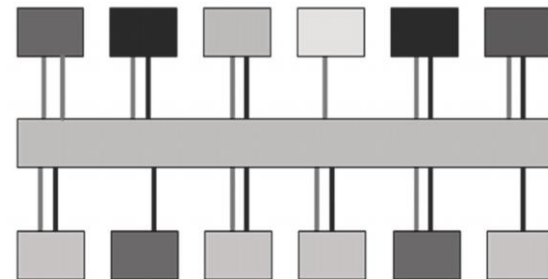
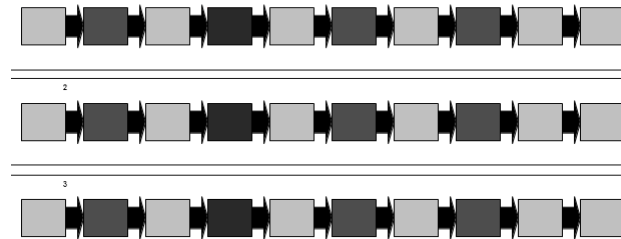


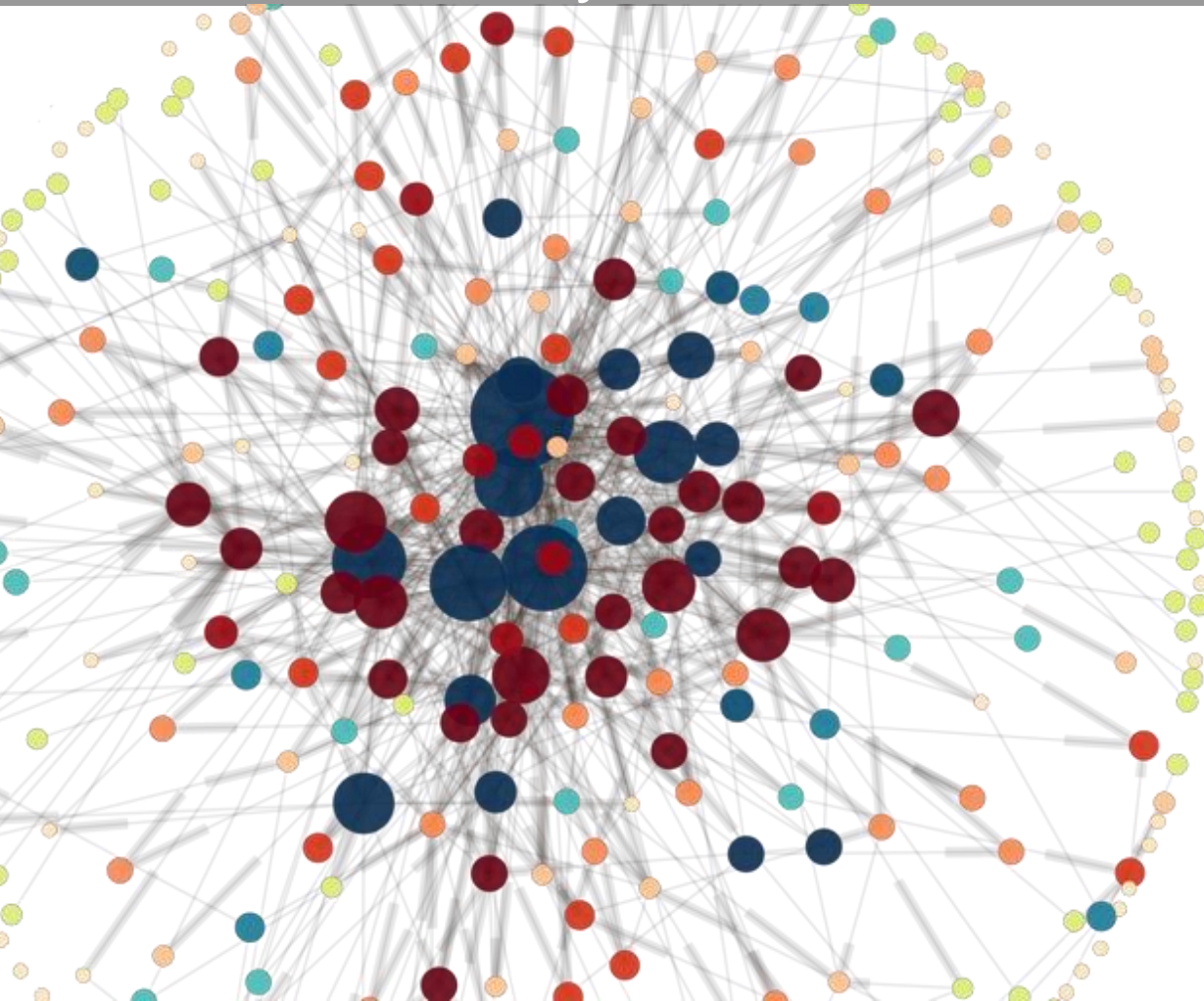
Value co-creation in platform ecosystems:
SynBio cases in Finland and California

Jeffrey Pittaway, Erkkö Autio, David Rejeski
jeffrey.pittaway@imperial.ac.uk

Value chains and platforms



Platform ecosystems → Generativity

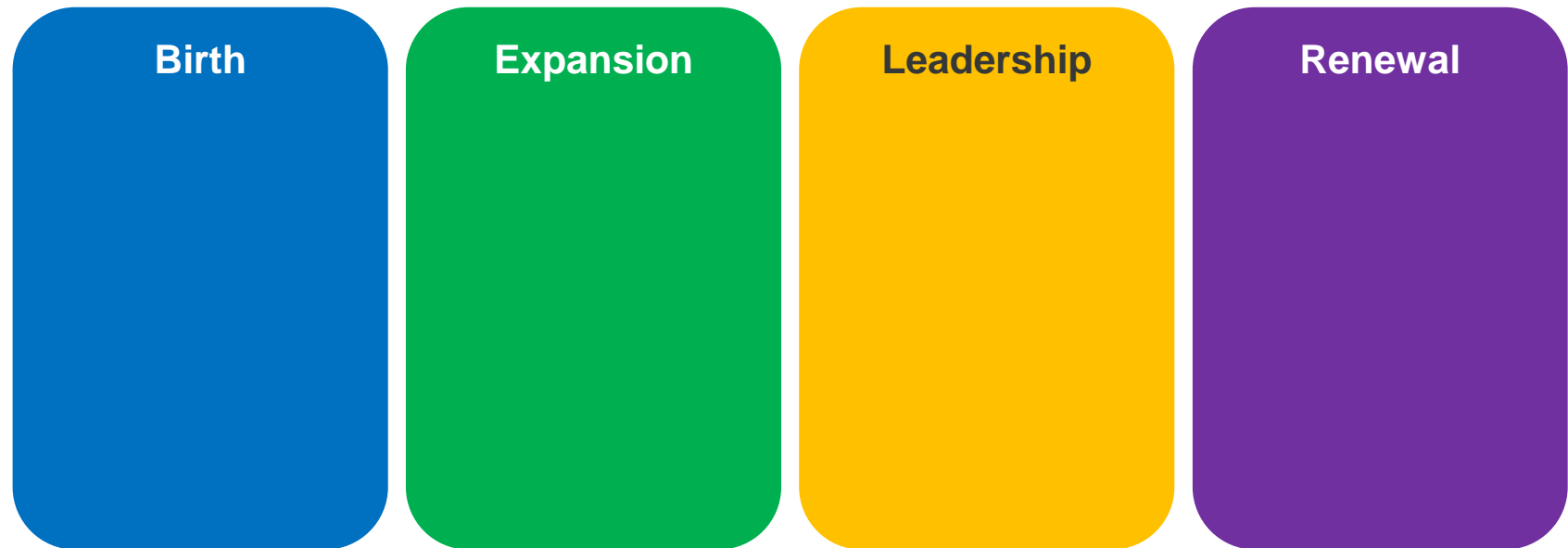


Foster Generativity?
Avoid Pitfalls?

Static governance mechanisms



Governance modes X ecosystem life cycle?

