

A New Economic System (“Ecosystem”) to Change the Effect of Diabetes 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 “strategy”.

The framework introduced here is a **‘rough mix’ of markets** that can be combined to intentionally construct a new economic system (“ecosystem”) whose annual revenue is around \$200 billion. It centers on the concept of **‘market interoperability’** to enable 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 diabetes worldwide.

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



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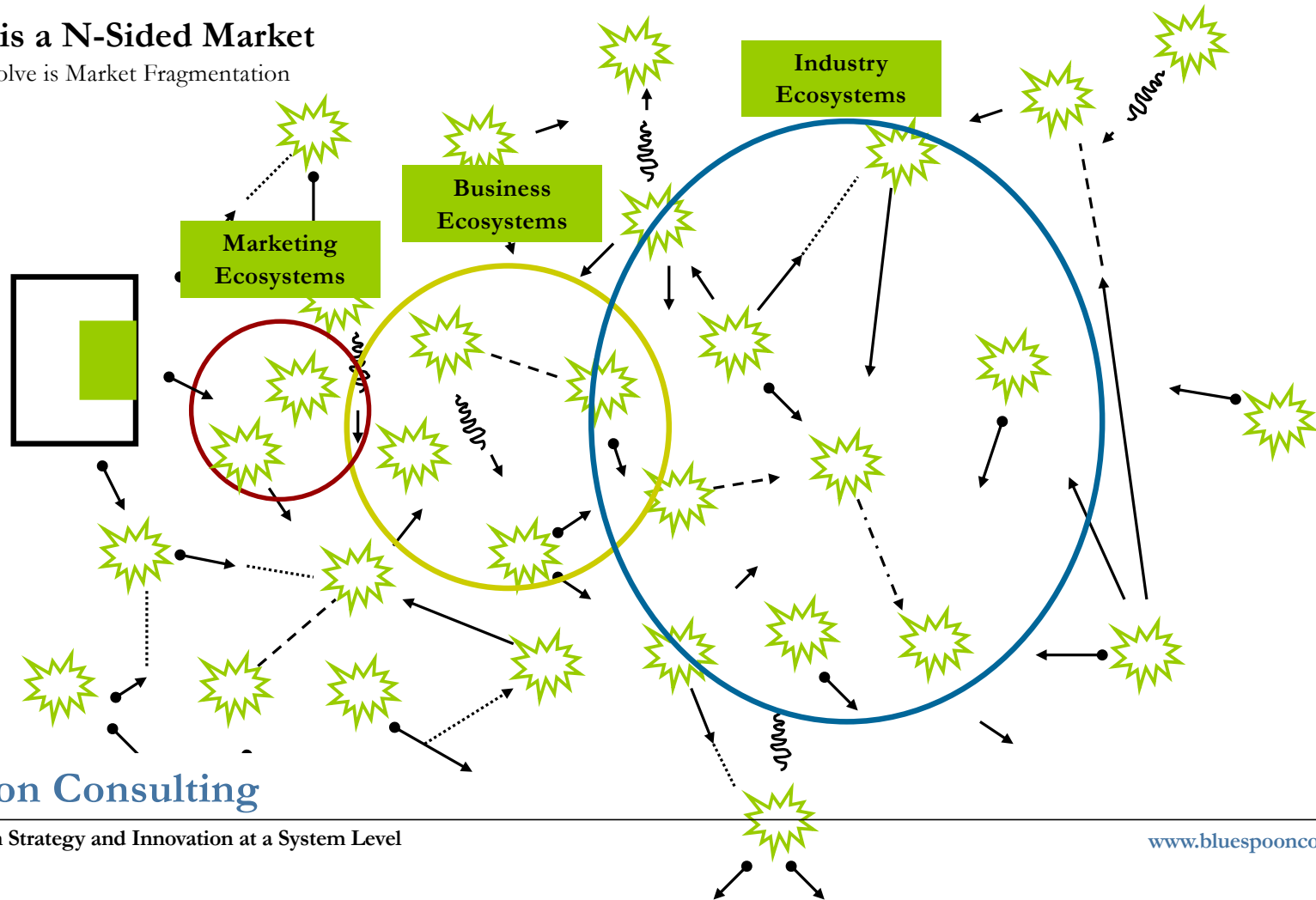
Blue Spoon Consulting does not have a financial relationship with any brand mentioned in this presentation. All insights and assumptions regarding market strategy and positioning are based on public information.

Any market combination mentioned has not been intended nor has it taken place.

Which is the opportunity....

Healthcare is a N-Sided Market

The Problem to Solve is Market Fragmentation



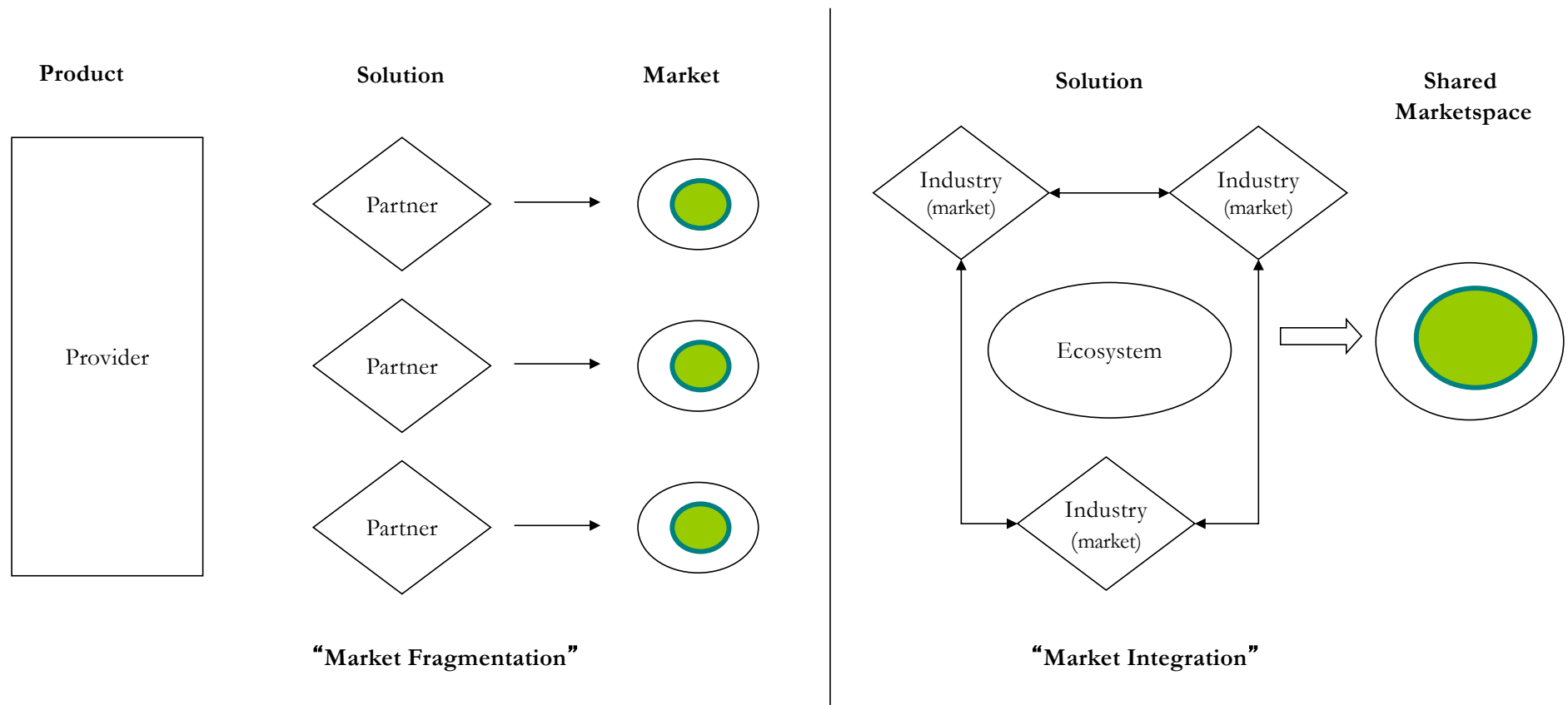
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ecosystem-centered market strategy

