Ecosystems are powerful catalysts for growth.

Here are 5 situations or strategies that are well-served by an ecosystem.

- 1. Grand Challenge
- 2. Business Model Expansion
- 3. Consumer shift
- 4. R&D Requirement
- 5. Interconnected Solution

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5. Interconnected solution

### 1. Grand Challenge

## Ecosystem Catalysts

2. Business Model Expansion

4. R&D Requirement

### 3. Customer Shift

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**P&G's sustainability initiative Insight: Ecosystems create** breakthroughs

P&G's sustainability initiative brought together University researchers, biofilm experts and cross-industry partners.





# Your turn

Ecosystem: How might your company lead an ecosystem for breakthrough growth?

Describe your strategic ambition



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