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**AI AND INNOVATION**

**HOW TO TRANSFORM YOUR BUSINESS AND OUTPACE THE COMPETITION WITH GENERATIVE AI**

WILEY

**Quick guide:** The AI Ecosystem Design Canvas maps out an ecosystem's core elements, from user needs to value streams and business models. It facilitates collaboration, innovation, and value creation among diverse stakeholders.

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| <div data-label="Section-Header"> <h1>1 Determine the Needs of the Users/Customers</h1> </div> <div data-label="Image"> </div> <div data-label="Text"> <p>Who are the customers or users of the AI solution? Describe the customers/users profile (pains, gains, jobs to be done, and use case). What problem is to be solved?</p> </div>                                                          | <div data-label="Section-Header"> <h1>2 Value Proposition</h1> </div> <div data-label="Text"> <p>What is the unique value this ecosystem deliver that surpasses existing (AI) solutions?</p> </div>                                                                                                                                                                                                                                                                                                                                                         | <div data-label="Section-Header"> <h1>5 Definition of the Value Streams</h1> </div> <div data-label="Image"> </div> <div data-label="Text"> <p>What are the relevant value streams? How are the value streams mapped to the value proposition? How to identify and cultivate emerging value streams that have the potential to disrupt the market and create new opportunities?</p> </div>                                                                                                                                                                                       |
| <div data-label="Section-Header"> <h1>3 Describe the Actors</h1> </div> <div data-label="Image"> </div> <div data-label="Text"> <p>Who are the actors in the AI ecosystem? What is their function and role in the system? How high is their motivation to participate in the AI/Data ecosystem? How is collaboration and trust among diverse stakeholders in the AI ecosystem fostered?</p> </div> | <div data-label="Diagram"> </div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <div data-label="Section-Header"> <h1>8 Prototype, Test &amp; Improve the AI Ecosystem</h1> </div> <div data-label="Image"> </div> <div data-label="Text"> <p>What are the core functionalities and services that must be included in the MVE to attract initial users and partners? How are features and capabilities prioritized to create a minimal yet valuable ecosystem? What metrics are used to measure the success of the MVE and inform future iterations? How to ensure that the MVE is adaptable and scalable to accommodate future growth and expansion?</p> </div> |
| <div data-label="Section-Header"> <h1>4 Analysis of the Advantages &amp; Disadvantages of each Actor + -</h1> </div> <div data-label="Image"> </div> <div data-label="Text"> <p>What are the advantages and disadvantages for each actor? What are his strengths/weaknesses and opportunities/risks in the system?</p> </div>                                                                      | <div data-label="Section-Header"> <h1>7 Business Models</h1> </div> <div data-label="Image"> </div> <div data-label="Text"> <p>What is the business model of the ecosystem that captures value across the entire ecosystem while ensuring fair distribution of benefits? What are the key revenue streams and cost structures for different ecosystem actors, and how can these be optimized for overall ecosystem success? What are the measurements to assess the impact of the AI ecosystem on economic growth and other relevant indicators?</p> </div> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |