



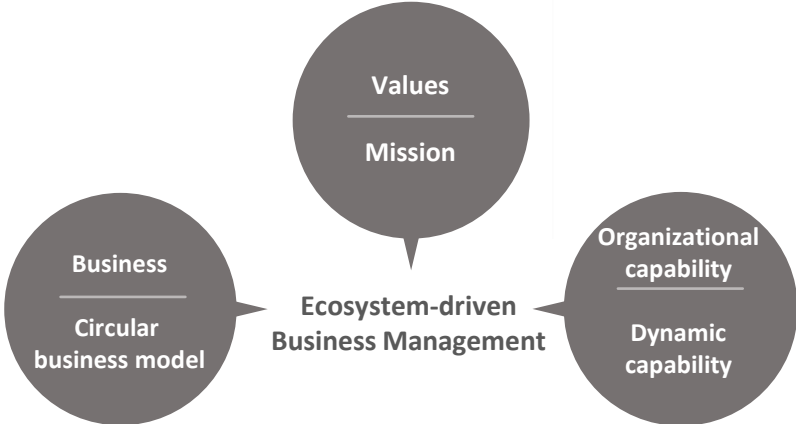
Promoting Ecosystem-driven Business Management






Proposing Ecosystem-driven Business Management based on a circular economy

Three-year program for business creation

Cyano Project

This is a program for business creation intended for an enterprise to increase the sustainability of its business management and society by creating novel value in response to social changes without running the risk of falling into an innovator's dilemma trap.



-  **1. Input** Business management literacy required for business creation
-  **2. Group discussion** Business plans and organizational capability
-  **3. Prototyping** Create a service prototype and use it to conduct a field test
-  **4. Business development** Develop a blueprint for launching a new business
-  **5. Output** A new circular business model and a proposed ecosystem-driven organizational structure

It is a three-year program based on a management theory driven by dynamic capability and extends from the planning of a circular business model focused on relationship-building through to prototyping and establishing a project organization that includes external partners.

Ecosystem Style

Concept of a Corporate Organization for Ecosystem-driven Business Management

Establishing a circular business model that involves all relevant stakeholders

