

Creating Ecosystems in Financial Services

Work session for product managers or corporate innovators that seek to find new ecosystems to leverage their products or services in the financial sector

Design thinking workshop applied to ecosystems.
4 hour work session to explore ecosystems together with third parties

Agenda for the Session

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I. Kick Off Benchmark

Explore existent ecosystems created by different players. Study partnerships models and value added to the clients.

II. Personas and CX

Design the personas the ecosystem will target and design the CX Journey of their lives to identify the jobs to be done and the complementary services that can be addressed

III. Service Design

Quickly design prototypes and other visual representations of the ecosystem. Map an initial roadmap based on innovation horizons.

IV. Testing the Ecosystem

Study how can this ecosystem be tested and how it can leverage your current offer. Identify potential partners and niche segments. Structure a PoC

The workshop include fintech founders, your clients and other guests to bring external perspectives to the discussion.

