



A New Industry Ecosystem to Change the Effect of Malaria Worldwide

Ecosystem-Centered Market Strategy

Most organizations are struggling with an adaptive challenge to a changed context for strategy.

Nearly everyone is trying to figure out how to deal with a new operating environment whose main features are complexity and high-velocity evolution. It produces more upheaval, and at a blistering hot pace, than any one business or government can respond to effectively. This has two implications. The first is the importance of building collaboration that spans market segments, unifies multiple stakeholders, results in new concepts of operation, and engages in bold forms of connection making. The second is taking an evolutionary leap in perspective for strategic design.

The framework introduced here is rough clay various industry players can shape to simultaneously grow business and improve health outcomes in emerging markets. It centers on the idea of market integration and novel linkages... 'differential connectedness'.... to create new health and economic value. The potential payoff for this kind of strategic move is significant: it can spark entirely new growth trajectories for players interacting around shared marketplace, while at the same time changing the effect of malaria worldwide.

Outcomes happen at a system level. The locus for a modern strategy should be the same.

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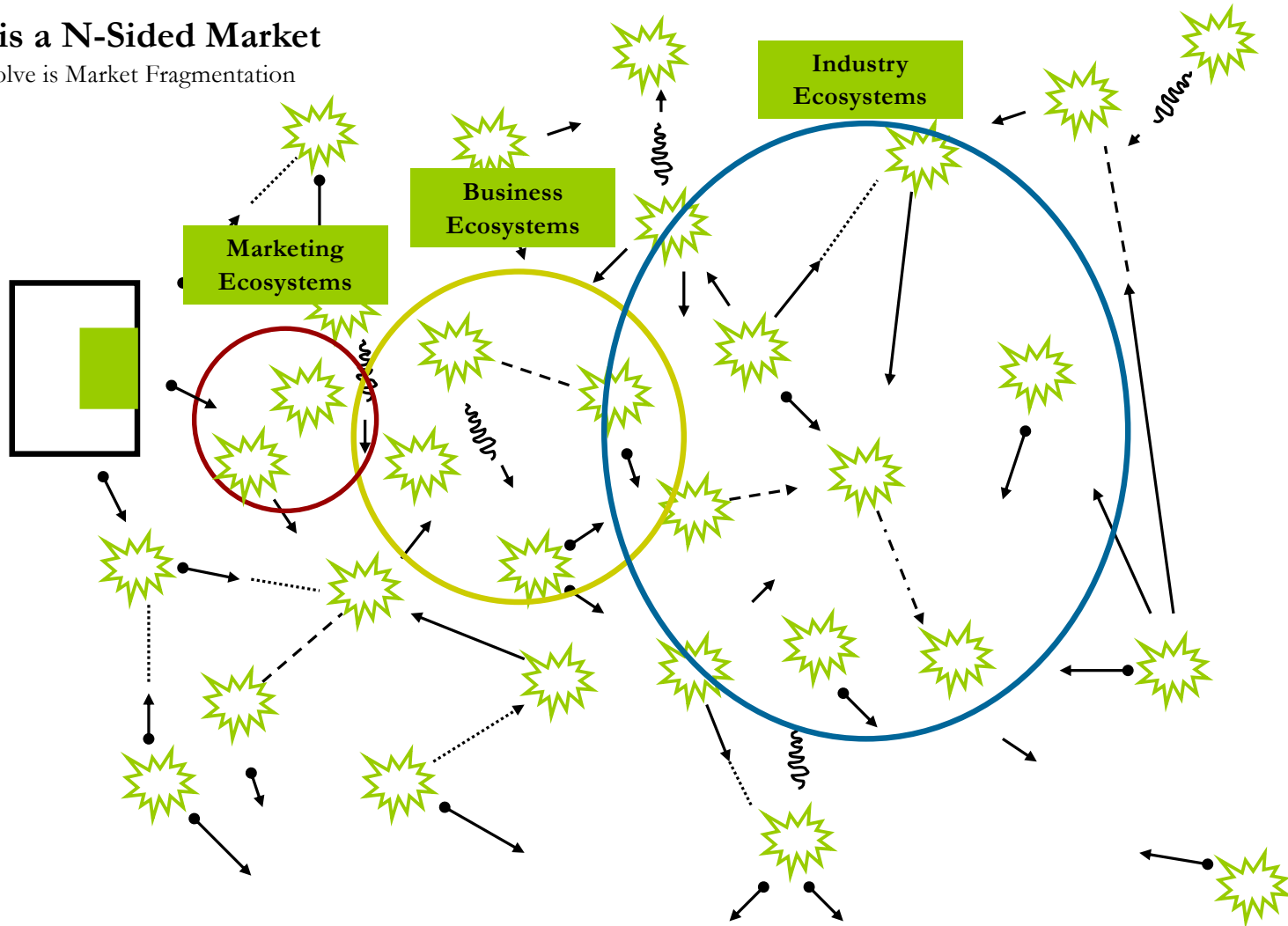
New York City

