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COURSE BROCHURE

Partner Ecosystem Business Model Design Training Course

7 – 11 February 2027
Kuala Lumpur

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Partner Ecosystem Business Model Design Training Course

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Partner Ecosystem Business Model Design is a 1-week training course for strategy and partnership managers who shape how several organisations create and share revenue together, leaving with a Partner Model Blueprint. Customers now buy outcomes that no single firm can supply alone, so the way partners, suppliers and customers divide contribution and reward decides who grows. Jupiter Prime Training runs this partner ecosystem business model design course.

Why Partner Ecosystem Business Model Design Matters Now

Three forces push this subject up the agenda. Digital platforms let firms plug into each other's customers, data and services at low cost, so offers increasingly span several owners. Suppliers and customers expect to co-create rather than simply trade. Boards now ask which member captures the margin when a joint offer succeeds. Organisations that design shared models deliberately attract stronger partners and scale faster; those that improvise terms deal by deal face disputes, free riders and stalled launches once the first contract renews.

Who Gains Most from Partner Ecosystem Business Model Design

- Managers who identify, recruit and onboard ecosystem partners for a business line
- Strategy staff who test how joint offers change the organisation's revenue mix
- Commercial leads who negotiate revenue sharing terms and contribution rules
- Supplier relationship owners who convert vendor contracts into co-development arrangements
- Product and service leads who integrate partner capabilities into customer offers

The strongest results come when a partnership office and the business unit it serves send members together.

Partner Ecosystem Business Model Design Capabilities

Participants shift from bilateral contracts towards multi-party arrangements in which every member can see its contribution and its return.

- Map the actors, flows and dependencies of a target ecosystem — partner recruitment priorities
- Specify the role each member plays as orchestrator, complementor or supplier — scope of the joint offer
- Calculate contribution and reward for each party under alternative sharing rules — revenue sharing terms
- Design joint decision forums, escalation routes and exit clauses — partner steering committees
- Test the shared model against free riding and dependency risks — board approval of the arrangement

- Build a staged roadmap from first pilot partner to full ecosystem — investment sequencing

Key Partner Ecosystem Business Model Design Terms

- Ecosystem orchestrator — The member that sets the rules, owns the customer interface and coordinates contributions across the partner network.
- Complementor — A partner whose product or service raises the worth of the core offer.
- Value flow map — A diagram of money, data, services and customer access passing between ecosystem members.
- Revenue sharing rule — An agreed formula that divides joint income according to contribution, risk carried or customer acquired.
- Free riding — Benefiting from the ecosystem's customers or data without contributing a fair share of effort or investment.
- Partner exit clause — A contract term setting how a member leaves and how customers are protected.

Partner Ecosystem Business Model Design Day by Day

Day 1: Ecosystems and Shared Offers

- Single-Firm Versus Ecosystem Offer Comparison — Where Joint Models Outperform
- Customer Outcome Decomposition — Capabilities No Single Member Supplies
- Ecosystem Role Typology — Orchestrator, Complementor and Supplier Choices
- Platform and Network Effects Review — When Scale Rewards Every Partner
- Partner Ecosystem Opportunity Screen — Which Joint Offer to Pursue

Day 2: Mapping Actors and Value Flows

- Ecosystem Actor Map — Members, Gaps and Potential Recruits
- Value Flow Diagram — Money, Data and Customer Access Between Parties
- Dependency and Bottleneck Analysis — Members Holding Critical Control Points
- Partner Motivation Profiles — Why Each Party Joins and Stays
- Partner Fit Scorecard — Recruitment Order for Prospective Members

Day 3: Contribution and Revenue Sharing

- Contribution Accounting — Effort, Assets and Risk Each Member Brings
- Revenue Sharing Rule Options — Fixed Fee, Percentage or Tiered Splits
- Customer Ownership Terms — Who Holds the Relationship and the Data
- Joint Offer Economics Model — Margin Each Party Earns Under Each Rule
- Incentive Alignment Checks — Terms That Discourage Free Riding

Day 4: Joint Governance and Risk

- Partner Steering Forum Design — Decision Rights Across Member Organisations
- Dispute Escalation Routes — Resolving Conflicts Before Contracts Renew
- Partner Exit Clauses — Protecting Customers When Members Leave
- Ecosystem Risk Register — Dependency, Reputation and Data Exposure
- Ecosystem Health Indicators — Signals of Partner Engagement and Strain

Day 5: Practising the Partner Model Blueprint

- Opportunity Screen Refresh — Joint Offer Confirmed for the Blueprint
- Actor Map and Role Allocation — Members Named for Launch
- Sharing Rule Selection — Terms Taken Into Partner Talks
- Staged Ecosystem Roadmap — Sequence From First Partner to Scale
- Partner Model Blueprint — Arrangement Presented to the Executive Sponsor

Applying Partner Ecosystem Business Model Design After the Course

- Draw a value flow diagram for one existing partnership and mark where contribution and reward diverge
- Score three prospective partners with the partner fit scorecard and agree recruitment order with the business unit head

Partner Ecosystem Business Model Design Questions FAQ

What is partner ecosystem business model design and why does it matter now?

Partner ecosystem business model design is the deliberate shaping of how several organisations build one offer and divide its income. It matters now because customers buy outcomes spanning many suppliers, and improvised terms lead to disputes and stalled growth.

Which roles gain most from partner ecosystem business model design training?

Partnership managers, strategy staff and commercial leads who recruit partners or negotiate sharing terms gain most.

How does partner ecosystem business model design differ from an alliance management course?

Alliance management focuses on running an existing two-party relationship well. This subject designs the economic model first: who joins a multi-party ecosystem, what each contributes, how income is shared and how joint decisions are taken.

What do you bring back from partner ecosystem business model design training?

You bring back a Partner Model Blueprint for one joint offer. It holds an actor map, a value flow diagram, chosen revenue sharing rules, a joint decision forum design and a staged roadmap ready for sponsor approval.

Partner Ecosystem Business Model Design: The Way Forward

The Partner Model Blueprint first informs which partners to approach and which sharing terms to table in the opening talks. Partnership managers, commercial leads and the executive sponsor use it to negotiate. Once the first partner has operated under the terms for a full cycle, revisit the contribution accounting, because actual effort rarely matches early assumptions.