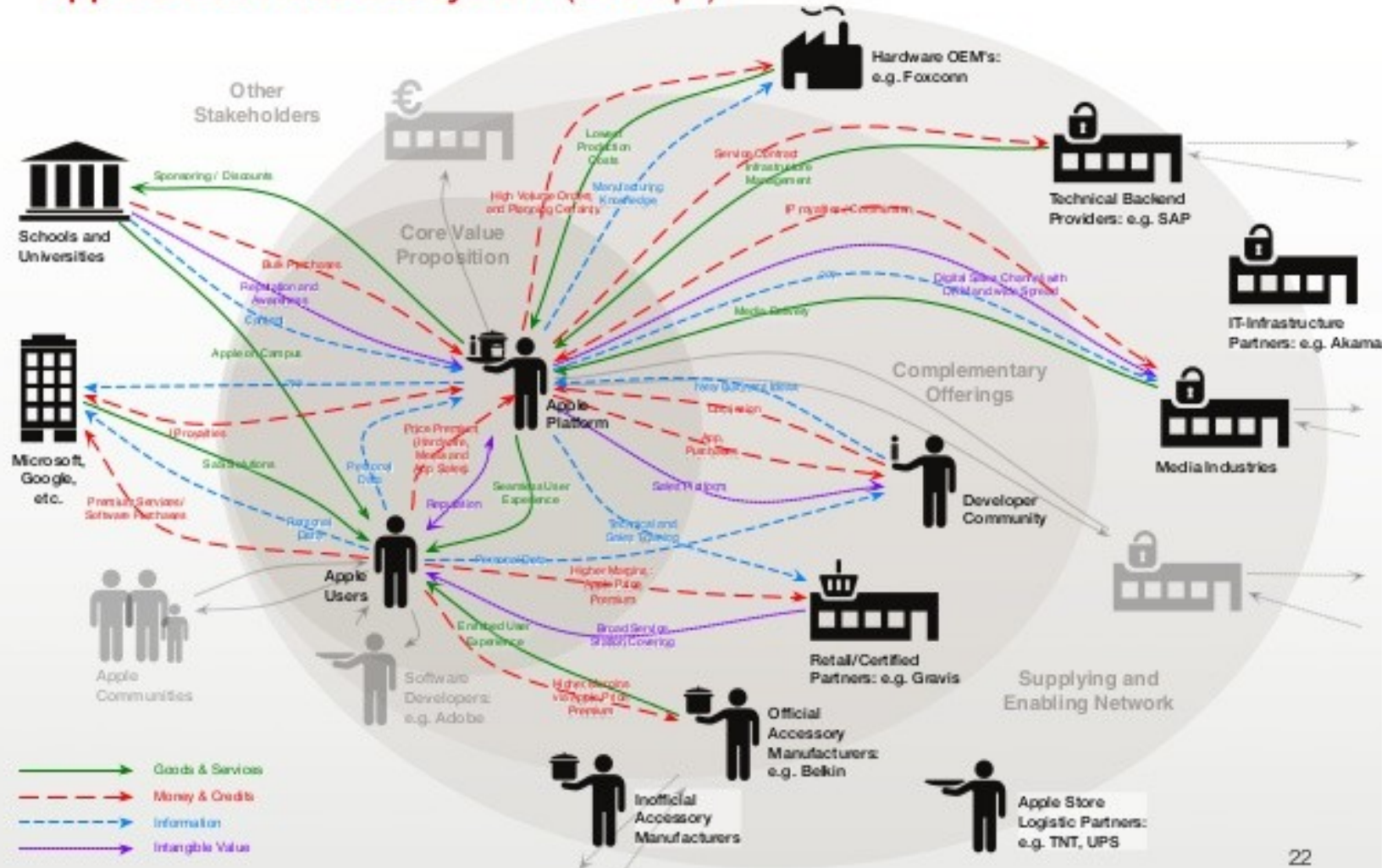
- ❏ The company can not exist by itself - for its existence must be a reason
- ❏ The company must be in an ecosystem helpful
- ❏ For customers:
 - ❏ They must solve their problem for which they are willing to pay
- ❏ For suppliers:
 - ❏ Must be stable and trustworthy partner
- ❏ For employees
 - ❏ stable income
- ❏ for investors
 - ❏ Delivering profit
- ❏ For ??????



What constitutes the elements of the ecosystem?

- ❏ Not only the standard chain and financial relations
- ❏ The company builds relationships with other major groups
 - ❏ stakeholders
- ❏ All those whom the firm affects or is affected by them

Apple's Business Ecosystem (Excerpt)





Entrepreneurial ecosystem

- ❖ Competitive competition shifts from mutual combat various entities in mutual rivalry individual ecosystems (parts)

???

- ❖ Possibility of use of force combined resources to implement otherwise impossible to realize an innovative project
- ❖ Loss of independence when deciding to implement their own innovative projects
- ❖ The need for a conflict-free functioning of the entire business ecosystem
- ❖ The division of revenues from the successful implementation



Approaches

❖ INTEGRATION:

- ❖ The creator of innovation ensures its forces management of all steps (including partners) necessary for the successful commercialization of innovative ideas.

❖ CONDUCTOR:

- ❖ Creator of innovations is coordinated use of all resources alliances, which are involved in the commercialization of innovative solutions to the processing itself contributes only partially.

❖ LICENSE:

- ❖ Creator of innovative ideas to share in the proceeds of its commercialization, which provides other organizations; himself on the idea no part.



Why is the basis for ecosystem service provision?

- ❏ Services can not be provided separately
- ❏ At the inlet and outlet need to combine a number of resources for the successful completion of the service
- ❏ The level of this combination is also a fundamental source of success and competitive advantage
- ❏ Without the active cooperation of all members ecosystem can not be reached for further development
- ❏ Entry of any monopoly into service causes stagnation services or their pseudo development (eg., UPC, Skylink)



Founding principles of own ecosystem

Inner

- Mastering internal processes
- Communication within the company
- Stable management of financial resources
- Detailed analysis of networks of stakeholders

Outer

- Consistent behaviour
- Clear declaration goals
- Sharing common values