Blue Spoon Consulting is a global leader in strategy and innovation at a system level. Blue Spoon was the first to apply systems theory to solve complex market access and integration challenges in the pharmaceutical industry. We deliver a Punk Rock ethos of disruption.



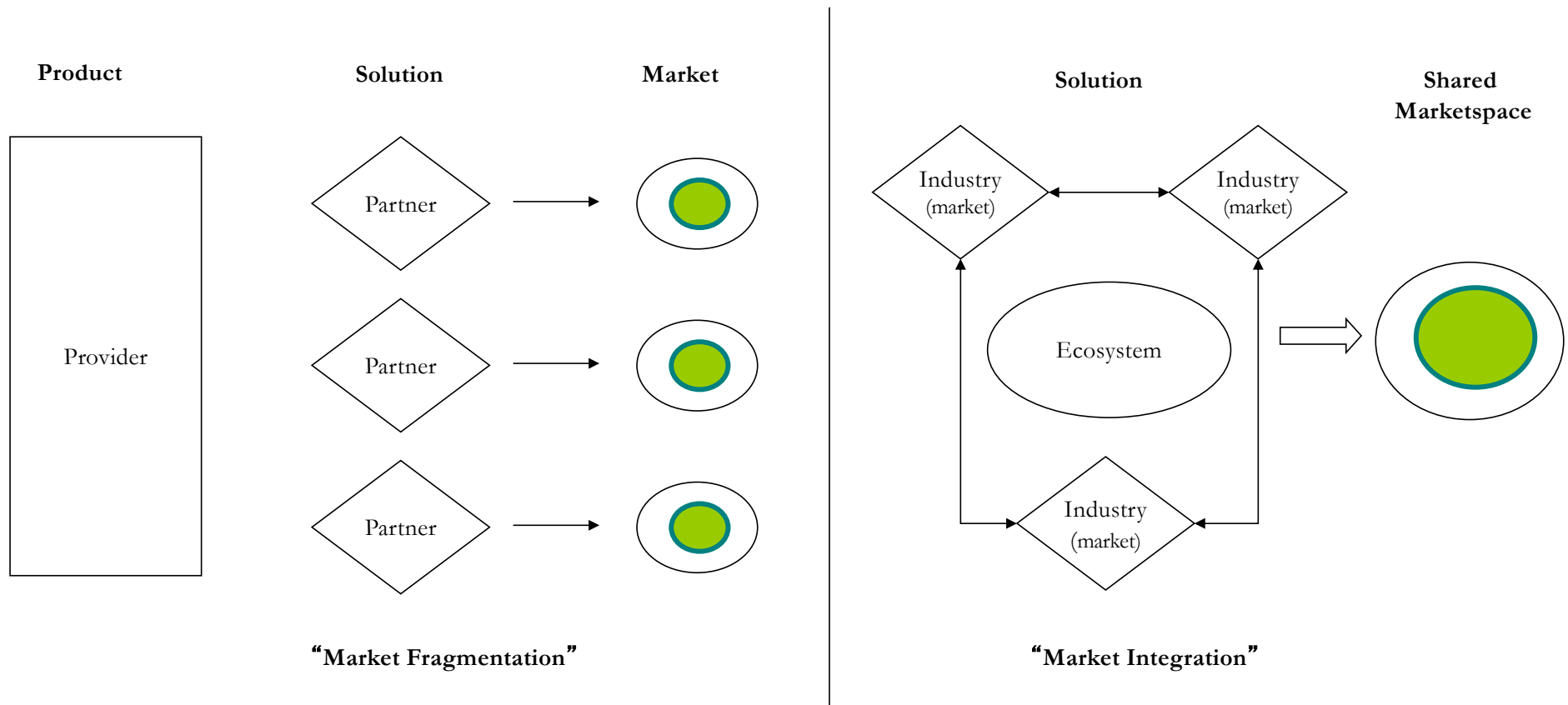
Healthcare is a N-Sided Market

The Problem to Solve is Market Fragmentation













ecosystem-centered market strategy

DESIGN A NEW 'SYSTEM OF MARKETS' TO OPERATE AS A SINGLE ORGANISM



which markets to integrate?