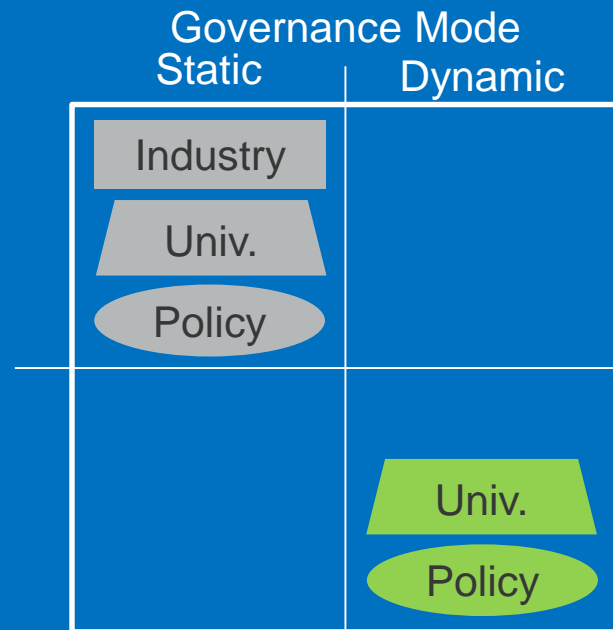
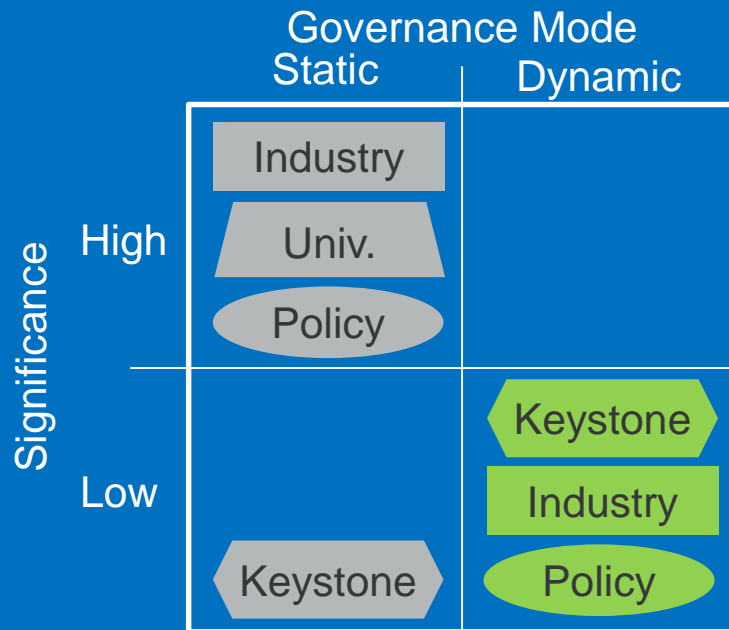