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



ecosystem design matrix: “diabetes” rough mix

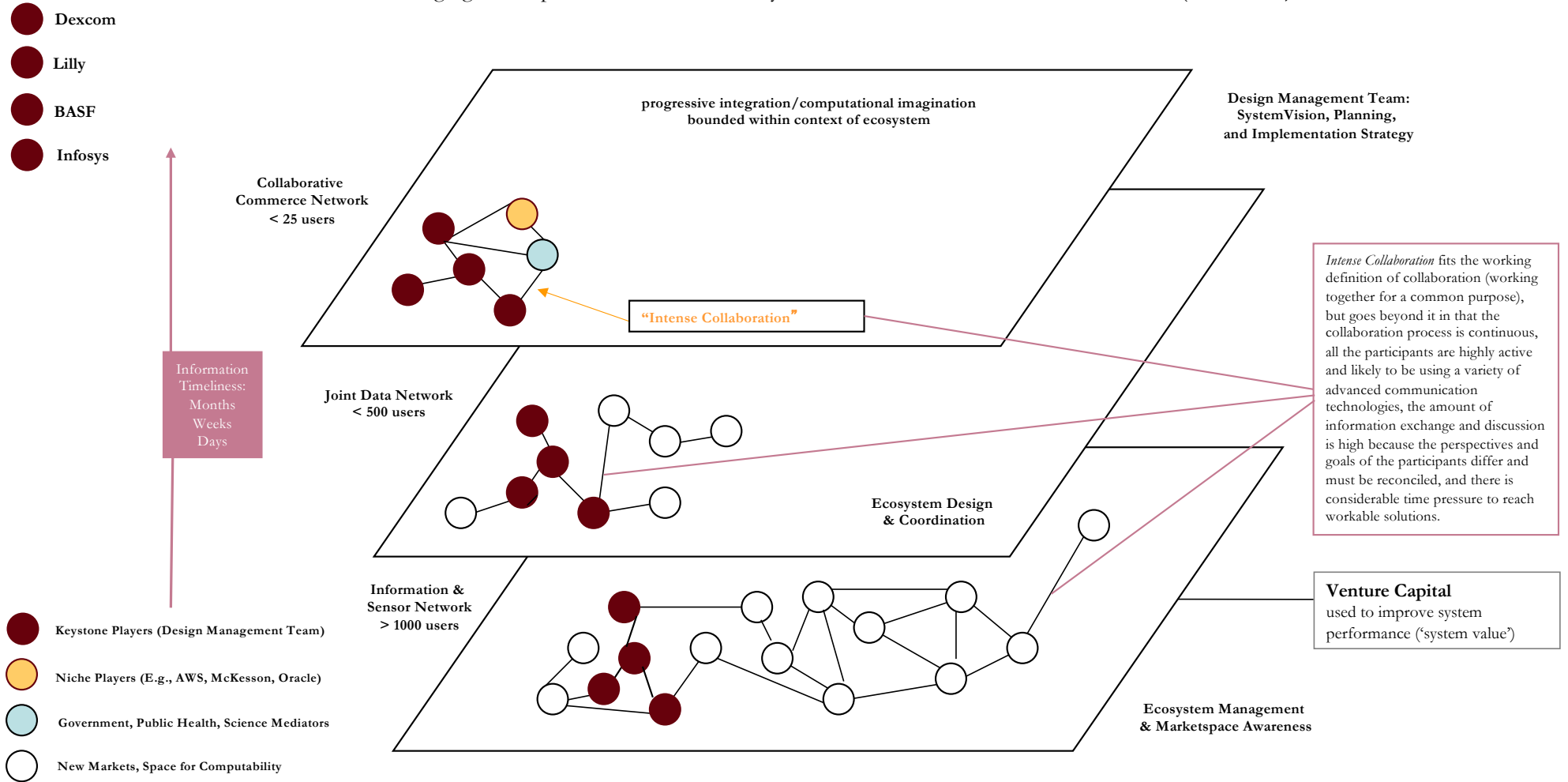
AN ECONOMIC SYSTEM WITH ANNUAL REVENUE OF AROUND \$200 BILLION

MARKET SET	CONTINUOUS GLUCOSE MONITORING MARKET (\$17 Billion)	TECHNOLOGY SERVICES MARKET – BPaaS (\$50 Billion)	DRUG MARKET - GLP-1 (\$100 Billion)	PERSONALIZED NUTRITION MARKET (\$23 Billion)
Market Option 1	FreeStyle 	wipro 	Lilly 	 - BASF
Market Option 2	dexcom	Infosys® Navigate your next 	 novo nordisk®	V I O M E
Keystone Partner Option	 BOEING			
Keystone Partner Option	 Northwell Health®			



A New Economic System

Changing the Impact of Diabetes/Obesity with a New 'Infrastructure for Outcomes' (Illustrative)