‘POSITIONAL VALUE’ MORE IMPORTANT THAN TECHNICAL POTENTIAL

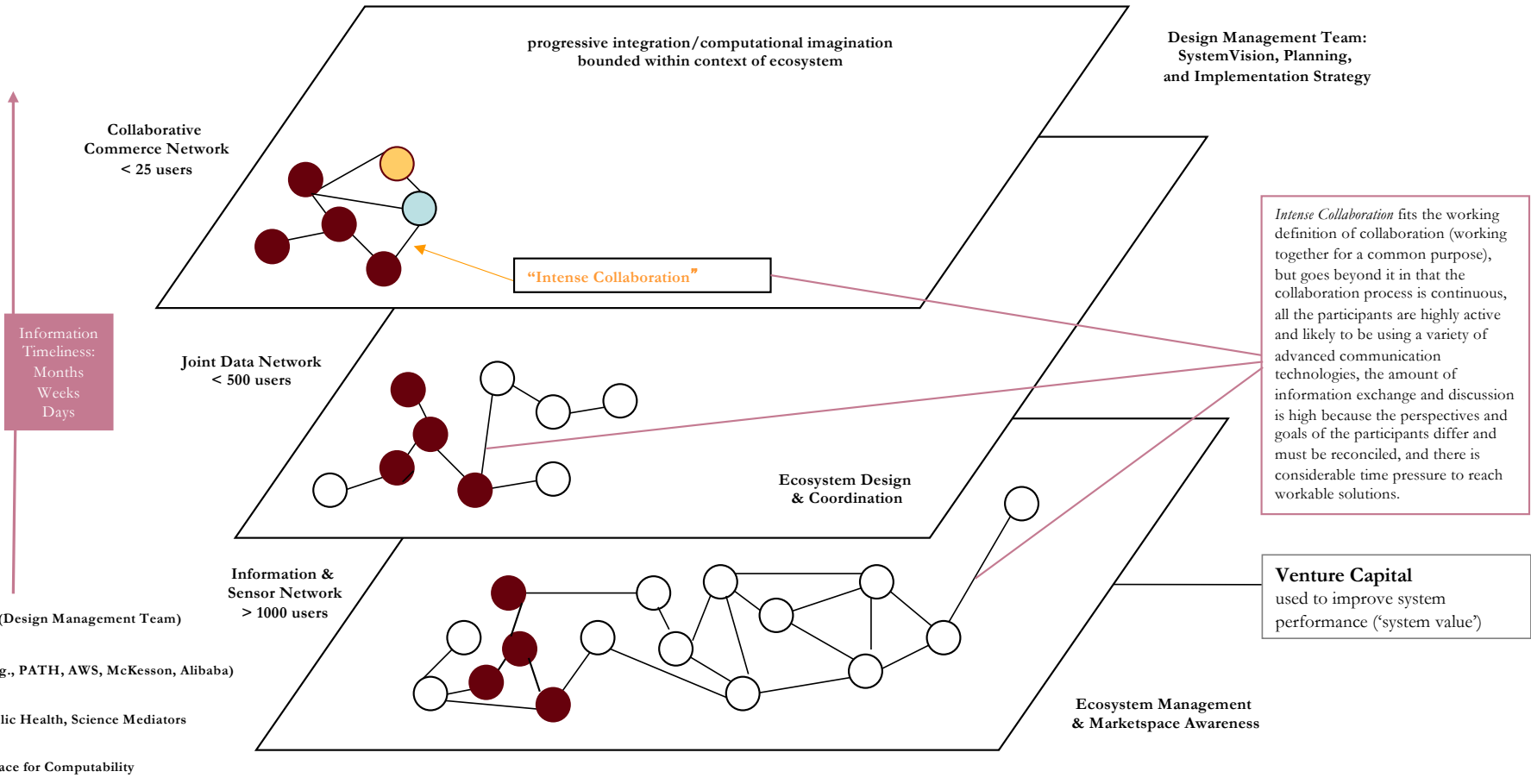
MARKET SET	INSECT CONTROL	INFRASTRUCTURE TECHNOLOGY	WATER PURIFICATION	OUTCOMES MANAGEMENT (DRUG + HEOR)
Market Option 1				
Market Option 2				
Keystone Partner Option				
Keystone Partner Option				