Source: Moore 1993, Harvard Business Review

Birth

Finland

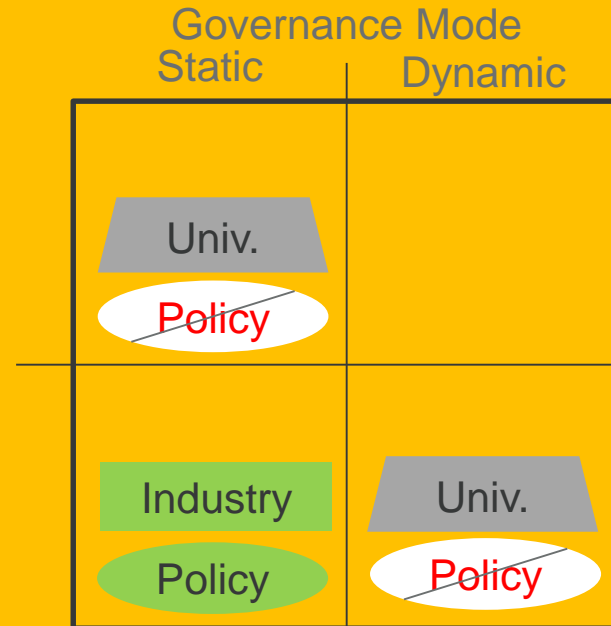
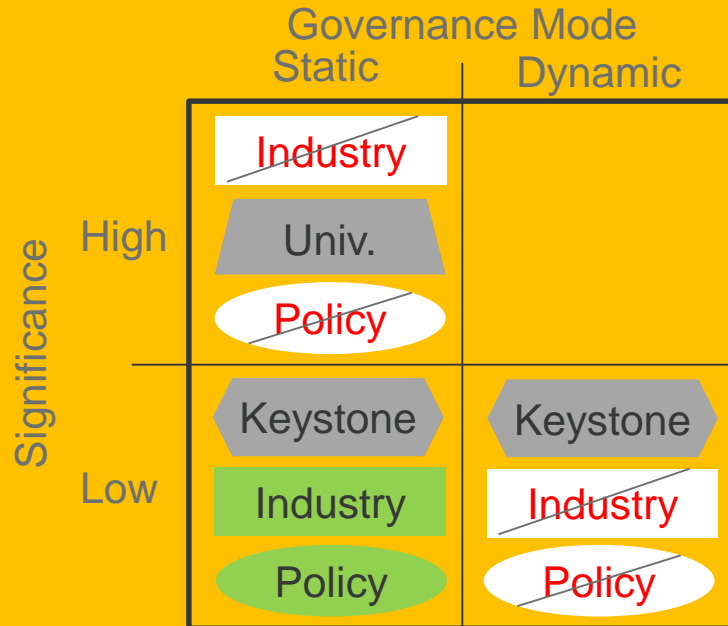
California



Leadership → Slow Growth

Finland

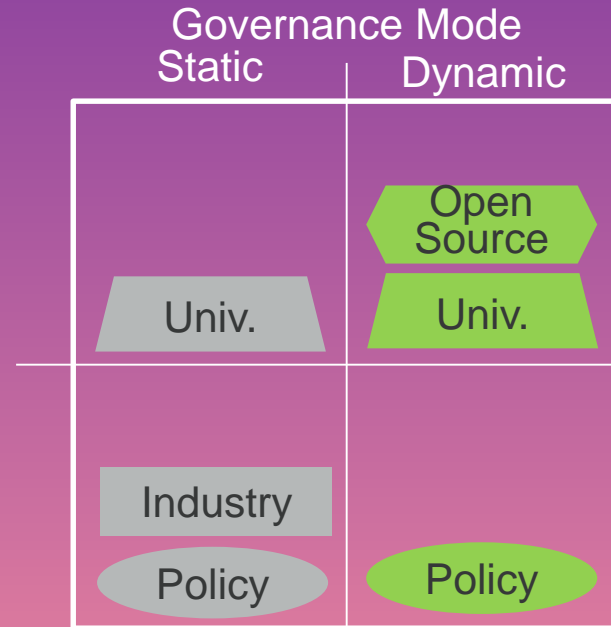
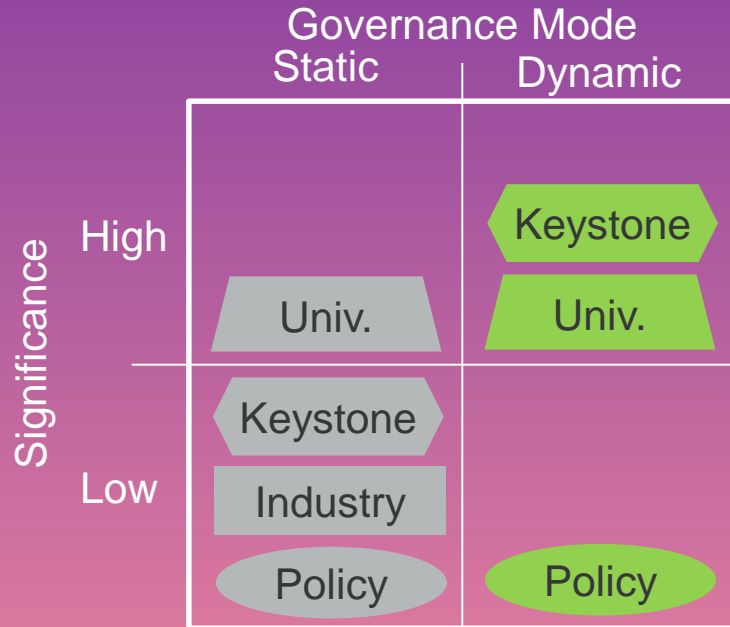
California



