Category

Strategy

Strategy for Ecosystem Revenue Sharing & Co-Creation Playbook

Designing value-sharing arrangements that keep ecosystem partners motivated to co-create, not just participate

- Executive
- Intermediate
- Template Included

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- 21 July 2019
- 4 minute(s)

Overview

A framework for designing revenue-sharing and co-creation arrangements with ecosystem partners that stay fair and motivating as value grows, rather than defaulting to a fixed split that made sense at launch but not at scale.

How is this different from the Ecosystem Orchestration & Platform

Partner Strategy Playbook? That playbook is about the broader orchestration role — standard- setting, curation, ecosystem health. This one is specifically about the revenue-sharing and value-allocation mechanics with individual partners, which is one important but distinct piece of running an ecosystem well.

Should revenue share stay fixed over the life of a partnership?

Not necessarily — this playbook specifically addresses designing mechanisms that can evolve as partner contribution or value delivered changes, rather than locking in a split that becomes misaligned as the relationship matures.

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with individual partners,\nwhich is one important but distinct piece of running an ecosystem well." } }, { "@type": "Question", "name": "Should revenue share stay fixed over the life of a partnership?", "acceptedAnswer": { "@type": "Answer", "text": "Not necessarily — this playbook specifically addresses designing\nmechanisms that can evolve as partner contribution or value delivered\nchanges, rather than locking in a split that becomes misaligned as the\nrelationship matures." } }] }

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