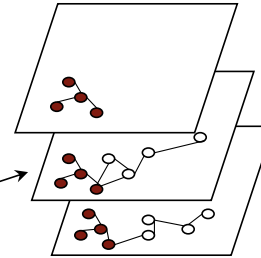


Strategic Vision for a Global Market Scope

Design a Portfolio of New Health Ecosystems Worldwide

System-Level Performance Measures¹

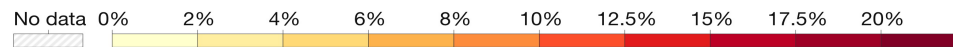
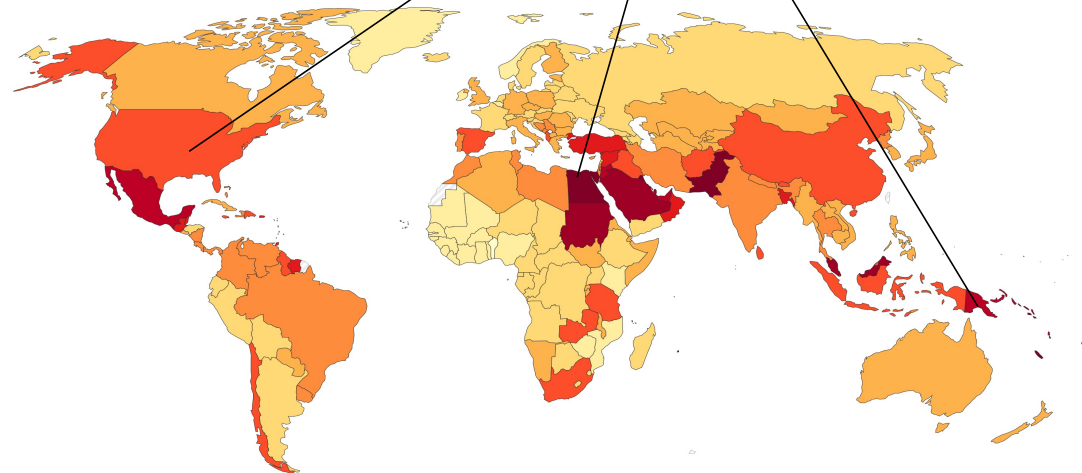
- Health outcomes (population level)
- Resource utilization (direct and indirect)
- Economic performance (state and country)
- Market dynamics (ecosystem components)
- Emergence (innovation and ideas)



Diabetes prevalence, 2021

The share of people aged 20-79 who have diabetes¹.

Our World
in Data



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

Source: International Diabetes Federation (via World Bank)

OurWorldInData.org/burden-of-disease • CC BY