Renewal & Expansion

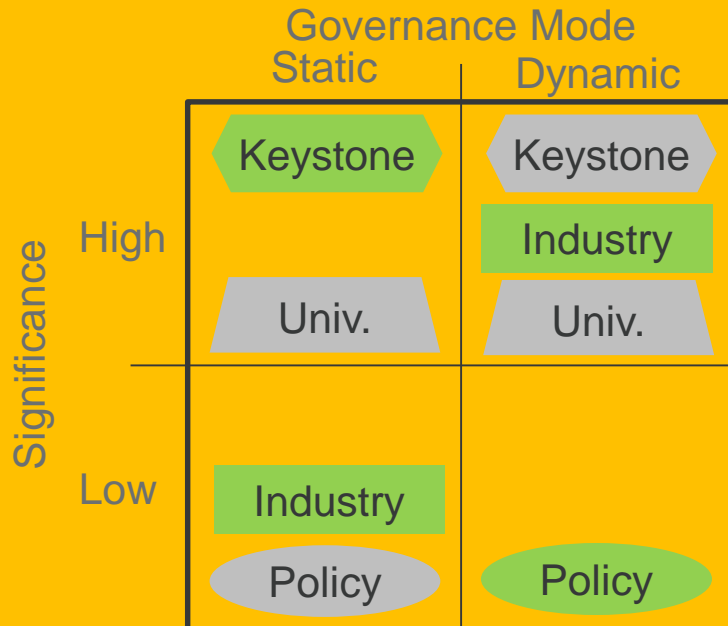
Finland

California

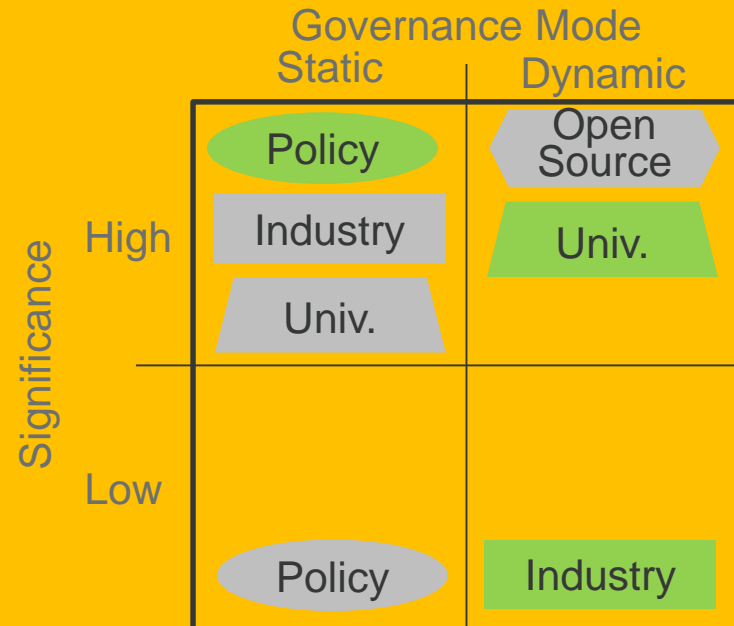


Leadership → Tipping Point

Finland
TIPPING POINT



California
SUSTAINABLE



Lessons learned (preliminary)

- Dynamic *and* static governance modes
- Mix should adapt to ecosystem life cycle
- Life cycle is not linear
- Don't formalise too early
- Keystone actors:
 - Firms, Individuals: sufficient but not necessary at birth, renewal
 - Open source: supports sustainability
- Policymakers should fund *business model experimentation*

Value co-creation in platform ecosystems:
SynBio cases in Finland and California

Jeffrey Pittaway, Erkko Autio, David Rejeski
jeffrey.pittaway@imperial.ac.uk