

How to Play the Global Game

Findings from the PhD Research Work of
Christian Aspegren between 2009 – 2011
in co-creation with professor Marko Seppä
and the Global Venture Lab team

EBRF2011
Aalto University
Christian Aspegren
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Innovations are being
created at an increasing
speed

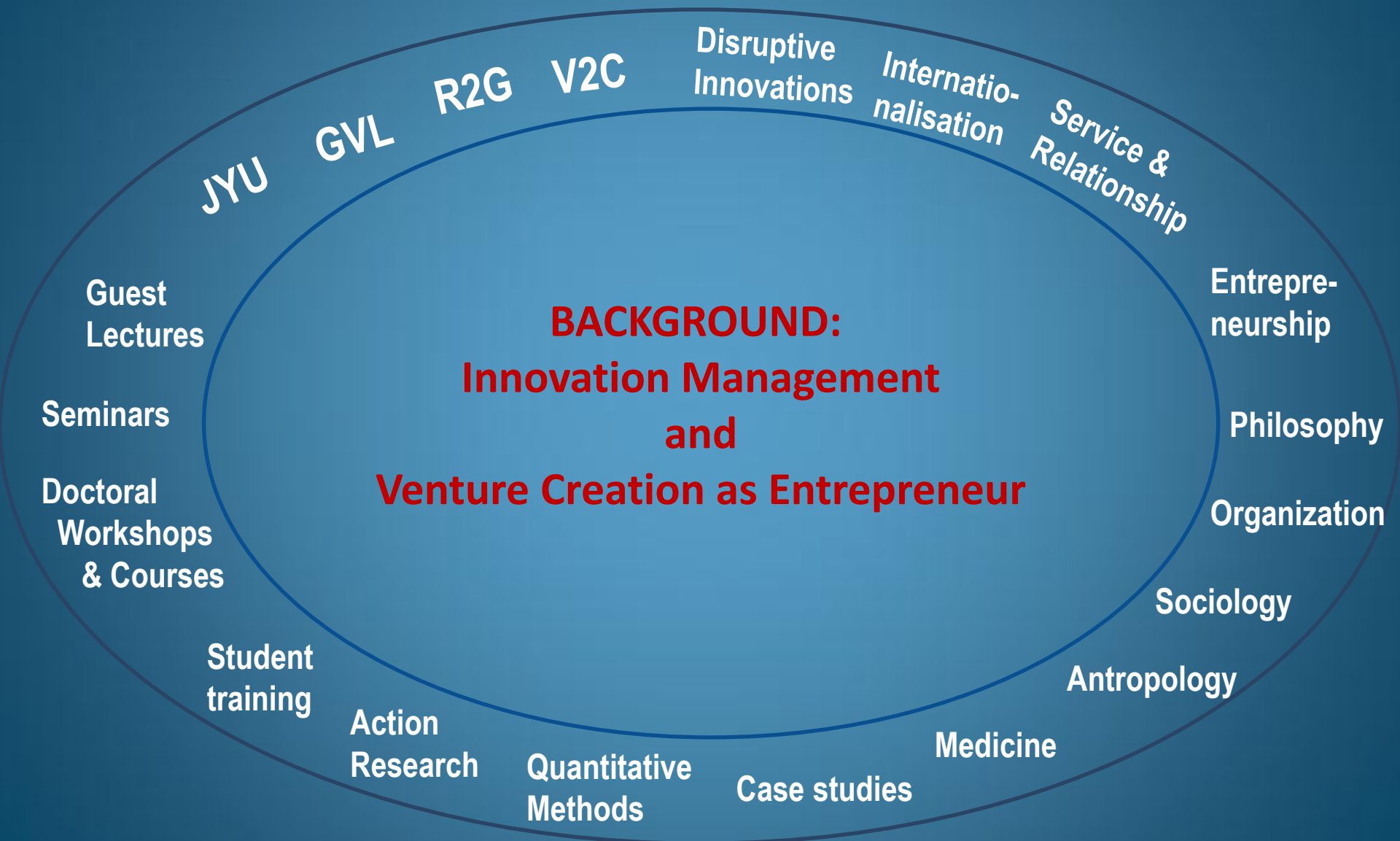
Yet very few of them
become something
relevant

Why do we see so few High Growth Ventures?

Why is so little achieved
in solving big problems?