A New 'Infrastructure for Outcomes'

Changing the Impact of Malaria with a New Economic System (Illustrative)

- Merck
- Coca-Cola
- Texaco
- Infosys

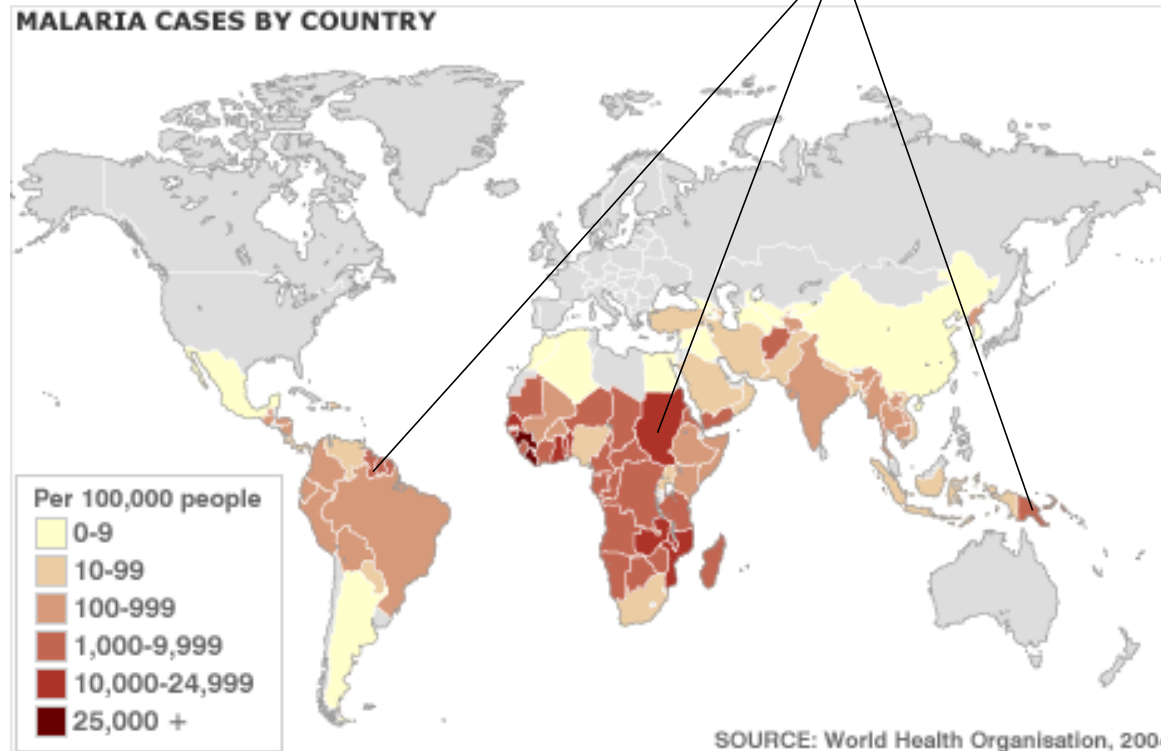
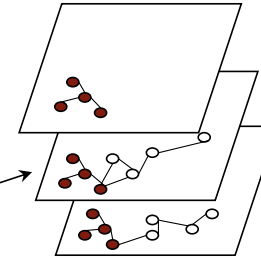


Strategic Vision for a Global Market Scope

Design a Portfolio of New Health Ecosystems Worldwide

System-Level Performance Measures¹

- Health outcomes (population level)
- Resource utilization (direct and indirect)
- Economic performance (state and country)
- Market dynamics (ecosystem components)
- Emergence (innovation and ideas)



¹See also:

China's Tech Hub Shenzhen Moves Ahead with GDP Alternative that Measures Value of Ecosystem Goods and Services

Gross ecosystem product (GEP) system is the total value of final ecosystem goods and services supplied to human well-being in a region annually.

He Huiheng, *South China Morning Post* March 24, 2021