Let´s Take a new Perspective

FINDINGS FROM MY RESEARCH JOURNEY 2009 - 2011



The Global Playground is the New Game

New Entrants lead this Game

They Emerge in the Margins

They Set the Rules of the Game

Choose the Players

They Alter the Playground and Change the Rules

Their Language is New - their Values are New

To them Compensation comes in many forms

They Force Others to Adapt

Yet, There is Order in this Chaos

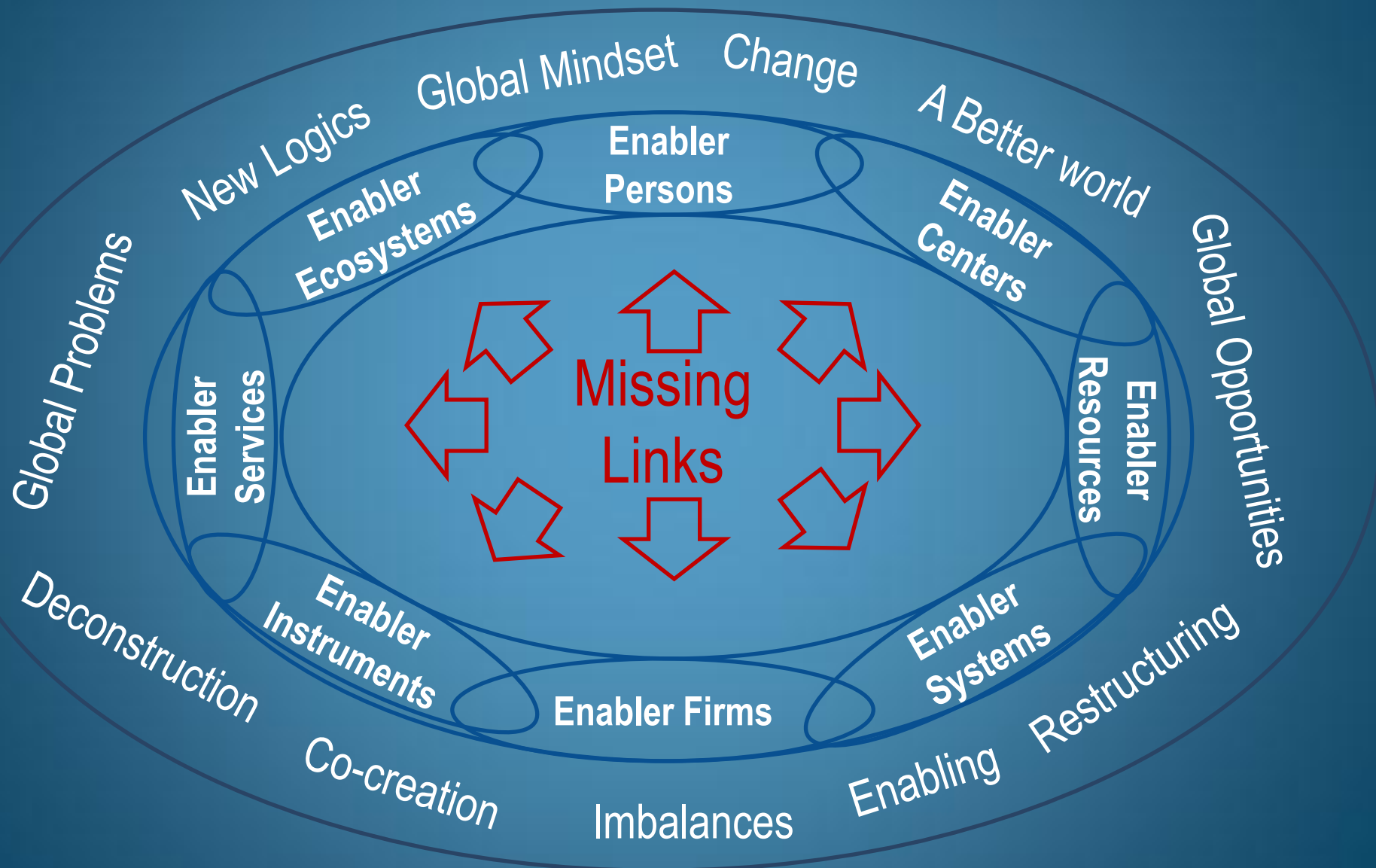
Key Factors in the Global Game



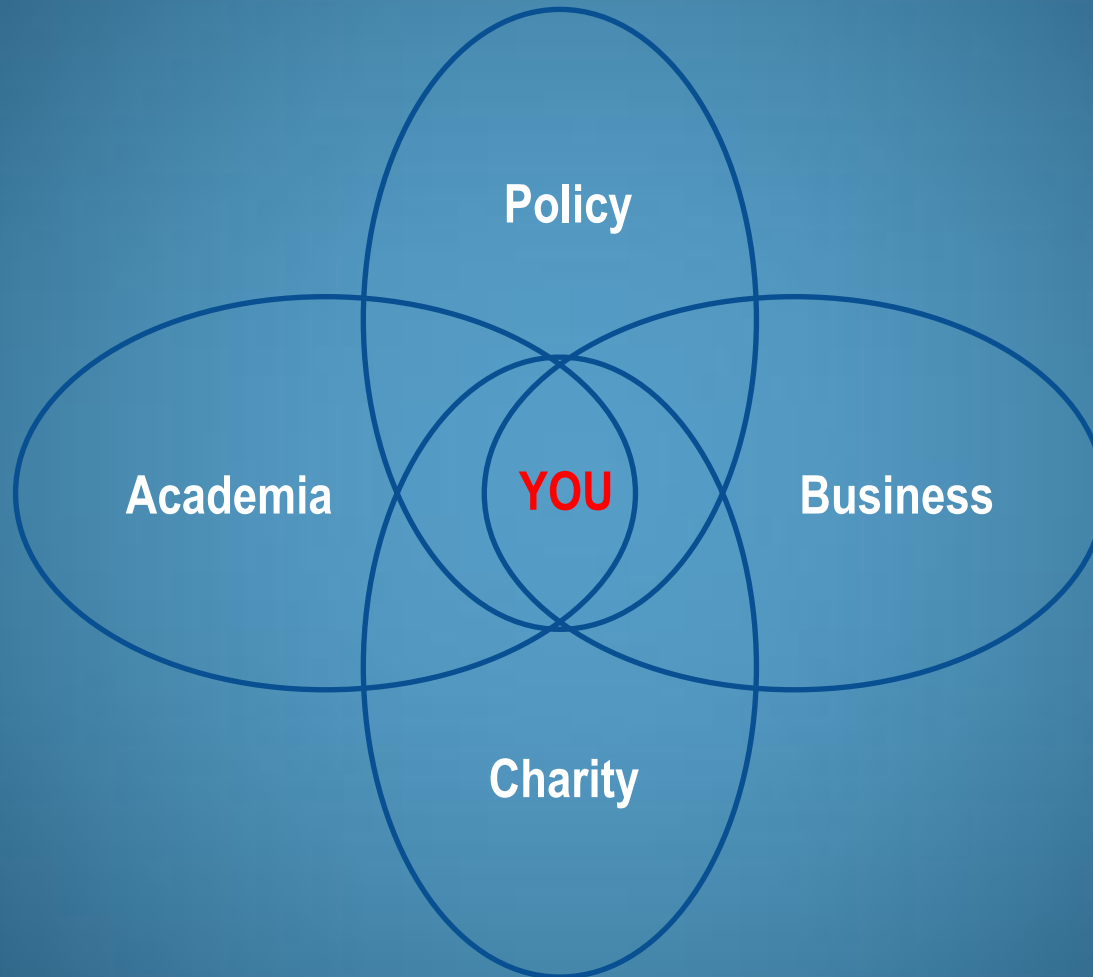
Key Factors in the Global Game



Christian Aspegren: The Positive Drivers of Globalization



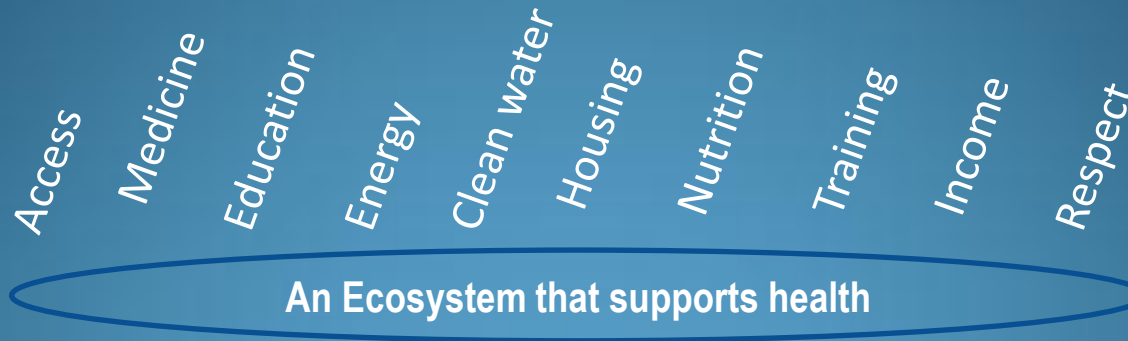
Model for Global Co-creation



Christian Aspegren: Global Research & Venture Co-creation Model



The Ecosystem Equation



POLICYMAKER PARTICIPATION

ACADEMIC INITIATIVE

UTU Hanken
GVL TUT JYU
ÅA IITKP
HU UCB
JAMK Aalto
LUT



BUSINESS DRIVERS

Stanton
Peabud
GFP PWC
OPPO Global Solution Providers
Start-ups

CHARITY SUPPORT

ChristianAspegren

The Ecosystem Equation

EE = Enablers (A traffic + B traffic + C traffic +P traffic)

It requires Academic Initiative

It is all about YOU

Become a Global Enabler

Be an Enabling Person!

Start In your Organisation !

Share with your Friends !

Thank You !

Start Enabling

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